

TICKETING TECHNOLOGY FORUM

18-19 MARCH 2014

WEMBLEY, LONDON

THE FUTURE OF ENTERTAINMENT TICKETING



REVISED & UPDATED

- Confirmed speaker line-up includes **Samsung** Smart Ticket, **StubHub**, **Match AG**, **PayPal**, **Turkish FA**, **San Francisco Giants**, **Veritix**, **Cleveland Cavaliers**, **Malmo Opera**, **Music Kickup**, **Applauze**... and many more

... see inside for more

Forum Preview #2

JANUARY 2014

What's happening with ticketing?




Ticketing Technology Forum 2014 has the answers. Our 2014 edition builds on the success of our launch event to create Europe's largest, most informative and most engaging meeting for the live entertainment ticketing business...

We **explore, debate and showcase** the latest trends, innovations and technologies that are the building blocks of the next generation of live entertainment ticketing solutions.

Join us in London for **two days of live demonstrations, discussions and peer-to-peer networking** that will introduce you to the very latest ticketing innovations, applications and players...

... only at **Ticketing Technology Forum 2014**

Join the digital Forum

-  Follow us @TicketTechForum
Use #TicketTech to join the debate
-  Join the TTF Group on LinkedIn
-  RSS feed of Forum updates

Who's coming to TTF14?

Ticketing Technology Forum 2014 has already attracted a diverse and dynamic mix of ticketing professionals from around the world, including the following organisations:

- ▶ Aberdeen Performing Arts, UK
- ▶ ACC Liverpool, UK
- ▶ AKA, UK
- ▶ All Party Parliamentary Group, UK
- ▶ Apareo, Germany
- ▶ Applauze, USA
- ▶ Arsenal FC, UK
- ▶ Attractive.it, Italy
- ▶ axxess2 AG, Switzerland
- ▶ Beckerbillett GmbH, Germany
- ▶ Cleveland Cavaliers, USA
- ▶ Concertgebouw, The Netherlands
- ▶ Datasport, France
- ▶ De Bijloke Muziekcentrum Gent, Belgium
- ▶ Derby LIVE, UK
- ▶ Deutsche Eintrittskarten TKS, Germany
- ▶ DR Koncerthuset, Denmark
- ▶ EY Turkey, Turkey
- ▶ Festival & King's Theatres Edinburgh, UK
- ▶ FNAC, France
- ▶ France Billet, France
- ▶ GAA - Gaelic Athletic Association, Ireland
- ▶ Historic Royal Palaces, UK
- ▶ Iridium Consulting, UK
- ▶ Israel Football Association, Israel
- ▶ Lyceum Theatre, UK
- ▶ Malmö Opera, Sweden
- ▶ MATCH Services, Spain
- ▶ Mobile Media Content, Spain
- ▶ Modulsnap srl, Italy
- ▶ Music Kickup, Finland
- ▶ NEC Group, UK
- ▶ Nimax Theatres, UK
- ▶ nolock Software GmbH, Austria
- ▶ Patron Technology, United States
- ▶ PayPal, UK
- ▶ Peppered B.V., The Netherlands
- ▶ PHAR Partnerships, UK
- ▶ Proactiv SI, Spain
- ▶ Royal Sporting Club Anderlecht, Belgium
- ▶ Samsung Electronics, UK
- ▶ San Francisco Giants, USA
- ▶ Saudi Post, Saudi Arabia
- ▶ Sports Fusion, UK
- ▶ Stormcrowd, UK
- ▶ Strobbe Ticket, Belgium
- ▶ StubHub, UK
- ▶ Syx Automations Ltd, UK
- ▶ Theatre Royal & Royal Concert Hall, UK
- ▶ Ticketing Network East Midlands, UK
- ▶ Ticket Regional, Germany
- ▶ Ticketmaster GmbH, Germany
- ▶ TICKETPORTAL, Czech Republic
- ▶ Tickster AB, Sweden
- ▶ TJChambers Consultancy, UK
- ▶ TLS- Boca Systems, UK
- ▶ TOT B.V., The Netherlands
- ▶ Traverse Theatre, UK
- ▶ Yurkish Football Federation, Turkey
- ▶ UEFA, Switzerland
- ▶ Venuendpoint, Denmark
- ▶ Veritix, USA
- ▶ West Kowloon Cultural District, Hong Kong

Plus many, many more....

Join them at **Ticketing Technology Forum 2014**...

COMING ALONG?
... see back page for details

TICKETING TECHNOLOGY FORUM

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The Programme

Tuesday 18 March 2014

CONFERENCE: 09.00-17.30

MARKETPLACE: 08.30-18.30



*From desktop to mobile....

Image: Ticket Script

We kick off the first morning with a collection of 'success stories', where new technology and innovation have delivered real results. The focus will be on end-users, teams, venues and rightsholders that have taken ticketing to a new level.

08:50 Welcome to TTF14

09:00 Session 1: **The Move to Mobile**

> As mobile devices continue their growth against traditional PCs and delivery channels, most commentators expect Mobile Ticketing to have a tremendous impact on our industry. We explore case studies which are overcoming these barriers and enabling the mobile ticketing revolution.

09:10 **Sports Ticketing: Increasing Fan Engagement Through Paperless Ticketing**

NBA Cleveland Cavaliers have successfully implemented an innovative new system of purchasing, sharing and reselling tickets, whilst also electronically eliminating the need for a paper ticket or transaction. The technology underlying this system is the Flash Seats App from Veritix. Our speakers will demonstrate how the Cavaliers are using this technology and data analysis to enhance the fan experience, engage with fans and respond to market changes.

- *Nic Barlage, VP Sales and Service, Cleveland Cavaliers, USA*
- *Guy Villa, VP Sales, Veritix, USA*

09:35 **Enhancing the Live Music Experience with the Samsung Smart Ticket App**

Currently under 'live development' via the Samsung Galaxy Studio Live music events, the app is the most advanced mobile ticketing solution in the world - integrating native handset and platform features including WiFi, GPS, compass, video players and, in the case of Samsung handsets, NFC.

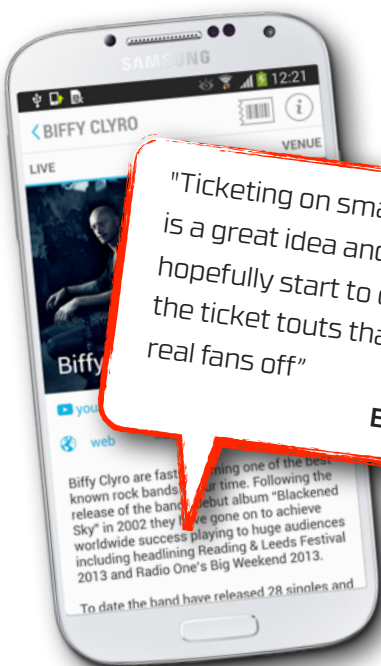
Samsung Smart Ticket goes further than just ticketing and payment by offering fan interaction, exclusive content, travel and venue services and even a unique light show that fans and artists can join in with.

Taking us through the development and success (and deployment challenges) to date, we are delighted to welcome:

- *Mark Taffler, Head of Music, Samsung Electronics, UK*
- *Denzil Thomas, Head of Music, PHAR Partnerships, UK*

10.10 **Ticketing and the Mobile Revolution**

PayPal have been pioneers in e-payments since the advent of online auctions. In this presentation, we will be considering the importance of a 'mobile first' strategy for ticketing transactions, making it easier for



"Ticketing on smartphones is a great idea and can hopefully start to combat the ticket touts that rip the real fans off"

Biffy Clyro

Biffy Clyro are fast becoming one of the best known rock bands of our time. Following the release of their debut album "Blackened Sky" in 2002 they have gone on to achieve worldwide success playing to huge audiences including headlining Reading & Leeds Festival 2013 and Radio One's Big Weekend 2013. To date the band have released 28 singles and

The Programme

continued..

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consumers to pay via their mobile device. The importance of simple and secure solutions is also key to the successful implementation of connected commerce. PayPal will show us how its innovative approaches to ticketing payments and technology is helping its efforts to win the mobile payments race.

- *Cameron McLean, General Manager, Merchant Services (UK and Ireland), PayPal, UK*

> 10:35 COFFEE BREAK in THE MARKETPLACE

11:00 Session 2: CRM and Using the Channels

> The effective use of CRM to assist with ticketing sales is widely known. Social Media has a massive potential to increase ticket sales.

In this session, we have a selection of case studies that have used CRM or Social Media ticketing in a new, innovative or “thinking outside of the box” manner, to ensure that they get the best results that they require.

11.00 Youth Engagement at the UEFA U21 Israel 2013

The Israel Football Association (FA) used a variety of methods to promote the tournament, and ensure a ticketing strategy that produced record attendances. We will see how this was achieved, and how the technology can be used in different situations to enhance ticket sales through social media.

- *Ronit Glasman, Head of Marketing, Israel FA, Israel**

11.25 CRM, Customer Service and Efficiency Gains for a Consortium Ticketing and CRM System

Ticketing Network East Midlands is a consortium of four entertainment organisations and venues in Nottingham, with a fully integrated, shared ticketing and CRM system – the first of its kind in the UK. This collaboration through sharing CRM data, results in a better understanding of customer needs, enabling them to not only deliver an enhanced user experience, but also to pool their resources in times of austerity and spending cuts.

- *Jonathan Saville, Director, Sales, Marketing & Development, Theatre Royal & Royal Concert Hall, UK*
- *Annie Scally, Project Manager, Ticketing Network East Midlands, UK*

11.50 Speaker tbc

12.15 Guest Speaker

Insight from a leading ticketing pioneer outside of the sports and live entertainment sector with inspiring lessons for us all to consider.

> 12.45 LUNCH in THE MARKETPLACE



*Maximising yields...

Image: Spektrix



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The Programme

continued..

14.15 Session 4: **Innovations Showcase**

> The live entertainment ticketing business increasingly relies on technological and service innovation to drive sales, distribution and customer satisfaction. This proven quick-fire presentation session – using the *pecha-kucha* format (with each speaker having just 20 slides for 20 seconds each, i.e. under 7 minutes to present) – delivers a wealth of new ideas, innovations and inspiration for forward-thinking entertainment ticketing businesses. Scorecards at the ready please!

15.15 Session 4: **Secondary Market Debate**

> If you can't beat them, do you join them? The secondary market conundrum continues to challenge the industry. Is it a necessary evil or simply a reflection of a sub-optimal primary market? Whatever your view, the technologies exist to either embrace it or to beat it.

The Forum presents a series of well informed panelists with opinions from both sides of the debate. Confirmed panellists include:

- *Sharon Hodgson MP, Member of the All Party Parliamentary Group on Ticketing, UK*
- *Reg Walker, Security Consultant, Iridium Consulting, UK*
- *More panellists to be confirmed...*

> 16.00 COFFEE BREAK in THE MARKETPLACE

16.30 Session 5: **Dynamic Pricing in Action**

> Long before the emergence of Secondary Market sites the notion of 'airline style' market-led pricing for live entertainment tickets was being fiercely debated.

Some within the industry claim that dynamic pricing has been in practice for years through discounting and packaging. But taking a lead from the Secondary Market, sports teams and theatre venues have been experimenting with much more sophisticated pricing tools and processes.

But how successful have they been?

- *Russ Stanley, VP Ticket Sales & Services, San Francisco Giants, USA**
- *Thomas Wickell, Marketing Director, Malmö Opera, Sweden*

> 17.30 NETWORKING in THE MARKETPLACE

International Networking Reception

Catch up with colleagues from around the world and make new business contacts

DRINKS & CANAPÉS: 19.00-21.30

CATCH UP...

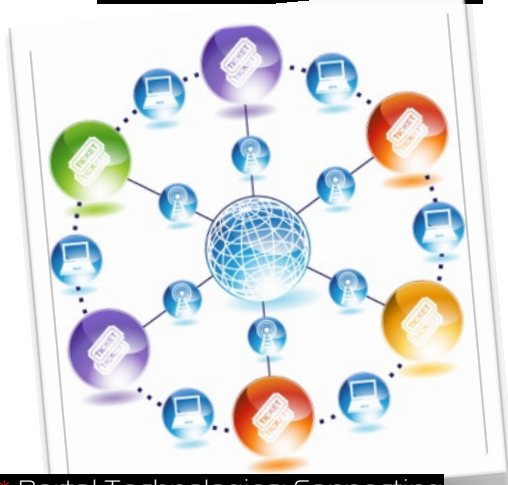
...with colleagues from around the world at our evening reception.



Latest updates & online registration @ www.ticketingtechnologyforum.com

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* Portal Technologies: Connecting events, venues and systems



"We look forward to Smart Tickets becoming as natural to buying a concert ticket as downloads have become to buying recordings"
**Brian Message, Chair,
Music Managers Forum**



The Programme

continued...

Wednesday 19 March 2014

CONFERENCE: 09.00-16.00
MARKETPLACE: 08.30-17.00

We break into **parallel sessions** with a series of Think Tanks for day two of the Forum, so we can explore more topics, in greater depth and in more intimate, specialist groups of colleagues.

YOUR CHOICE OF 'THINK TANK'

09.00 Session 6:

Small Ticketing. (Not So) Small Issues

> Not all ticket systems are right for all end user's needs. An "out of the box" solution may not always necessarily meet the needs of smaller venues. We will consider what the issues for smaller venues are, and what a ticket system should do for this type of venue.

- *Daan Bauwens, Managing Director, De Bijloke Muziekcentrum Gent, Belgium**

09.00 Session 7:

Integrating CRM and API

> Derby LIVE have successfully used its CRM system to see its marketing response rate rise from 5% to reach 30%. API integration with its ticketing system was crucial to this, allowing new and creative additions to its website to enable the increase. What were these additions? How were they implemented?

- *Ed Green, Audience Engagement Manager, Derby LIVE, UK*

> 10.30 NETWORKING in THE MARKETPLACE

11.00 Session 8:

The Upgrade Path

> There's an old box office mantra which states "you only ever want to migrate platforms once in your career"!

So who's taken on this career-defining challenge and how have they survived the ultimate test in the ticketing profession?

- *Leon Gray, Information and Business Systems Manager, Aberdeen Performing Arts, UK*

11.00 Session 9:

API Linkage in London's West End And Beyond

> The West End theatre landscape is unique in that a large proportion of tickets are sold by ticket agents. Advances in system connectivity mean that theatres are now able to open access to their general inventory by allowing ticket agents to 'buy' in real-time from the open inventory. But what are the benefits and the risks of allowing this?

- *Ian Taylor, Ticketing Manager, AKA, UK*

> 12.30 LUNCH in THE MARKETPLACE

Latest updates & online registration @ www.ticketingtechnologyforum.com

The Programme

continued..

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13.45 Session 10: **Clouds. Big Data. Big Confusion**

> The jury's out on 'big data' in entertainment ticketing. Is it the latest buzzword or anything more than deep analysis of historic sales data? Is the transition to cloud ticketing creating benefit for the ticketing end user?

What if new approaches to storing, sharing and collating data can lead to more accurate demand forecasting – providing analytical tools to inform more effective pricing strategy, track sales, income, and demand to identify dynamic pricing opportunities.

13.45 **In the Cloud at the FIFA World Cup™**

In a football-crazy country with 200 million people, and a truly global customer-base beyond that, handling over 1 million unique visitors in a single day is a special challenge. Discover how leading edge cloud technologies are being utilised to ensure performance, reliability and scalability when everyone wants a ticket for the final.

- *Tony Pearson, Business Consultant FIFA World Cup™, MATCH Services, Spain*
- *Chris Budd, Project Director, MATCH Serviços de Eventos, Spain*

14.10 **Personalising the fan experience**

The live event landscape is vast and in constant flux with no good single source of information for fans. Meeting this need requires curating massive amounts of information gathered from millions of individuals and cross referencing against a myriad of possibilities based on both implicit and explicit data. StubHub will explain how through the use of innovation and technology, companies can create a more engaging experience for fans.

- *Brian Streich, International Marketing Director, StubHub, UK*

14.35 **iPhone App of the Year (Runner Up 2012)**

Applauze is billed as the "simplest and most beautiful way to find events". The app brings together over 500 ticket brokers in the US and Canada, whose events are displayed to the buyer in a very intuitive and simple way. We will look at the technology that lies behind this kind of user-focused ticketing app.

- *Kiran Belubbi, CEO, Applauze, USA*

> 15.00 **COFFEE BREAK** in the *MARKETPLACE

Session 12: **Global Village / New Approaches**

> A look at some emerging trends and new opportunities drawn from emerging markets, new entertainment forms and future venue projects – free from the restraints of entrenched ticketing industry norms!

15.30 **E-Ticketing: Turkey's New Vision in Sports Ticketing**

Turkey's new regulation 6222, to digitise sports ticketing systems, has far-reaching implications for the country. We get to see first hand the



FORUM FEEDBACK

"A really useful opportunity to meet others in the industry"

James Baggaley, Spektrix

"Really useful. Congratulations on some great speakers"

Brooke Gallagher, Box Office & CRM Systems, National Theatre



technologies lying behind this immense new vision, whilst exploring the operational, economic and business impacts of such a vast project.

- *Emre Alkin, General Secretary, Turkish Football Federation, Turkey*
- *Mehmet Gülez, Business Development Leader Advisory, EY Turkey (Previous E-Ticketing Project Coordinator, Turkish Football Federation), Turkey*

15.55 **Starting an eTicket Project From Scratch**

Saudi Post, who issue the tickets for the Saudi Professional League, have successfully launched a League-wide eTicketing system. We take a look at their strategy and how its implementation now avoids having to scramble to sell tickets at the stadium just before match kick-off.

What were the operational challenges of building and running the stadium environment and infrastructure to deal with such a project? How important was ensuring fans' awareness of the change and making sure that they embrace it? What are the pros and cons of eTicketing for Saudi football fans and society?

- *Majed Binanzzan, General Manager, Saudi Post, Saudi Arabia*

16.20 **Ticket Syndication: Making Sure The Right Sized Venue Sells Out**

Music Kickup is a Finnish start-up launching what is in essence a ticket syndication system. This set up ensures adequately sized venues that will be filled up based on fan led demand. This same demand can be leveraged to bring the best names to their venues. We will explore the technology and the operational considerations that are enabling such an innovative ticket sales system.

- *Antti Silventoinen, CEO, Music Kickup, Finland*

16.45 **Closing Thoughts/Round up**



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The Marketplace

Networking & New Product Demos

> Alongside the international conference programme, *Ticketing Technology Forum 2014* incorporates a compact mini-exhibition of specially selected suppliers. We call this The MARKETPLACE.

Featuring product demonstrations, lots of interaction and open debate, The Marketplace hosts all our coffee, lunch and networking breaks. It really is the place to grow your business in 2014!

The Advisors

With special thanks to our Advisory Panel – a diverse range of specialists, drawing on their expertise to ensure the most relevant and innovative programme content and conference topics.

- **Kingsley Jayasekera**, Head – Marketing and Digital, **West Kowloon Cultural District Authority** (Hong Kong) - arts/culture/venues;
- **Tim Chambers**, TJChambers Consultancy (UK) – ticketing business/commercial aspects;
- **Michael Hauser**, Managing Director, apareo (Germany) – e-commerce/digital marketing/Europe/Germany market;
- **Steve Machin**, Founder, **StormCrowd** (UK) – digital marketing/futurologist;
- **Ian Taylor**, Ticketing Manager, aka Promotions Ltd (UK) – promotions/sales agency/theatre/West End;
- **Eugene Carr**, Founder & CEO, **Patron Technology** (USA) – arts marketing/non-profit sector/cloud/North America;
- **Andrew McManus**, Group IT Director, **NEC Group** (UK) – venue ticketing/agency/arenas.

More on the panel [here](#).



WANT TO SHOWCASE YOUR SOLUTIONS?

> **Are you in the ticketing solutions business?** Do you supply solutions and services which deliver tickets more efficiently and more effectively?

Ticketing Technology Forum 2014 provides the perfect platform to enhance your client base, explain your approach to the market and to better understand the industry's new demands.

A limited number of sponsorship and exhibition opportunities are available for *Ticketing Technology Forum 2014*. For an exhibitor & sponsor information pack please contact Angelina Tennino, Events Director via email or telephone her on: +44 (0)208 133 5226.



FORUM FEEDBACK

“A truly valuable meeting”

Julian de Grahl, CTS Eventim Sports

“An excellent couple of days...”

Dave Newton, WeGotTickets

Latest updates & online registration @ www.ticketingtechnologyforum.com

Are You Joining Us?

THE DELEGATE PACKAGE

> Our all-inclusive two-day Forum Package includes:

- Access to all main forum sessions (two days);
- Access to Evening Reception & Networking Party (18 March 2014);
- On-site support and business networking service;
- All lunches and coffee breaks;
- Discounted hotel rates*;
- Delegate pack with full documentation (including delegate lists and post-event presentation/video downloads);
- Privileged access to online information pre- and post- Forum.

THE FEE

> Full delegate package only £995 (+VAT) per delegate. Early booking discounts are available – [check online](#) for details.

GROUP DISCOUNTS

> Bring your ticketing and commercial executive team (3+ delegates) to benefit from our generous group booking rates. [Email us](#) for full details.

HOW TO BOOK

- [1] INVOICE: [Send us an email](#) to request invoice.
- [2] TELEPHONE: Call +44 (0)208 133 5226 to book now.
- [3] CREDIT CARD READY? [SECURE ONLINE BOOKING HERE](#)

NO RISK

> You can cancel up to 60 days out from the conference and receive a full refund (less credit card/admin fees). From 60 days out there are no refunds but we're happy transfer your ticket to a work colleague at no charge.

THE VENUE

> To maximise networking opportunities, *Ticketing Technology Forum 2014* is held at the new Hilton London Wembley, with world-class conference facilities and easy access from road, rail and international airports.

QUESTIONS?

> We're happy to help and we love to talk! Please call Angelina Tennino on tel: +44 (0)208 144 7266 or [send us an email](#) with any questions.

WHO ARE WE?

> **Ticketing Technology Forum 2014** is organised by Xperiology – the specialist events, training and advisory agency to the global sports and entertainment sector. Our specialist, world-class meetings and events include *TheStadiumBusiness Summit*, *TheStadiumBusiness Awards*, *Fan Experience Forum*, *Premium Seat Seminar* and *TheLEVELSummit*.

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Discounts**

**BRING YOUR TEAM
AND SAVE ££££**

Bring your ticketing and commercial executive team (3+ delegates) to benefit from our generous group booking rates.

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**QUESTIONS?
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**SEE YOU AT THE
HILTON WEMBLEY!**



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