Eventbrite

3 Ways to Future-Proof Your Event



According to the U.S. Bureau of Labor Statistics, the event industry will grow 44% by 2020. Your event is currently one of 18 million in the United States each year.

The forecasted swell in competition means outdated, inefficient processes and technology will make it increasingly difficult to scale your event and remain competitive.

Luckily, a diverse array of leading business technology gives you the flexibility to adapt in this fast-moving, competitive industry.

The solutions below specialize in delivering the best-in-class solutions to millions of customers. So as your needs evolve, and as technology advances, you can rest assured that these companies are investing significant resources to stay ahead of their competition.

01 Make smarter decisions with your event data

Must-haves



Google Analytics

What does it do? Adding Google Analytics to your event website or listing allows you to track the amount of traffic it gets, as well as important demographic data about the people who purchased a ticket or registration — for free.

How will it help my event? With a comprehensive look at people visiting your website you can prove value to potential sponsors, identify online channels that drive the most sales, and learn which audience segments attend the most.



Survey Monkey

What does it do? SurveyMonkey has become the gold standard for online surveys. Over 30 million people rely on this simian-themed service to help them design surveys and get the answers they need to make smarter decisions.

How will it help my event? On top of gauging attendee satisfaction after your event, surveys can help you draw meaningful conclusions from your data. A B2B event, for instance, can use surveys to learn attendees' frustrations, goals, budget responsibilities, and much more.



Salesforce or HubSpot CRM

What does it do? Cloud-based CRM (customer relationship management) tools like Salesforce and HubSpot CRM allow you and your team to manage important relationships — from attendees to vendors — quickly and efficiently.

How will it help my event?
Unlike using a spreadsheet to keep track of contacts, CRMs are critical to scaling your event. Use your CRM to manage audience segments and you can sync this data with your email marketing to deliver targeted email campaigns.

Also consider...



Umbel

What does it do? Umbel is a data management platform that allows you to aggregate attendee data from multiple sources. Their platform removes duplicate information and uses third-party sources to give you the ultimate view of your attendees.

How will it help my event? Unifying your attendee data from its various sources — like Google Analytics and your ticking or registration partner — can give you the insight needed to grow your event. Use Umbel's intuitive controls to segment your attendees by household income, purchase behavior, and more to better understand them.

02 Promote your event with impeccable efficiency

Must-haves



Emma

What does it do? Millions of companies, businesses, and organizations around the world use email marketing platforms like MailChimp or Emma to reach their most valuable customer's inbox.

How will it help my event? With email designer tools to craft the perfect event invite and easy-to-read reports about your email performance, these platforms help you maximize the potential of this promotion channel.



Event Discovery Sites

What does it do? Goldstar, Songkick, Bandsintown, and Eventful are just a handful of websites event-goers rely on to make plans. In a survey of 3,000 urban event-goers in the U.S., well over half (64%) said they look to neighborhood guides when searching for things to do.

How will it help my event? Posting your event on top discovery sites can drastically increase your reach and sales. 91% of Goldstar's 7 million members say they were unaware of an event or not planning to attend before buying a ticket on Goldstar.



Adwords

What does it do? When you want to promote your event anywhere else on the web, Google AdWords is your destination. Google's advertising platform helps the world reach your most valuable customers on YouTube, Google Search, mobile apps, and over two million websites.



How will it help my event? With a holistic view of your most valuable attendees, Google Adwords becomes a powerful promotion tool. By targeting specific segments with relevant messages, you can really move the needle towards a favorable ROI on your event promotions.

Adroll

What does it do? AdRoll's retargeting brings your most valuable attendees back to your website using personalized ads that act as a friendly reminder to buy tickets or register when they're ready.

How will it help my event? With retargeting, you can turn more event page visits into ticket sales — to the tune of 6x average ROI. One California music festival event reached 10x ROI on their ad spend.

Also consider...



ToneDen

What does it do? ToneDen's automated, self-serve platform makes it even easier to target your most valuable attendees on Facebook and Instagram.

How will it help my event? ToneDen helps you effortlessly create and manage your advertising campaigns on Facebook and Instagram. Once your campaigns are live, their intelligent technology works night and day optimizing your ads in real time.

03

Do a lot more with a whole lot less

Must-haves



HelloSign

What does it do? HelloSign makes it easier than ever to send paperwork to a vendor or a waiver to an attendee for their signature.

How will it help my event? HelloSign's eSignatures — like traditional signatures — are a legally-binding way to sign documents online.



Zapier

What does it do? Zapier lets you automate repetitive tasks without coding or relying on developers. Create automated workflows, called Zaps, to take care of time-consuming busywork.

How will it help my event? You can set up a Zap for nearly anything. Need to add new SurveyMonkey responses to Salesforce? Done. Want to receive an email when a client signs their contract with HelloSign? Taken care of!

Also consider...



Open APIs

What does it do? APIs (or Application Programming Interface) are, in the simplest of terms, what allow different applications to interact with one another.

How will it help my event? Create complex event reports that combine data from various sources, receive a text message when your VIP guest checks in, or automate weekly sales reports for your team.

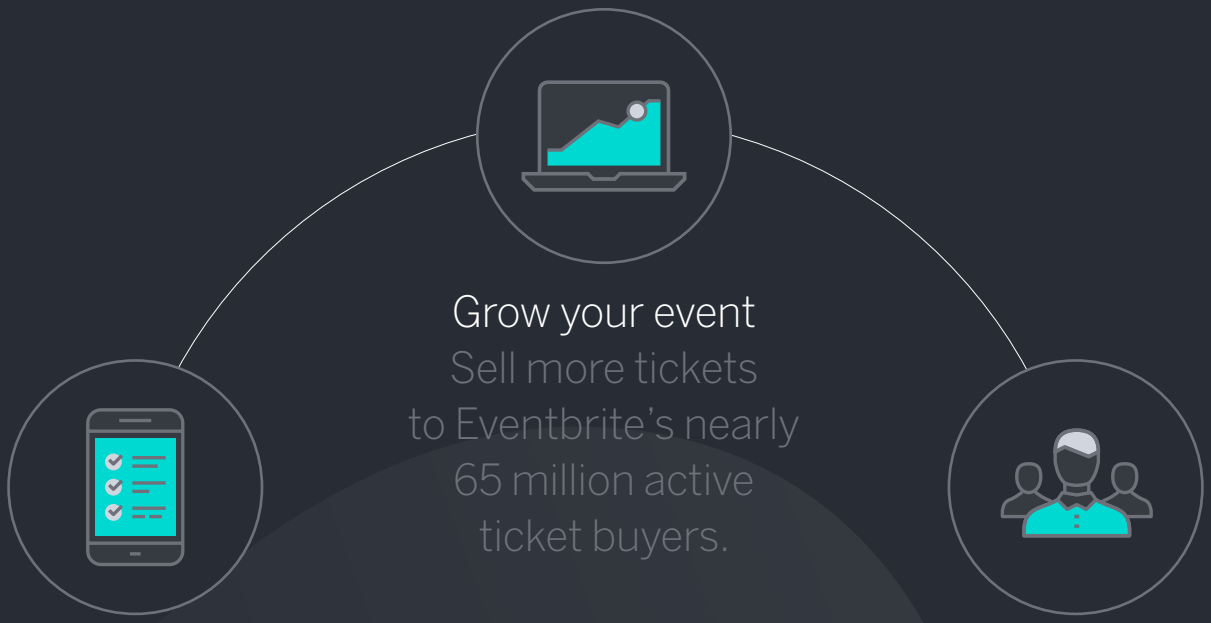
Flexible, open event technology like these can help you save time and money, delight your attendees, and most importantly, help you scale in an increasingly competitive landscape.

If you currently use — or are considering using — Eventbrite for your event ticketing and registration, all of the solutions mentioned integrate seamlessly with our core product to open new possibilities for your events. Reach out to our sales team at (866) 902-2531 or contact us here if you're interested in learning more about the advantages of open event technology.

Eventbrite

Powering more than two million events each year.

Eventbrite is the world's leading event technology platform. Hundreds of thousands of organizers use Eventbrite to boost ticket sales, promote and manage events, handle on-site operations, and analyze results across multiple sales channels.



Grow your event

Sell more tickets to Eventbrite's nearly 65 million active ticket buyers.

Simplify your planning

Promote, manage, and analyze your event from any device.

Impress your attendees

Delight with ease of purchase, convenient ticket access, and speedier entry.

Talk to an event expert

View on-demand demo
