

TICKETING TECHNOLOGY FORUM

18-19 MARCH 2014 • LONDON



CONFERENCE PROGRAMME



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HELLO WEMBLEY!

What's happening with ticketing?

We trust *Ticketing Technology Forum 2014* provides the answers. At least, some of them...

Over the next two days we will explore, debate and showcase the latest trends, innovations and technologies which are the building blocks of the next generation of live entertainment ticketing solutions.

So, firstly, thank you for joining us in London for this edition of *Ticketing Technology Forum*. We all know that the live entertainment sector is a diverse and highly fragmented industry and, with your help, this year's edition certainly reflects that diversity. Our attendance is up 33% on last year, with over 300 delegates from a truly diverse range of sports, arts and entertainment businesses – plus all the key industry suppliers.

Secondly, a big thank you to all our speakers and panellists, who collectively bring a wealth of knowledge and experience to the debate, as well as some diverse and valued opinions. We welcome your questions and viewpoints from the floor – this is, after all, a Forum and not a trade show!

Finally, adding real value to *The Marketplace* networking area, our thanks to our 2014 sponsors and exhibitors. The 'demo pods' feature some of the latest advances – not only in ticketing but also CRM, payment, distribution and inventory solutions. Do take the time to explore.

Often the key value from these kinds of industry meetings derives from the networking opportunities – and my sincere thanks goes to Ticketmaster for once again sponsoring the evening reception.

We look forward to your contributions to the debates!

Ian Nuttall
Ticketing Technology Forum

PS. We are committed to making *Ticketing Technology Forum* the industry's most important calendar event – so, if you enjoy your time with us here in London then please tell your colleagues. But if you don't, please tell us and we'll get it fixed!

Share the debate with
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LET'S STAY CONNECTED !



Twitter feed at @TicketTechForum
[Twitter.com//TicketTechForum](https://twitter.com/TicketTechForum)

Tuesday 18 March 2014

REGISTRATION OPENS: 08.00

CONFERENCE: 09.00-17.30

MARKETPLACE: 08.30-18.30

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.

09.00 **Enhancing the Live Music Experience with the Samsung Smart Ticket App**

> Currently under 'live development' via 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:

- *Lee Booth, Co-Founder and Director, Eskimo Media & Technology, UK*
- *Denzil Thomas, Head of Music, PHAR Partnerships, UK*

09.35 **Ticketing and the Mobile Revolution**

> PayPal has been a pioneer in e-payments since the advent of online auctions. In this presentation, we consider the importance of a 'mobile first' strategy for ticketing transactions, making it easier for 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 show us how its innovative approaches to ticketing payments and technology is helping its efforts to win the mobile payments race.

- *Mike Davies, Director Merchant Services (UK and Ireland), PayPal, UK*
- *Rob Wilmshurst, CEO, See Tickets, UK*

10.00 **Monetising the On-Trade 'Black Box'**

> Club Metrics is a white-label business intelligence platform for the nightclub sector. Clients range from single promoters and nightclub chains through to student unions and higher education institutions across the UK. Developed in direct response to customer's needs, the platform inside the on-trade 'black box' provides detailed demographic data for every patron inside a nightclub. It is tied to multiple touchpoints, with a wide range of retargeting options. Do you know the details of every customer in your venue tonight, when they arrived, with whom and how much they spent?

- *Richard Oastler, Managing Director, Club Metrics, UK*
- *Adam Bardsley, Head of Communications and IT, Lancaster University Students' Union, UK*

10.30 COFFEE BREAK in THE MARKETPLACE

DON'T FORGET TO TOUR THE DEMO PODS IN THE BREAKS!

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

Biffy Clyro





11.00 Session 2: CRM and Social Media

> 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 "forward-thinking" manner, to ensure the best results for their ticketing.

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 across 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 Leveraging Social Media to Increase Sales with Minimal Marketing Spend

> Gigstarter is a data driven platform which empowers creators by driving fan engagement with increasing efficiencies. Gigstarter's platform moves from market research to sales seamlessly in an end-to-end process that engages the customer before an event is confirmed.

Our speaker will present a case study of a tour arranged using their platform, demonstrating a combination of the latest data gathering analysis with an updated version of one of commerce's oldest adages - listen to your customers.

- *Donal Scannell, CEO, Gigstarter, Ireland*

12.15 Guest Speaker: How San Diego's Transit System Eases Bottlenecks Caused by The Football

> The San Diego Metropolitan Transit System (MTS) serves a significant number of special events in the San Diego region, especially San Diego Chargers American Football Games when they often handle more than 15,000 customers for the game. We see how they used new technologies to overcome such ticketing bottlenecks, as well as a look at the upcoming ticketing project for ComicCon 2014 – one of the largest events in the San Diego region, with over 120,000 tickets sold.

- *Ben Whitaker, CEO, Masabi, UK*

12.45 LUNCH in THE MARKETPLACE

14.15 Session 3: 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. Tick the boxes if you want to know more about the innovations...



SCORECARDS AT THE READY PLEASE!

15.15 Panel Discussion 4: 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?

- Richard Howle, Commercial Director, Really Useful Theatres, UK
- Laurence Miller, Commercial Director, Nimax Theatres, UK
- Francis Hellyer, Founder & Managing Director, London Theatre Direct, UK
- Chris Ryan, Commercial Director, Encore Tickets, UK

Moderator: Ian Taylor, Senior Ticketing Manager, AKA, UK

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?

16.30 Leveraging Dynamic Pricing Strategies to Increase Attendance by 50%

> Malmö Opera saw its attendances rise by over 50% in the last year alone. Having worked with a number of experts in the field of audience development, the Opera successfully changed its ticketing system, optimising the pricing strategy, whilst also developing the perception of the brand. We will be looking at how this was achieved through ticketing and pricing models, social media statistical analysis, as well as exploring some new ideas.

- Thomas Wickell, Marketing Director, Malmö Opera, Sweden

16.55 Pricing for Pre-schoolers

> The theatrical adaptation of the popular UK children's TV show *In The Night Garden* has sold over 500,000 seats since its launch. Pricing and promotional strategies have been used to increase attendance and yield year-on-year, while distributing audiences evenly across a high-frequency performance schedule. We see how this has been achieved over the last five years with a focus on the role played by dynamic pricing.

- Andrew Collier, Creative Director, Minor Entertainment, UK

17.20 Dynamic Prices Across Germany

> Stage Entertainment operate 10 venues across Germany, with a centrally managed pricing structure throughout the venues that has flexibility at its essence. This has enabled the organisation to maintain revenues and a stable, high yield on tickets sold. In this presentation we see how this was achieved through the successful analysis of sales data and reactionary methods to demand fluctuations.

- Sönke Scobel, Head of Yield Management, Stage Entertainment, Germany

END OF CONFERENCE DAY ONE

17.45 NETWORKING in THE MARKETPLACE

SEE YOU AT THE
EVENING RECEPTION?



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Ticketing Technology Forum 2014's International Networking Reception...

Catch up with ticketing colleagues from around the world and make new business contacts at **Hilton London Wembley's** magnificent **Sky Bar**.

Networking and drinks: 18.30-20.30

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Wednesday 19 March 2014

08.50 Welcome Back to *TTF14*

09.00 Security and Anti-Fraud Case Study

09.00 Beating The Scrapers

We open Day Two examining a high profile, well known venue which is taking innovative steps to beat the fraudsters and ticket scrapers. In this case study, we take a look at the latest technologies that the venue is using and how this is facilitating its battle to remain one step ahead of the touts who are reselling its tickets at highly inflated prices.

- *Speaker to be announced on the day (owing to sensitivity of topic)*

09.30 Session 6: **Secondary Market Debate**

> The secondary market is continually stimulating fierce debate in the ticketing industry. With some calling for new and tighter legislation in the market, whilst others remain vehemently opposed to the very idea, has the discourse steered away from those who it should be considering and protecting most: ticket buyers and show producers?

We welcome a range of panelists with opinions from all sides of the debate;

- *Sharon Hodgson MP, Member of the All Party Parliamentary Group on Ticketing, UK*
- *Henk Schuit, Managing Director, See Tickets, Netherlands*
- *Quentin Schaepelynck, CEO, zePass, France*
- *Reg Walker, Operations Director, The Iridium Consultancy, UK*
- *Rich Major, Commercial Consultant, inamajorkey.com, UK*
- *Jonathan Brown, Secretary, Society of Ticket Agents & Retailers, UK*

10.30 COFFEE BREAK in THE MARKETPLACE

11.00 Session 7: **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? We see an upgrade case study, followed by discussions led by;

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

Upgrade discussions with;

- *Paul Miller, IT Projects and Business Process Manager, The Royal Household, Buckingham Palace, UK*
- *Jon Davies, CRM & Digital Marketing Manager, Queen's Park Rangers FC, UK*

12.15 LUNCH in THE MARKETPLACE

13.45 Session 8: **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?

JOIN THE DEBATE!

Share the debate with
#TicketTech

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, Brazil*

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 it against myriad 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 Big Data in Mobile Ticketing

> Applauze is billed as the "simplest and most beautiful way to find events". The app brings together thousands of ticketing partners across the US and Canada, with events displayed to the buyer in a very intuitive and simple way. We look at the technology used by this user-focused ticketing app and the data analysis that powers it.

- *David McKay, Head of Music Ticketing and Product, Applauze, USA*

15.00 COFFEE BREAK in the MARKETPLACE

LAST CHANCE TO
SEE THE DEMO'S

Session 9: 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 technologies lying behind this immense new vision, whilst exploring the operational, economic and business impacts of such a vast project.

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

15.55 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 will be filled up based on fan-led demand. This same demand can be leveraged to bring the best names to the venues. We explore the technology and the operational considerations that are enabling such an innovative ticket sales system.

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

16.15 Closing Thoughts/Round up

PLEASE COMPLETE THE FEEDBACK
FORM BEFORE YOU LEAVE... THANKS





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Advisory Panel



Eugene Carr
FOUNDER & CEO, PATRON TECHNOLOGY,
UNITED STATES

Eugene Carr, founder and CEO of Patron Technology, has been an innovator in the area of e-marketing for arts and cultural organizations since 1996, when he founded CultureFinder.com. Initially funded by AOL.com and Comcast, it became an award-winning nationwide arts calendar and online ticketing service.

Gene is the author of *Breaking the Fifth Wall: Rethinking Arts Marketing for the 21st Century* (2011) as well as three previous books on e-marketing: *Wired for Culture: How E-mail is Revolutionising Arts Marketing* (Third Edition) (2007), *Sign-Up for Culture: The Arts Marketer's Guide to Building an Effective E-mail List* (Second Edition) (2007), and *Web Sites for Culture: Essential Principles for Great Arts Web Sites* (2005).



Tim Chambers
DIRECTOR, TJCHAMBERS
CONSULTANCY, UK

Consultant with over 20 years' experience within the live music sector and an international ticketing specialist. Previously, SVP International Corp Dev (Live Nation Entertainment), & VP European Development (Ticketmaster Entertainment). Tim is an experienced senior executive with direct experience of Start-Up's, UK & Pan-European M&A including geographical roll-ups, operational consolidation, cost-savings, synergies and leading corporate growth initiatives. He is currently advising a number of European & US-based companies seeking to transform their business operations within the sector.



Michael Hauser
MANAGING DIRECTOR, APAREO,
GERMANY

Joining the Ticketing Technology Forum Advisory Panel as our European Market specialist, Michael brings with him a wealth of experience and expertise in ticketing, business development, consulting, cutting edge technologies and trends. Michael is Founder and Managing Director of mhm consult GmbH (<http://www.mhm-consult.eu/>); a German based management consultancy for the sports and entertainment industry, specialising in advising on a range of ticketing and new media solutions. He is also Managing Director of apareo, an international startup focused on combining 'old economy business' with new digital platforms in the sports, leisure and entertainment sector.



Kingsley Jayasekera
HEAD - MARKETING AND DIGITAL,
WEST KOWLOON CULTURAL DISTRICT
AUTHORITY, HONG KONG

Kingsley is currently Head of Marketing and Digital for the West Kowloon Cultural District, a new \$23 billion HKD development project to boost culture and entertainment in Hong Kong. When completed, it will include up to 17 core arts and cultural venues including the M+ Museum of Visual Culture, theatres, a concert hall, a 23 hectare park, retail units and restaurants on a 40 hectare site located in the spectacular setting of Hong Kong's Victoria harbour.



Steve Machin
FOUNDER, STORMCROWD, UK

A pioneer of the European live entertainment space, Steve brings with him a wealth of experience in ticketing strategy and marketing. In particular, Steve is an evangelist for the uniquely powerful role that the live experience plays throughout a fan's relationship with an artist and how that relationship can be nurtured and developed through technology. Earlier in his career Steve was Head of Music Services for Ticketmaster Europe and before that ran UK National Operations for Channelfly (MAMA Group).



Andrew McManus
GROUP IT DIRECTOR, NEC GROUP, UK

Andrew McManus has over 20 years' experience in the IT Industry, and is now responsible for all technology matters at the NEC Group. For the past 5 years, with the adoption of technology within the group increasing dramatically, Andrew's focus has been on introducing a number of innovative solutions in support of the many live events that use the NEC Group venues. Andrew also works closely with many external live events businesses to integrate their systems into those of the NEC Group's venues.



Ian Taylor
SENIOR TICKETING MANAGER, AKA, UK

Ian Taylor has over 20 years of ticketing experience, including West End theatre box office management, ticket agency marketing and most currently as Senior Ticketing Manager at AKA, an international marketing/advertising agency for live entertainment. Working with promoters, AKA expand the marketing reach of shows by working with multiple ticket agent partners across the UK. Ian currently manages the sales & ticketing for 'Billy Elliot The Musical' in London, and has previously done this for (among others) 'Walking with Dinosaurs' international arena tours, 'Disney On Ice', 'Hairspray', 'Dirty Dancing', 'The Old Vic' and the RSC London seasons.

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Speaker Profiles



Prof. Dr. Emre Alkin GENERAL SECRETARY, TURKISH FOOTBALL FEDERATION, TURKEY

Prof. Dr. Emre Alkin, graduated from Istanbul University Faculty of Economics and has a Master's degree from the same University. Emre Alkin became Associate Professor

in 1997 and Professor in 2002. He worked at Göztepe A.Ş., one of the TFF's 1st League clubs as Business Development and Corporate Communications Coordinator. He has been a Turkish Football Federation Executive Committee Assistant Member since 2008 and is now responsible for financial affairs at the TFF.



Lee Booth CO-FOUNDER AND DIRECTOR, ESKMO MEDIA AND TECHNOLOGY, UK

Lee has more than 15 years experience working in technology and mobile. He has successfully invested in and built several mobile tech and content businesses with

clients ranging from network operators to governments and global brands. Lee is currently a non-executive director of a charity technology start-up and Chairman of a sports mobile content and App company. He is also a frequent speaker at mobile and digital conferences across Europe.



Jonathan Brown SECRETARY, SOCIETY OF TICKET AGENTS & RETAILERS, UK

Jonathan Brown is Secretary of the Society of Ticket Agents and Retailers (STAR), the self-regulatory body for the entertainment ticket industry. STAR's

membership embraces all the major primary ticket agents in the UK as well as many venues and supporting organisations. Members work to a strict code governing high standards of customer service and information and a dispute conciliation service operates to help resolve customer complaints. A participant in the Culture Secretary's 'Ticket Summits' and the Select Committee hearing on ticket touting, Jonathan has represented STAR on ticketing issues in the press and at industry events for many years.



Christopher Budd PROJECT DIRECTOR, MATCH AG, BRAZIL

Christopher Budd is the Project Director with overall responsibility for all aspects of MATCH's ticketing operation, including the 2006 and 2010 FIFA World Cup™. He joined MATCH in 2001 and has developed

experience and knowledge in all aspects of ticketing with the company over the last 12 years. Over the past 18 months Chris has lived in Brazil, overseeing the local setup of the MATCH solution for the 2014 FWC. Chris has a Bachelor's Degree in Marketing from Sterling University, UK and has gathered a number of business related qualifications during his time in management.



Andrew Collier CREATIVE DIRECTOR, MINOR ENTERTAINMENT, UK

Andrew Collier, Creative Director at Minor Entertainment, creates spectacular family theatre events in unique spaces.

His production 'In the Night Garden' Live tours in an inflatable theatre is about to enter its 5th year having sold over 450,000 tickets to date. Prior to founding Minor, Andrew toured family productions across the UK with Fiery Angel, was retained as a producer for the Barbican Theatre, and produced at the Edinburgh Fringe.



Jon Davies CRM & DIGITAL MARKETING MANAGER, QUEEN'S PARK RANGERS FC, UK

Jon is a multi-award-winning ticketing and CRM professional with experience driving ticket sales and fan engagement for agencies and rights holders both in the UK

and US. He started his career working in business development for the forward market ticketing solution Ticket Reserve (now trading as Forward Market Media) in Chicago, before working on a consultancy basis for the ATP Tour and Lawn Tennis Association in London. He currently manages CRM and digital marketing at QPR Football Club, working closely with primary ticketing partner Ticketmaster and secondary ticketing partner Viagogo to maximise ticketing revenues.



Mike Davies DIRECTOR, MERCHANT SERVICES UK & IRELAND, UK

Since joining PayPal, Mike has led a team which is expanding PayPal's acceptance across the wider payments landscape; with a focus on major brands. Payments technology is

changing to reflect consumers, businesses, increased expectations and PayPal's focus on mobile as the centre of the payment experience; increasing relevance, both online and at POS. Mike joined PayPal from VeriSign where he led the sales outreach to major brands looking to understand ICANN's New gTLD programme and benefit from the fundamental changes for their online consumers. Before VeriSign, Mike was part of Visa Europe's Payment Processing Division, marketing network services to Visa member banks through which he gained a deep understanding of the payment processing environment. Previously, he was at Thales, where he helped lead the rollout of the EMV Chip and Pin standards globally.



Ronit Glasman MARKETING DIRECTOR, ISRAEL FA, ISRAEL

Marketing Director of the Israel Football Association since 1994, Ronit had several roles in the local football area including: Head of ticketing - sports & events in Leaan ticket office, Marketing Director &

Member of the Board of Hapoel Tel-Aviv FC, Professional Advisor of Israeli football Teams in UEFA competitions and Head of Commercial & Promotion LOC, UEFA Under-21 Israel 2013. Skills and professional activities focus on building marketing strategy, development & implementation in all promotional channels, recruitment of business partners, managing the delivery rights, branding and management of ticketing strategy.



Leon Gray INFORMATION AND BUSINESS SYSTEMS MANAGER, ABERDEEN PERFORMING ARTS, UK

Leon Gray started working for Aberdeen Performing Arts in September 2005, when

he joined the box office team as a part-time Customer Service Advisor. Five years later, he took up the post of Systems Administrator, responsible for the day-to-day administration of the Enta ticketing system. When Aberdeen Performing Arts appointed AudienceView as a new ticketing partner in July 2012, Leon project managed the transition between the two platforms. Aberdeen Performing Arts went live with AV in February 2013. Leon now works as Information and Business Systems Manager at Aberdeen Performing Arts, where he manages the company's ICT systems and co-ordinates strategy and policy development.



Mehmet Gülez
BUSINESS DEVELOPMENT LEADER
ADVISORY, EY TURKEY, TURKEY

Mehmet Gülez was the consultant of the TFF's Board of Directors during the preparations of law No.6222 "Fight Against Violence and Disorder in Sports"

between 2009-2011. He joined the TFF as the project coordinator of E-Ticketing project in 2012, where the TFF aimed to improve stadium security levels, match day revenues, operations quality and forming a new loyalty programme for Turkish Top Two Divisions. He served as the E-Ticketing Project Coordinator, E-Ticketing Commission Member and Strategic Planning Manager. Since October 2013 Mehmet Gülez has joined EY acting as the Business Development Leader of EY Advisory Services in Turkey.



Francis Hellyer
FOUNDER & MANAGING DIRECTOR,
LONDON THEATRE DIRECT, UK

Francis co-founded online ticketing business London Theatre Direct in 1999. LTD quickly became one of the fastest growing UK technology companies, winning

several major awards for growth. londontheatredirect.com is now one of the leading ticket websites in the UK. In recent years, London Theatre Direct has developed from a purely ticket agency business model to offer selected partners direct access to London Theatre by developing a full API solution, b2b booking engine and also a range of affiliated solutions. Francis has a keen interest in new technologies and disruptive businesses; he mentors a number of start-ups.



Sharon Hodgson
MP, MEMBER OF THE ALL PARLIAMENTARY
GROUP ON TICKETING, UK

Sharon Hodgson is Member of Parliament for Washington and Sunderland West and Labour's Shadow Minister for Women and Equalities. She has led the campaign

against ticket touting in Parliament, tabling a Private Member's Bill calling for mark-ups to be capped at 10% in the 2010/12 session, and is now Co-Chair of the All Party Parliamentary Group on Ticket Abuse.



Richard Howle
COMMERCIAL DIRECTOR, REALLY
USEFUL THEATRES GROUP, UK

Richard Howle is the Commercial Director at Really Useful Theatres Group, responsible for ticketing in its six theatres, including The London Palladium, and The Theatre Royal

Drury Lane. Previously he was Head of Ticketing at aka, one of the leading global marketing and advertising agencies for live entertainment. He has worked in ticketing for 15 years and has been responsible for ticket sales and strategy on productions

all over the world. These include Billy Elliot the Musical, Dirty Dancing, War Horse, Walking with Dinosaurs, Shrek the Musical and Jersey Boys. As a ticketing consultant, he has worked with clients such as The Royal Opera House, The National Theatre, The Old Vic, The RSC, Arts Centre Melbourne, Working Title Films, Dreamworks, Cameron Mackintosh and Sonia Friedman. A ticketing conference regular he is a keen blogger and tweeter @richardhowle.



Rich Major
COMMERCIAL CONSULTANT,
INAMAJORKEY.COM, UK

Rich advises a wide range of clients within the live entertainment, technology and tourism sector including Ambassador Theatre Group, Adoreboard and Zippos

Circus on marketing, ticketing and commercial development. Previously, Rich was Managing Director for live entertainment ticketing company Ingresso, pioneers of direct pricing and box office connectivity software. Prior to that he worked with one of the world's leading high-end loyalty and lifestyle management companies, setting up an entertainment ticketing division to support and sell entertainment products to the clients of financial services brands.



David McKay
HEAD OF MUSIC TICKETING & PRODUCT,
APPLAUZE, USA

David McKay is Head of Music Ticketing & Product for the mobile ticketing app, Applauze. The Applauze team has also built 9 'Apple Apps of the Week' - including the

popular music discovery app, 'Band of the Day'. Prior to joining Applauze, David worked at Atlantic Records and was in charge of Digital Marketing for the label Photo Finish Records. David graduated from University of Southern California's Thornton School of Music with a degree in Music Business.



Laurence Miller
COMMERCIAL DIRECTOR, NIMAX
THEATRES, UK

Laurence Miller is the Commercial Director of Nimax Theatres Ltd, the owners and operators of six West End theatres.

Laurence oversees the programming, production, marketing and ticketing at Nimax. Laurence has worked in the West End for just under twenty five years, and prior to joining Nimax was COO for Claire Chennai Entertainment Theatrical. He is fascinated and interested in the use of new technology within West End theatres to improve distribution and increase sales for production.



Paul Miller
IT PROJECTS AND BUSINESS PROCESS
MANAGER, THE ROYAL HOUSEHOLD,
BUCKINGHAM PALACE, UK

Paul has worked for the Royal Household for sixteen years, primarily with the Royal Collection Trust. He has been closely involved

in many projects that this surprisingly eclectic organisation has undertaken. Most recently, the Royal Collection has been refreshing its online presence and Paul has been instrumental in implementing a brand new e-commerce site for its Retail activities, a mechanism to give significantly greater access to the vast number of works of art the Royal Collection holds, and the recent implementation of a new ticketing system and website for admissions to Buckingham Palace, Windsor Castle and the Palace of Holyroodhouse.



Ian Nuttall
FOUNDER, TICKETING TECHNOLOGY
FORUM, UK

Ian Nuttall is the owner and founder of Ticketing Technology Forum, presented by his Xperiology events business. He is a leading global sports and entertainment facility consultant, specialising in the feasibility, planning, design, operations and management of all venue types – from stadiums and arenas, through to convention centres and concert halls. In addition to his ongoing commitments as a sports business writer and international conference speaker, Ian provides highly-valued, specialist consultancy to the sports and entertainment venue sector. Xperiology also owns the industry's much-respected The Stadium Business Summit & Awards, Fan Experience Forum, Premium Seat Seminar and The LEVEL Summit meetings.



Richard Oastler
MANAGING DIRECTOR, CLUB METRICS, UK

Richard is Managing Director of Club Metrics, a white-label business intelligence platform for the nightclub sector. With a primary interest in the convergence of digital and experiential marketing; Richard has worked with notable clients including FTSE 100 companies, the NHS (Oxford Health NHS Foundation Trust), Lancaster University and St George's University of London on a wide variety of projects.



Tony Pearson
BUSINESS CONSULTANT FIFA WORLD
CUP™, MATCH SERVICES, SPAIN

Tony has worked on major international sporting events since 1998 and has worked on every FIFA World Cup™ since 2002. Overseeing and consulting on all aspects of the ticketing operation for the 2014 FIFA World Cup Brazil™, focusing especially on technology, he is leading the IT teams dedicated to the solutions for serving general public ticket sales and group ticket sales. He holds a Bachelor's Degree in Computer Science, an MBA and the PRINCE2 Foundation qualification.



Chris Ryan
COMMERCIAL DIRECTOR, ENCORE
TICKETS, UK

Chris Ryan joined Encore Tickets in 2006 as part of the merger with Advance Box Office. Chris has 12 years experience of production, artist management marketing and ticketing in the theatre and entertainment industry, latterly as Managing Director of Advance Box Office. Along with Nimax and Enta, Encore Tickets pioneered API integration in the West End.



Jonathan Saville
DIRECTOR OF SALES, MARKETING &
DEVELOPMENT, THEATRE ROYAL & ROYAL
CONCERT HALL, UK

Jonathan Saville is Director of Sales, Marketing & Development at the Theatre Royal & Royal Concert Hall, Nottingham and a Board Member of Ticketing Network East Midlands, who provide ticketing & CRM services to a consortium of arts organisations in Nottingham. Jonathan has worked in the entertainment industry for 20 years and is responsible for the management of 30+ staff as well as working on financial management for productions, programming, pricing, and ensure that the venues have strong links with promoters & producers in the UK and beyond and continue to be nationally recognised for its high quality touring shows.



Annie Scally
PROJECT MANAGER, TICKETING
NETWORK EAST MIDLANDS, UK

Annie Scally began her professional career working in technical theatre before moving into box office and now has over 20 years experience in managing Ticketing and CRM systems and Customer Service teams for a variety of theatres. She is also a successful Business Trainer and Coach in the SME sector. Since 2011, Annie has been working as Project Manager for Ticketing Network East Midlands (TNEM), who provide ticketing & CRM services to a consortium of arts organisations in Nottingham and was the lead on implementing Tessitura and IT development projects to promote best practice and new ways of using the system to enable the venues to improve customer relationship management and enhance the customer experience.



Donal Scannell
CEO AND FOUNDER, GIGSTARTER, IRELAND

Donal Scannell is CEO and Founder of Gigstarter, a data-driven platform started in response to the trials of promoting live events. Their starting point was using flows of information within social media to reduce risk in the live sector. Gigstarter has evolved into an end-to-end data driven platform for more efficient event arrangement, including the fan as early in the process as possible. Donal's career pre-Gigstarter encompassed three distinct industries - Music, Television and Telecommunications, he combined all three with his multi-media production company Scanarama, who produced, streamed and filmed large scale music events for The O2 featuring a vast array of acts from Biffy Clyro to Westlife, and Girls Aloud to Imelda May!



Quentin Schaepeynck
CEO, ZEPASS, FRANCE

Quentin Schaepeynck used his many experiences in dot.com companies to create the first French ticket exchange website. Founded as early as 2002, zePASS soon became the French leader. Now also COO of Digitick Group, Quentin has more than 12 years ticketing experience and has been part of every aspect of the secondary market debate in France. He helped develop the concept of "Trusted-party websites".



Henk Schuit
MANAGING DIRECTOR, SEE TICKETS,
NETHERLANDS

Henk started nine years ago as Managing Director at See Tickets, Netherlands. Henk has more than twenty years experience in the ticketing business and is familiar with all aspects of ticketing. Before being appointed at SEE, Henk was employed by the Dutch State Lottery where he was responsible for the strategy and day-to-day operations of all ticketing activities under the name TicketBox. Before he got involved in ticketing Henk was active in the music business as marketing and communications manager at the record label Provogue. Henk studied Business Economics at the Erasmus University of Rotterdam and Michigan State University.



Sönke Scobel
HEAD OF YIELD MANAGEMENT, STAGE
ENTERTAINMENT GMBH, GERMANY

Graduating from the University of Hamburg with a degree in economic engineering,

Sönke was a senior business intelligence consultant for the FMCG, pharma, logistics and live entertainment industries. This was followed by a stint as marketing and sales controller for Stage Entertainment, combining the emotional world of theatre with the down-to-earth art of analytics. He now leads the yield management team, putting to use the flexibility and functionality of the ticketing systems to ensure maximum ticketing sales and yields across the portfolio of venues.



Antti Silventoinen
CEO, MUSIC KICKUP, FINLAND

Antti is the CEO and Co-Founder of Music Kickup. He is an award winning creative industry professional and musician with over 15 years of experience working with some of the world's largest brands. He has performed over a thousand live shows from the stages of the Finnish National Opera to local pizza parlours and tours. Antti is a musicians' rights advocate who is interested in people, and their interactions with this world.



Brian Streich
INTERNATIONAL MARKETING DIRECTOR,
STUBHUB INTERNATIONAL, UK

Joining StubHub in 2004, Brian has worked across almost every marketing discipline helping to increase traffic, conversion and net promoter scores. Most recently he has broadened his marketing leadership role, becoming International Marketing Director and is now in charge of growing StubHub's business outside North America. In this role, Brian brings his experience in building StubHub into the world's largest secondary ticketing marketplace. Working with StubHub US and parent company eBay, Brian leads planning, development and implementation of StubHub's marketing across all international businesses to generate traffic, customer acquisition, retention and revenue.



Ian Taylor
SENIOR TICKETING MANAGER, AKA, UK

Ian Taylor has over 20 years of ticketing experience, including West End theatre box office management, ticket agency marketing and most currently as Senior Ticketing Manager at AKA, an international marketing/advertising agency for live entertainment. Working with promoters, AKA expand the marketing reach of shows by working with multiple ticket agent partners across the UK. Ian currently manages the sales & ticketing for 'Billy Elliot The Musical' in London, and has previously done this for (among others) 'Walking with Dinosaurs' international arena tours, 'Disney On Ice', 'Hairspray', 'Dirty Dancing', 'The Old Vic' and the RSC London seasons.



Denzil Thomas
HEAD OF MUSIC, PHAR PARTNERSHIPS, UK

Denzil Thomas is a veteran of over 100 branded music associations, working for the Mama Group, the NME and Agency-Side. Denzil is now Managing Director of Music at Phar Partnerships, which is a Global rights media business whose chairman is Tony Fernandes. Recent award-winning solutions he devised have included Lexus and Kylie Minogue, Lucozade '7 Artists', the Sennhesier Labrinth challenges, the Manchester Arena 'Phones 4U' association, and ticketless events with Samsung. He has also worked as a music strategist for Disney, Unilever, Vodafone, Carlsberg, Kraft, LG, Orange, Diageo, O2, Coca-Cola and Barclaycard, to name just a few.



Reg Walker
OPERATIONS DIRECTOR, IRIDIUM
CONSULTANCY, UK

Reg Walker is the Operations Director of the Iridium Consultancy and is the head of the Commercial Protection Unit at The O2, a position held since 2007. He is also responsible for anti counterfeiting operations at many UK festivals such as the Reading, Leeds and Download. Walker is generally recognised as the lead expert on ticket fraud and touting within the UK. He is in his 30th year of working within the live music and sporting sectors.



Ben Whitaker
CEO, MASABI, UK

A Co-Founder of Masabi, Ben is the company's product evangelist, focussing primarily on business development. He is a familiar face on both the mobile and train industry circuits, regularly invited to interviews and speaking slots at major industry events worldwide. A classic visionary, Ben helped define the UK rail mobile ticketing standard and move the weight of industry opinion behind it. He is also a security expert with a strong engineering background, designing Masabi's award-winning encryptMe product. Prior to founding Masabi, Ben worked at IBM, Xerox and Raytheon (Encrypted Radar Systems) on projects ranging from computer interface usability to military cryptography. Ben has a MEng degree in Engineering and Management (MET) from Cambridge University.



Thomas Wickell
MARKETING DIRECTOR, MALMÖ OPERA,
SWEDEN

Thomas Wickell is Marketing Director at the Malmö Opera since 2007. His mission is to manage and develop the audience that the opera attracts, but also seek new ways and achieve a growth in audience for musical theater, primarily in southern Sweden. A genuine interest in creating new and interesting ways to talk to the audience has driven a number of projects that have received attention and created interest in opera and musical theater. Thomas has previously worked with major public events in sports, music and exhibitions. He was also CEO of a concert hall in eastern Sweden.



Rob Wilmshurst
CEO, SEE TICKETS, NETHERLANDS

Rob has overall responsibility for business in the UK and France and has been in the ticketing business since the early 90's when he wrote orders on envelopes and licked stamps. 20+ years on, he is now CEO of Vivendi Ticketing and See Tickets (UK) with combined sales in the UK and France of over 15mil tickets per year.

Sponsors & Partners



DIGITICK

Digitick group provides the most comprehensive ticketing platform on the market. We cover the entire ticketing scope: we are France's leading online ticket agency; we provide our innovative ticketing system to more than 500 venues and event promoters. We also are France #1 concert listing and ticket exchange websites. With Digitick

System, we can help you increase your ticketing revenue, strengthen your customer relationships and make the most of the latest innovations and technologies.

www.digitick.com



GREEN 4 SOLUTIONS

Green 4 Solutions is the CRM market leader within the Sport and Leisure industry. Their joined-up solution has taken CRM to the next level by incorporating a world class fan loyalty programme and through the development of a customer focused ticketing solution. Green 4 are a Microsoft Gold Partner with Microsoft Dynamics CRM at heart

of all solutions. Their philosophy is focused on building long term relationships with fans and customers, improving the fan experience as well as commercial revenues. The full joined-up solution from Green 4 has a powerful CRM engine as well as full functionality for ticketing, retail and hospitality sales, inbuilt marketing and eCommunications modules, food and beverage sales, loyalty programme and cashless. By providing functionality for all stadium requirements on a single platform, the venue marketing team has complete power over their data. All customer touch points will provide a valuable data source which can be used to trigger automated communications and build loyalty.

www.green4solutions.com



OXYNADE

Oxynade, based in Belgium, offer a state-of-the-art online ticketing self-service platform for event organizers (from fairs to conferences) and venue owners. Oxynade is expanding their B2B2C offering in the event management ticketing space. This has been proven to work in Belgium by partnering with Belgium's number one multi-purpose,

multi-venue organiser TeleTicketService, owner of eight of Belgium's largest venues. Another partnership has been established for cultural events/venues with a local ICT systems integrator (Cipal) active in this area. Oxynade is operating ticket sales in the Netherlands for the local Air Miles company and 2nd division soccer. While Oxynade operationally runs the platform and related services, the partner focuses mainly on the sales and marketing effort. Interested? Come and meet us.

www.oxynade.com



QUEUE-IT

Queue-it is an online queue system for managing website overload during extreme user peaks, such as high interest ticket sales. By adding Queue-it to your website, users exceeding your site capacity limits are offloaded to the queue system. The volume and pace of user inflow to your website is managed dynamically in the browser-based self-

service console. As your site capacity opens up, the users who waited in line are redirected back to your site in the correct order and pace.

www.queue-it.com



REALEX PAYMENTS

Realex Payments is one of Europe's largest online payment gateways, providing a range of payment processing services for businesses selling online and processing payments valued in excess of £20Bn per annum on behalf of 12,500 retailers throughout Europe.

Some of our clients include Musicglue.com, Fatsoma.com, Ticket Machine Group, Virgin Atlantic and Notonthehighstreet.com. As an industry, ticketing is very diverse and although ticket sellers will always have common requirements, every business is different. Realex Payments' expertise, innovation and dedication to excellent customer service means that we are always on hand to support you and identify your requirements. Realex Payments will deliver a holistic, compelling and market leading payment service to build your business and grow your sales. Have a question about payments? Come visit us on stand 131.

www.realexpayments.com



TICKET UTILS

Ticket Utils provide a suite of software solutions for ticket brokers and ticket exchanges that increase productivity, reduce costs and increase conversion rates. Ticket Utils solutions include Point of Sale: The most powerful inventory management solution for Ticket Brokers, Broker Hub: A dynamic B2B exchange of secondary ticket inventory and

Instant Online Store: turnkey ticket broker website at the flick of a switch. In addition, Ticket Utils is a leading provider of Interactive Seating Charts to exchanges, broker websites and e-commerce sites. Ticket Utils powers over 90% of eBay ticket listings and provides seating charts for more than 250 ecommerce sites and commercial applications.

www.ticketutils.com



TICKETHOUR

Tickethour is a ticketing software provider that has been responsible for providing new and innovative systems to Sports Venues, Arts & Entertainment Venues, Tourism Locations and Leisure Venues. Tickethour Group has now grown internationally, and is established in eight countries. Using the latest ticketing technology and delivering

the very best in customer services, Tickethour are demonstrating how they are a different type of system provider and clients both large and small are benefitting from their innovative and cost effective approach to multi-channel ticket sales. Our specialties include: Ticketing Software System, Integration Access, Control Business Process, Improving Customer Service.

www.tickethour.com



TICKETMASTER

With operations spanning over 19 countries, Ticketmaster is the world leader in event ticketing and ranks among the top five e-Commerce sites globally. Part of Live Nation Entertainment, the world's leading live entertainment and e-Commerce company, comprised of four market leaders: Ticketmaster.com, Live Nation Concerts, Artist Nation and Live Nation Network.

Live Nation Concerts produces over 22,000 shows annually for more than 2,300 artists globally. Artist Nation is the world's top artist management company, representing over 250 artists. These businesses power Live Nation Network, the leading provider of entertainment marketing solutions, enabling nearly 800 advertisers to tap into the 200 million consumers Live Nation delivers annually through its live event and digital platforms. Since launching in May 1998, Ticketmaster.co.uk has established itself as the market leader in online ticket purchasing in the UK. The site provides consumers with quick and secure real-time access 24-hours daily to Ticketmaster's wide range of tickets for music, theatre, performing arts, sports, and attractions.

www.ticketmaster.com



TOPTIX LTD

TopTix was formed in 2000 and is privately owned by our founders and staff. We develop our ticketing system, SRO, for the live entertainment industry, and it is currently used by over 750 theatres, concert halls, sports stadia, visitor attractions and ticket agencies across 16 countries. SRO4 brings new standards to ticketing and is the result of knowing what organisations need today while being constantly developed to enhance customer and organisation experience. SRO4 uses its powerful, flexible rules engine to tailor actions to suit the individual customer – pricing, customer flags, membership, cross selling and much more. Supported by fully featured customer communication and analysis functionality, comprehensive report suite, wizard to write your own, all hosted if you prefer. We are proud of our progressive system, come and talk to us and we'll share the benefits our clients are enjoying.

www.toptix.com



UPTIX

Uptix is an innovative platform powered by Givex and designed specifically for the sports and events industries. The Uptix complete suite of services turns existing tickets into stored value tickets so they can serve as cashless payment at concessions and merchants throughout your venue. Using cashless concessions, advanced promotions and fan analytics, Uptix helps sports teams and venues have a greater understand of fan spending patterns, enhance fan experience and drive profits. The Uptix platform also features gift cards which allow fans to purchase tickets to events and games, and includes online functionality.

www.uptix.com



ZNAP™

ZNAP™ is an innovative mobile business platform which optimises transactions through the bundling of secure multi-channel mobile payments with value added solutions such as loyalty integration, business intelligence, geo-location in-app consumer communication, offer marketing and much more. The product was developed by MPayMe, an international high-growth business technology company founded in 2010. Headquartered in Hong Kong and with offices in US, Europe, Asia and Japan, ZNAP™ has recently launched in a number of markets around the world with well-known merchants and partners. MPayMe solutions are designed around the needs of merchants and consumers, in order to add value and solve real business problems.

www.znap.com



Notes

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Xperiology
THE ART OF EXPERIENCE

Ticketing Technology Forum 2014 is organised by Xperiology, the event and advisory specialist to the global sports and entertainment sector. For more on our events and services visit our website www.xperiology.com