

THE GUIDE

10 WAYS ONLINE TICKETING CAN SUPPORT YOUR EVENT

1

Online ticketing provides a **24/7 box office!** This means potential audiences can buy tickets speedily, at any time and you'll have **more free time** to do other things.

2

You'll **reach a wider audience.** Online ticketing allows people outside the village (nearby towns, tourists or returning residents) to discover and attend events they otherwise wouldn't hear about.

3

Advanced sales! Selling tickets ahead of time helps you better predict revenue, cover upfront costs and reduce financial risk. Plus it gives you some great information about booking trends.

4

Better event planning. Knowing how many tickets are sold in advance helps with logistics like seating, staffing, food and supplies. Online ticketing works best when you have an **active social media** presence because every post becomes a direct, shareable path to purchase.

5

A online ticketing URL is a great word-of-mouth marketing tool. When someone books a ticket online they can easily share the event with friends and on their social media channels which organically promotes the events.

6

Learn more about your audience! When using online ticketing, you can discover some really useful info about your audience. What times they book, where they travel from and even what events perform well - great considerations when programming your events.

7

Online ticketing is easy and convenient. People can buy tickets anytime without needing to travel to a physical location, which is especially useful in areas with limited transport.

8

It's eco-friendly! Online ticketing reduces the need for printed paper tickets and the possibility of wastage. Also, without having to travel to a location to buy tickets, attendees can also lower their carbon footprint from travel.

9

Supports tourism and local economy. Easier ticket access can attract visitors, benefiting local shops, pubs and accommodation. You can also approach local businesses about offering discounts in exchange for marketing support.

10

Professional image and credibility. Having an organised online ticketing system makes even small village events look more professional, which can attract a wider audience, new performers, potential sponsors and partners.