Eventbrite

Future-Proof Tech for Large-Scale Events

Grow your event, reach more people, and streamline your workflows



The six most expensive words used in the event industry today are: we've always done it this way!

Your event is one of many that takes place in the United Kingdom each year and part of an industry worth £42.3billion which makes it one very competitive place to be.

If your event relies on outdated, inefficient processes and technology to succeed, it will soon become increasingly difficult to scale your event and remain competitive.

In this guide, you'll learn how flexible, open event technology can help save your team time and money, delight your attendees — and most importantly, help you scale in an increasingly competitive landscape.

A guide for innovative events solving big challenges

It's not enough to say you plan large-scale events from soup to nuts — you're running a business. If you're reading this guide, you make choices today that solve the big challenges facing your event today — *and tomorrow*.

Which is why it's important that you and your staff are equipped with innovative, flexible solutions that keep up with the accelerated pace of technology.

Put another way, staying ahead in the game isn't just your responsibility — it's what gives you peace of mind.

What you'll learn:

Read this guide and you'll learn how tens of thousands of events use cutting-edge technology to:

- Identify, target, and engage their most valuable attendees
- Streamline their work, reduce headcount, and scale their event
- Make it easier than ever for interested event-goers to discover their event

Table of Contents

01. Say Hello to Your Most Valuable Attendees 06

Your most valuable attendees buy the most tickets, bring the most people with them, or spend their paycheck at the merchandise table. If you use these recommendations to better understand who they are, you'll unlock tremendous opportunity — and value — for your event.

- Your Online Ticketing or Registration Provider 07
- Google Analytics 08
- Social Unlocks by ToneDen 09
- SurveyMonkey 10
- Salesforce & HubSpot CRM 11

02. Extend Your Reach and Promote More Efficiently 13

From the internet's most tried-and-true technology to advanced advertising platforms, the recommendations in this section will improve the ROI of your event promotions and help more people discover your event.

- Emma & MailChimp 13
- Facebook, Instagram, & Twitter 16
- ToneDen 20
- Google AdWords 22
- AdRoll 24
- Facebook Events, Spotify & Bandsintown 25

01. Streamline Your Work, Reduce Headcount, and Scale Your Event

26

Revenue from your ticket sales and registrations contribute to the financial success of your event. But to accelerate your growth and scale efficiently, you'll need these recommendations to use your internal resources wisely.

- HelloSign 26
- Zapier 27
- Open APIs 28



PRO
TIPS

If you currently use — or are considering using — Eventbrite for your event ticketing and registration, all of the solutions mentioned in this guide integrate seamlessly with our core product to open new possibilities for your events. So you don't have to manually upload attendee lists or run disjointed marketing campaigns.

As you read along, keep an eye out for sections like this and you'll discover how your events can use these best-in-class technologies to reach more people and do a lot more with a whole lot less.

Section 01 Say Hello to Your Most Valuable Attendees

Who are your attendees? How well do you know them? Which of them is your most valuable? What do they want? Why do they attend your event?

For your event to reach its full potential, you'll need to answer questions like those. A holistic view of your attendees can help you unlock valuable event sponsorship offers, create more effective marketing campaigns, and meet — or even exceed — your attendee's expectations.

More importantly, with a 360° view of the people attending your event, you can identify your most valuable attendees.

Your most valuable attendees are the key driver of your event's success or failure. They're the people who buy the most tickets, bring the most people with them, or spend their paycheck at the merchandise table.

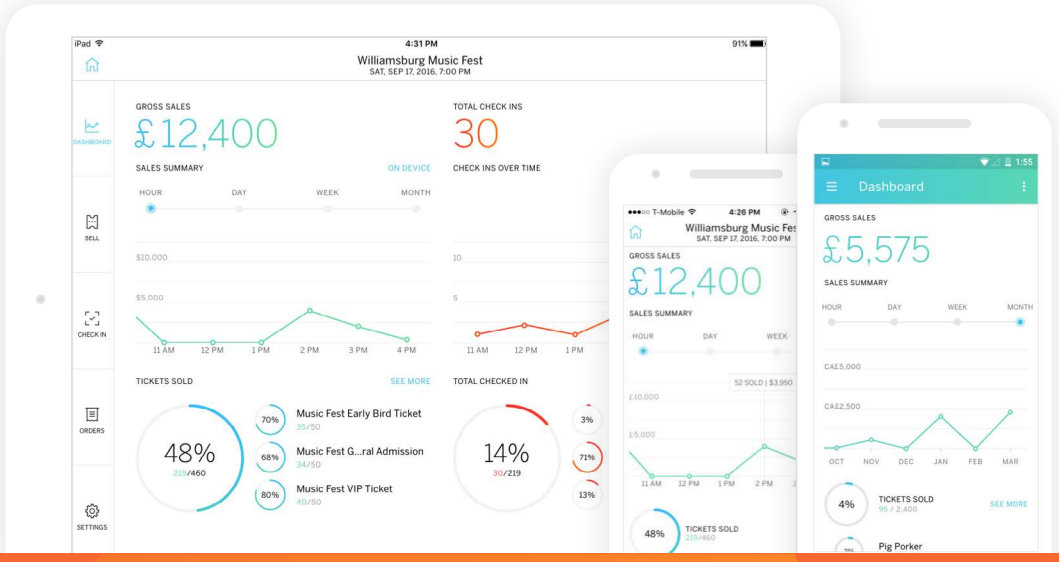
Thanks to innovative and reliable technology available today, it's easier — and often more affordable — than ever to discover your most valuable attendees.

Use the following recommendations to gain deeper insight into your most valuable attendees, and the only thing stopping you from accomplishing your goals will be your ambition.

Your Online Ticketing or Registration Provider

Assuming that you're already using an online solution to sell tickets and registrations to your event, chances are that you're already collecting important information about your attendees.

Consult your provider to locate your event data. Once you have it in hand, analyse your attendee data to learn geography, interests, demographics, or other factors in order to hone in on what makes them tick.



Eventbrite's self-service analytics help you understand your attendees.

PRO TIPS

Eventbrite offers lots of ways to see attendee data visually. Go to your event's Manage page and check out the analytics, charts, and reports to get detailed insight about the people attending your event. These tools gives you the power to harness all of that data through greater visibility and usability, so you can make more informed decisions for future events. With the tool, you can focus on sales or attendees over a period of time, related to a specific event or multiple events, and group and filter data based on various options (ticket type, location, etc.).

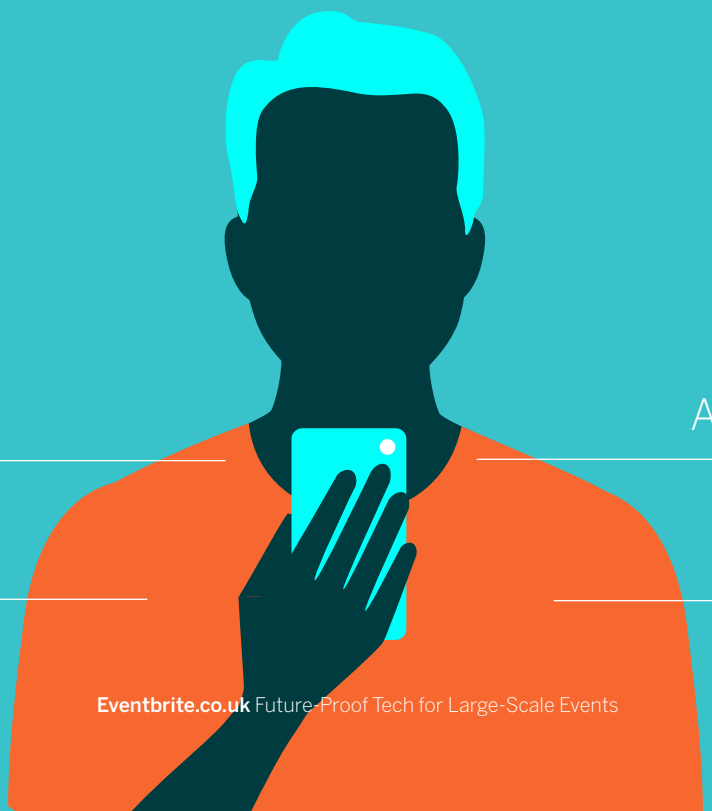
Google Analytics

If you're selling tickets or registrations online, then using Google Analytics to track and monitor visitors to your event page is a must. Adding Google Analytics tracking 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!

Their easy-to-use dashboard provides you and your team with a comprehensive look at people visiting your website. Show sponsors that your audience fits their target market by segmenting your attendees by age, gender, location, and even mobile device.

What's more, the insight provided by Google Analytics helps you identify online channels and audience segments that are driving the most attendance — that way you can allocate marketing dollars to the channels with the highest ROI.

Your Most Valuable Attendee



Male

Android User

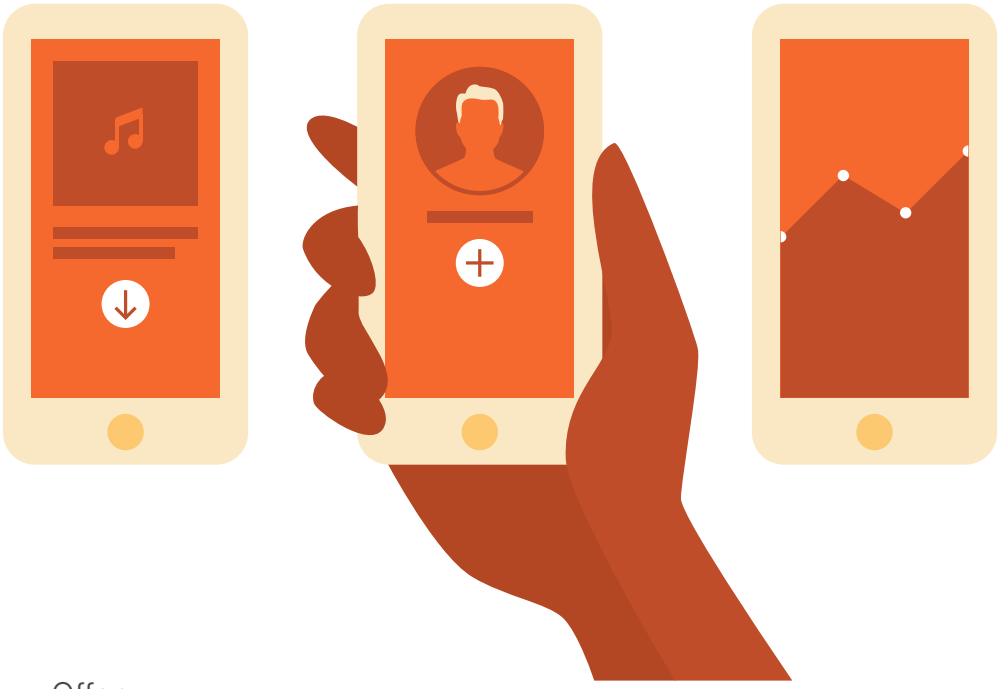
29 Years Old

London

Social Unlocks by ToneDen

Although you'll learn more about ToneDen later on, it makes sense explaining how its Social Unlocks tool can help you understand your attendees.

Social Unlocks lets you offer potential event-goers a download or discount in exchange for following you on Twitter, SoundCloud, or Facebook. As you increase your followers on social media, the additional audience insights from these platforms will help you find the ideal customer, build your email list, and gain more insight into your most valuable attendees.



- Offer
- Accepting the offer
- Social Data Dashboard

Social Unlocks is just one of many powerful features offered by ToneDen. Find out how to automate and optimise your social media advertising campaigns using their self-serve platform on page 20.

SurveyMonkey

On top of gauging attendee satisfaction after your event ends, surveys can help you draw meaningful conclusions from your data.

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.

Imagine, for example, a scenario in which your event mysteriously sold a large amount of tickets on some idle Tuesday. After breathing a sigh of relief, you tell your team to reallocate budget to the promotion that drove the surge in sales, only to learn your analytics can't attribute the source of it. So if it wasn't an Instagram ad campaign or a sponsor mentioning your event on Facebook, who or what caused all those people to attend?

Well, with a post-event survey, you can ask your attendees directly!

Since being founded in 1999, 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.

Take advantage of their 300+ expert, pre-written survey templates — including three specifically for events — to get the information you need from attendees.



PRO TIPS

Events using Eventbrite can save time and precious resources by syncing their event data with SurveyMonkey. Check out the 130+ partners on Spectrum today to find out how to effortlessly sync your event data with the tools you know and love.

Salesforce & HubSpot CRM

Now that you have all of this data on your attendees, what should you do with it?

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.

Unlike using a spreadsheet to keep track of contacts, CRMs are critical to scaling your event.

Say, for example, you want to associate conference attendees by their employer. A CRM allows you to group them effortlessly. With your attendee information at your fingertips, event promotion becomes much easier, too. Use your CRM to manage audience segments and you can sync this data with your email marketing to deliver targeted email campaigns.

This can help you consistently communicate with and retain customers over time to maximise their lifetime value.

A CRM will also allow your event staff to track the status of vendors and suppliers. So when your food and beverage provider is run by multiple people, every message with their management can be stored in one, easy-to-locate place. This ensures everyone's on the same page and helps you stay in the loop — try doing that with a spreadsheet.

When your choice of CRM syncs with your ticketing and registration technology, it becomes even more valuable. For example, if you spent £15,000 on your CRM, you paid for the capabilities of that CRM. But if your CRM and your registration platform sync with each other, then your CRM just became more valuable. It makes your CRM the center of your operations, lessens time spent in your registration platform, and improves your data quality.



PRO TIPS

Using Eventbrite? Connect your events to Salesforce or HubSpot CRM for a more comprehensive understanding of your customers — and every brand touchpoint you have with them, including the event they attended. You'll save time by syncing data that would otherwise need to be manually entered and reduce stress by avoiding duplicate data entry.

If you already use a different CRM, check out the Eventbrite Spectrum page to find out if it integrates with your event.

Section 02

Extend Your Reach and Promote More Efficiently

A deep understanding of your most valuable attendees will help you promote your event where they spend the most time online. But in order to scale your event and grow attendance, you'll need to reach more loyal event-goers.

To accomplish this you'll need to enlist the help of technology that makes it easier to discover your event, engage with your most valuable attendees, and get more ROI out of your promotion budget.

From the internet's most tried-and-true technology to advanced advertising platforms that help you market your event with impeccable precision, the recommendations in this section are the leaders in their respective categories. Each have entire teams dedicated to ensuring their customers have the best-in-class solutions to be successful.

91%

91% of people check their email every day.

Emma & MailChimp

No matter what you've heard, email is not dead.

Not only is the internet's most tried-and-true technology still the strongest promotional channel for your event, but its usage is on the rise. 91% of people check their email every day. And one estimate predicts the number of worldwide email users will exceed 3 billion by 2020 — that's almost a billion more people than are on Facebook today.

Email has, however, become increasingly competitive.

Once your email has been heavily scrutinised by advanced SPAM filters and made it to your attendee's inbox, it still has to be opened and read.

Millions of companies, businesses, and organisations around the world use email marketing platforms like MailChimp or Emma to reach their most valuable customer's inbox.

With email designer tools to craft the perfect event invite and easy-to-read reports about your email performance, these platforms help you maximise the potential of this promotion channel — but that's not what makes them one of the most valuable tools you can purchase.

If you want your attendees to open your emails and take action, you'll need to send targeted, more personalised emails. A recent study found that emails tailored for a specific audience improved conversion by 355% — and increased revenues by 781%.

Targeted emails rely on segmentation to divide your audience by geography, interests, demographics, or other factors in order to be relevant and timely. With MailChimp and Emma, you can target attendee segments and send the right message at the right time.

If you're used to sending out mass email blasts, this may seem like extra work. Rest assured that it's well worth the effort. Personalised subject lines with your most valuable attendee's name or location can increase your open rate by more than 20%.



355%



781%

Emails tailored for a specific audience improved conversion by 355% — and increased revenues by 781%.



20%

Personalised subject lines with your most valuable attendee's name or location can increase your open rate by more than 20%.



PRO TIPS

For events on Eventbrite, it couldn't be easier to leverage powerful email marketing tools like MailChimp or Emma. Effortlessly sync your attendee data with these tools (or one of these preferred partners) and you'll be able to send targeted, relevant messages that inspire your attendees takes action.

Facebook, Instagram, & Twitter

Roughly three-quarters of Facebook users – and around half of Instagram users – visit these social networks daily, so it's likely that you and your team use these platforms to reach your most valuable attendees. But with social media advertising on Facebook, Twitter, or Instagram you can convert thousands of potential event-goers into actual paying customers.

Paid social media has become necessary for serious businesses — as well as events. In the first half of 2016, your free, organic reach fell by 42%. Research from Ogilvy & Mather showed that a large Facebook Page with 500,000 "Likes" was limited to reaching only 2% of their audience.

Each network reaches different types of people who engage with that network for different reasons. How you prioritise them depends entirely on your audience. If your event attracts mostly Baby Boomers, for instance, Instagram and Twitter might not be the right place for you, but Facebook is perfect.

To help reacquaint you with with the three most popular social networks, here they are by numbers.

The three most popular social networks by the numbers

Facebook

1.59 billion

monthly active users

Usage by gender:

77% of women

66% of men

Usage by age:

87% of 18-29

73% of 30-49

63% of 50-64

56% of 65+

Instagram

400 million

monthly active users

Usage by gender:

29% of women

22% of men

Usage by age:

53% of 18-29

25% of 30-49

13% of 50-64

5% of 65+

Twitter

320 million

monthly active users

Usage by gender:

24% of men

21% of women

Usage by age:

37% of 18-29

25% of 30-49

18% of 50-64

6% of 65+

If you're interested in learning how to step up your social media marketing strategy, check out the guides How to Use Paid Social Media to Beat Your Competition and How to Master Facebook Advertising and Sell More Tickets.

Once you're up and running, though, you'll need to ensure your ads are effective at driving attendance — not to mention getting a favorable ROI. To do that, you'll need to accurately measure and analyse their results to determine what's working — or what's not.

Which is why you should install a conversion tracking pixel on your event page.

Conversion tracking pixels are small code snippets that let you track who is seeing, engaging, and buying a ticket and registering for your event.

Conversion Tracking Pixel Instructions

Get step-by-step instructions for adding a tracking pixel to your event site or page by following the corresponding links.



Facebook & Instagram



Twitter

This insight allows you to more accurately measure the ROI of your marketing campaigns and ensure every dollar is spent wisely.

For instance, you might find that your Facebook followers crave more substance than what your 140-word character limit on Twitter allows. So during your first few weeks, experiment with different forms of content (including images and videos) on each social network, and take note of what works where. Replicate the posts with the highest engagement, and you'll start to see the results.

You can also use this information to identify the people on Facebook and Twitter who share similar profiles or behaviours and pay to target them (called "lookalike targeting"). This is one effective way to increase the number of people in your targeted segment and expand your reach on social media.



Free Download: Social Media Event Strategy Guides

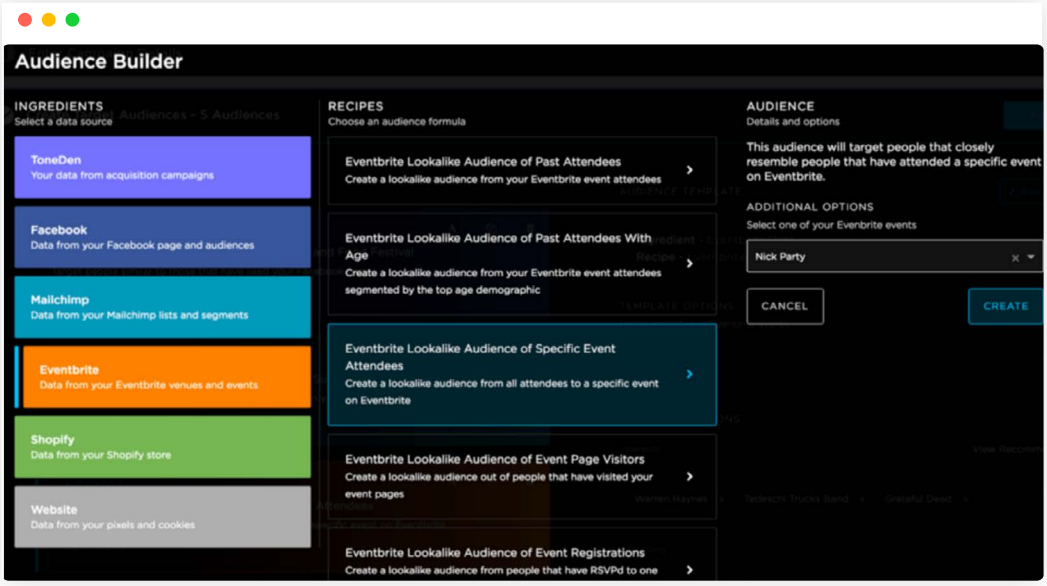
If you're interested in learning how to step up your social media marketing strategy, check out the guides How to Use Paid Social Media to Beat Your Competition and How to Master Facebook Advertising and Sell More Tickets.

ToneDen

Need a little assistance with your social media advertising? ToneDen's self-serve platform makes it even easier to target your most valuable attendees on Facebook and Instagram.

Earlier in this guide, you read about ToneDen's Social Unlocks — a tool that offers potential attendees a coupon in exchange for a following you on Twitter or Facebook. But it's ability to grow your following and gain more insight into your most valuable attendees barely begin to describe this social media automation tool.

Add your attendee data to the Audience Creator and let ToneDen's automated, self-serve platform help you and your team build and test different segments of your most valuable attendees. When you're ready, their system will create and manage your advertising campaigns on Facebook and Instagram. Once your campaigns are live, their intelligent technology works night and day optimising your ads in real time.





PRO
TIPS

Ad targeting services like AdRoll, Google AdWords, and Facebook integrate with Eventbrite and reach nearly 100% of the Internet population.

In the lefthand menu of your event dashboard, under the Manage tab, select Tracking Pixels. After setting up your choice of tracking pixels, your ad service knows when someone visits your page and can serve them your ad once they leave. But you only pay if the person clicks on your ad and revisits your listing, so you don't waste any money on meaningless impressions

Google AdWords

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.

With the data and insight of your most valuable attendees on hand, your budget can go much further than without it. That's because the Google AdWords marketplace works like an auction — meaning you bid on how much you'll pay for clicks.

But the highest bidder isn't always the winner.

Instead, Google AdWords considers the quality of your ad and event landing page when deciding which ads to show, and in what order. Your holistic view of your most valuable attendees will make it easier to choose good keywords and bid more strategically — both of which will save you significant time and money.

Imagine you're promoting a multi-day music and arts festival in Brighton. Advertising your event on websites you're certain potential event-goers frequent or when someone searches "music festivals" on Google will likely lead to some sales. But targeting smaller segments with relevant messages is how you'll really move the needle towards a favourable ROI.

As with social media advertising, it's important to accurately track, measure, and analyse the performance of your ads. So when you launch your ads, you'll want to add a Google AdWords conversion tracking pixel to your website. These pixels allow you to accurately measure your ad performance and double down on the ones that lead to more sales.

Learn more about AdWords conversion tracking on Google's site and ask your ticketing and registration provider how to add the pixel to your event page.



Free Download: Essential Paid Advertising Guide

Your event promotion budget may run to five (or even six) figures — and at a compelling return on investment (ROI) — you can't afford to spend money on activities that don't bring in sales.

The Event Organiser's Guide to Online Marketing and Advertising is your essential guide to make every penny count. Download to learn how search engine marketing, display advertising, and retargeting campaigns can help you promote your event more effectively than traditional methods.

AdRoll

What happens when an interested event-goer lands on your event page but never finishes buying a ticket or registering for your event? Maybe they received a phone call or email and completely forgot about your event. Wouldn't it be nice if you could give them a friendly reminder about your event?

Well, with AdRoll, you can.

6x

With retargeting, you can turn more event page visits into ticket sales — to the tune of six times the average ROI.

AdRoll's retargeting brings your most valuable attendees back to your website using personalised ads. Retargeting can remind people who've already shown interest to buy tickets or register when they're ready.

With retargeting, you can turn more event page visits into ticket sales — to the tune of 6x average ROI.

Let's say you have an event in a couple of weeks and you still have 200 tickets to sell. Spending large sums of money targeting people who may or may not be interested in attending will shrink your profit margin fast. Instead of blindly advertising to the masses, you can use AdRoll to display ads to people who've visited your event page but didn't hit "buy."

Along with Google AdWords and social media advertising, AdRoll also utilises a tracking pixel to accurately measure the performance of your retargeting ads.

Facebook, Spotify & Bandsintown

Targeted event ads may help you reach more people, but the people most likely to attend your event are already looking for something to do. In fact, your attendees spend most of their time on sites they trust. If you help them discover your event there, they'll be more comfortable purchasing a ticket or registration.

So how do you make sure they find your event? Most event-goers have go-to event discovery websites they rely on to make plans.

Event-goers also turn to more targeted sites like Facebook, Spotify and Bandsintown to discover events. With the help of event discovery you can find interested event-goers and offer them a deal they can't refuse.



PRO
TIPS

Using Eventbrite for your ticketing and registration? Save yourself a step and integrate directly with Facebook, Spotify and Bandsintown so you can reach more people on sites they already spend time and where they're most likely to be ready to purchase.

Section 03

Streamline Your Work, Reduce Headcount, and Scale Your Event

Your event's financial success depends greatly on the revenue generated from ticket sales and registrations. Up until now, you've learned how highly advanced solutions help you increase revenue by reaching more interested event-goers and cost-effectively target your most valuable attendees.

But to efficiently scale your event, you need to use your internal resources wisely.

Check out these final recommendations to help you streamline your workflow, saving you time and money — not to mention a whole lot of stress.

HelloSign

Email may still be alive and kicking, but — with the exception of a few hold-outs — paper is a thing of the past.

If you've ever had to send event paperwork to attendees, you already know the pain that comes along with managing a ton of documents. Papers get lost or misfiled. Attendees forget to complete an important field or don't write legibly.

Luckily there's a cure for this madness: HelloSign.

From email to Facebook Messenger, there are numerous ways to send someone a contract or liability waiver electronically. But HelloSign's eSignatures — like traditional signatures — are a legally-binding way to sign documents online.

Compared to pen and paper signing, eSignatures also come with a few extra perks. They're trackable. They can generate reminders for documents that still need to be signed by attendees. And you usually have the option to automatically store signed copies of documents in one easily accessible place.

Once you go paperless, you'll never go back to printing and shipping documents.

Zapier

Every tool mentioned in this guide so far represents the industry leading solution available to address your greatest challenges. But there's one tool that can tie them all together.

Zapier lets you automate repetitive tasks without coding or relying on developers. With Zapier, you can create automated workflows, called Zaps, to take care of time-consuming busywork. For example, when a new contact is added to Salesforce, you can set up a "Zap" to automatically add that contact to MailChimp. You could also connect your CRM to your email marketing tool to automatically pull in attendee contact information.

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! Need help managing your event staff? Well... maybe one day.



PRO TIPS

When your events are on Eventbrite, you can extend our core ticketing and registration technology beyond the 130+ partners by using the Zapier integration.

Head to your event dashboard and look for the Extensions section under the Manage tab. Select "Export Attendees" and you can create "zaps" that connect your attendee data with their supported apps. Then read this post on using Zapier's "Multi-Step Zap" capability to connect multiple apps.

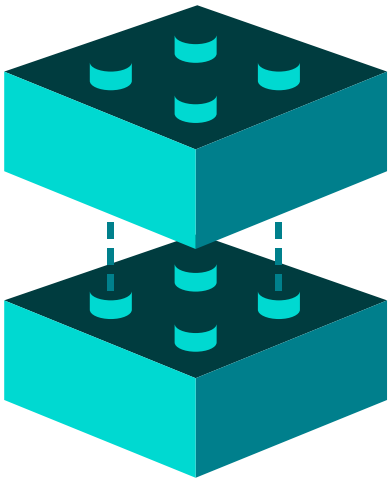
Open APIs

An app integration tool like Zapier connects hundreds of different applications so they can work together. But what do you do when your event technology doesn't already integrate with these tools? Or what if you needed an innovative solution that doesn't exist yet and had the resources to build your own?

Say hello to APIs.

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

To explain how they do this, we're going to need an analogy. If you bought a bunch of Lego bricks today and brought them home, you can rest assured that they'll work with the Lego bricks you had when you were a child. That's because Legos universally connect via interlocking studs and holes. This allows bricks to be combined into works of art.



In the above analogy, each Lego brick represents a piece of software. The universal system of interlocking studs and holes that ensures Lego bricks manufactured as far back as 1958 work together is like an API.

The Advantage of Being Open

Open APIs enable innovation.

The accelerating pace of technology continues to surpass our wildest imaginations. Tomorrow you'll wonder how you lived without a tool that doesn't exist today.

If your events are on Eventbrite, you don't have to worry about the future. Since 2008, our open API has enabled you to propel our industry forward and take your events to new and exciting places. Nearly ten years later, this open and accessible platform and the 130+ partners we have on Eventbrite Spectrum today are responsible for helping nearly 3 million events operate with market-leading products.

Here are a couple of examples for how you can take advantage of your ticketing and registration provider's API. Let these inspire you and guide brainstorms with your developer team.

Create complex event reports. Your event data is collected by your ticketing and registration provider. MailChimp stores all your email performance data. And everything measured on your event website is housed in Google Analytics.

Combining these insights into a single report is the only way you can get a complete picture of your event. But doing it manually can take hours.

Using data visualisation software Tableau and your event technology's API, you can integrate them all into an automated report that layers attendance data with website behaviour and email performance metrics.

Get special notifications. Events are stressful. A steadfast way to reduce your anxiety is to stay on top of ticket sales and registration. But when you're constantly on the go, your mind on a million and one other priorities, it's time consuming to constantly check how sales are doing. If your ticketing or registration partner doesn't have a mobile app to keep you in the loop, then things get even harder.

Using an API, you could develop a software program that sends you a text message if your event missed its sales quota. That way, no matter how many things you're juggling, you'll know when it's time to make a crucial decision in a more timely manner.

No developers? No problem! If you don't have a team of developers at your disposal and need to create a custom solution for your event, you're in luck. Services like Upwork can connect you with skilled, professional computer programmers and coders to help bring your vision to life.

Go Big, Then Go Bigger

As the events industry continues to grow and competition rises in the market, it's going to be more important than ever to have the help of open technology so you and your event team aren't just saving time and money today — you're prepared for tomorrow.

From customer-relationship management software to email marketing platforms, the solutions in this guide offer more than the sum of their features. Each specialise in delivering the best-in-class solution to millions of customers. And as your needs evolve, and as technology advances, you can rest assured that they're investing significant resources to stay ahead of their competition — and keep their promise.

The pressure from a million customers can turn a lump of coal turning into a diamond. We should know. Over 300 million events depend on Eventbrite's 150+ person engineering, product and design team to provide the best ticketing and registration solution on the market. And thanks to our open API and 130+ partners on Spectrum today, they can also leverage the thousands more professionals working on innovative, flexible solutions to solve big challenges.

Reach out to our sales team at 0800 652 4993 or contact us here if you're interested in learning more about the advantages of open event technology.

Eventbrite

Eventbrite enables people all over the world to plan, promote, and sell out any event. Since its inception in 2006, Eventbrite has processed over 200 million tickets and helped organisers sell over £1.8 billion worth of tickets to events in 187 countries.

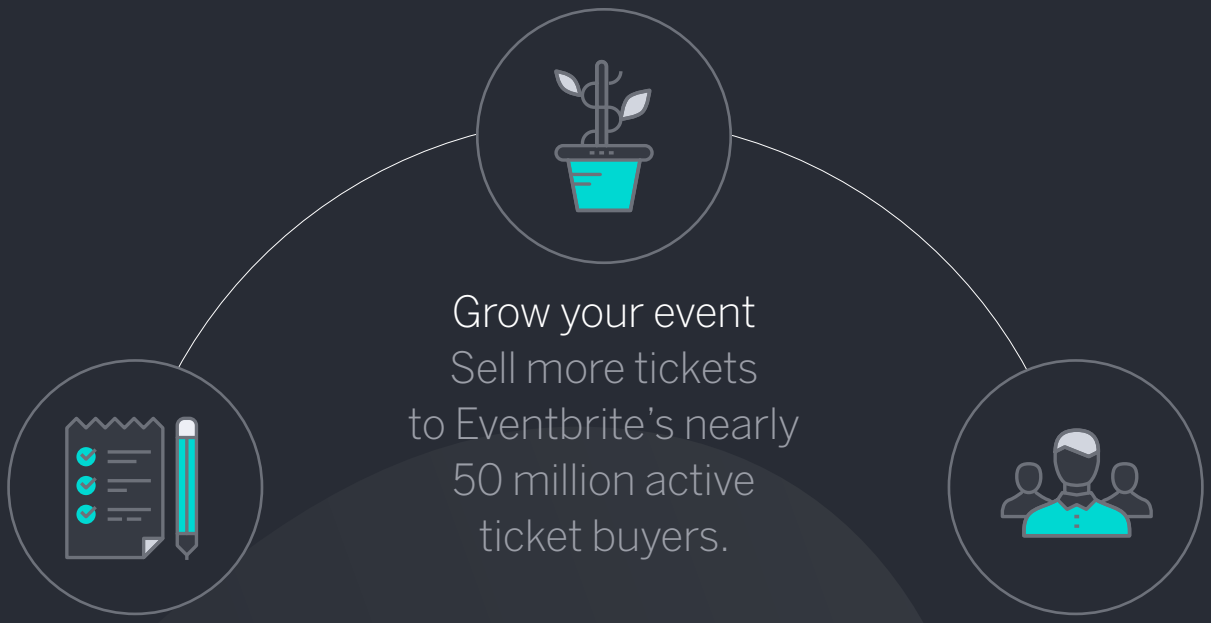
The online ticketing platform makes it easy for anyone to discover events, and to share the events they are attending with the people they know. Eventbrite provides a professional, simple way to manage and promote events to help you reachyour business goals.

Learn more at www.eventbrite.co.uk/how-it-works/
or call 0800 652 4993.

Eventbrite

Powering more than two million events each year.

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



Grow your event

Sell more tickets to Eventbrite's nearly 50 million active ticket buyers.

Simplify your planning

Promote, manage, and analyse 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
