



36TH ANNUAL CONFERENCE & EXHIBITION

.....▶ GO THE EXTRA MILE

January 13-15, 2015 • Hyatt Regency Denver Convention Center • Denver, Colorado

Beyond One Audience – Managing a Multi-Client Ticketing Business

Aren Murray

Tobin Center TX

Dee Dee Hill

Smith's Tix UT

Gary Lustig

Ticket Philadelphia PA

John Harig

Cincinnati Arts Assoc OH

Jim Sachs

Intrust Arena KS

Dee Dee Hill – Smith Tix – Salt Lake City, Utah

Ticketing for: Sports, Concerts, Festivals

Software: Veritix

Gary Lustig – Ticket Philadelphia – Philadelphia, PA

Ticketing for: Arts, Concerts, Broadway, and PFIA

Software: Tessitura

Aren Murray – Tobin Center – San Antonio, TX

Ticketing for: Fine Arts, Concerts, Parties/Galas

Software: Audience View

John Harig – Cincinnati Arts Association – Cincinnati, OH

Ticketing for: Fine Arts, Concerts, Broadway

Software: Paciolan

Jim Sachs – Intrust Arena – Wichita, KS

Ticketing for: Concerts, Sports

Software: Tickets.com



Terms

Client
Customer



Exclusivity

Do you have ticketing exclusivity?

How do you maintain exclusivity?



DATA

Segmentation

Sharing or Not Sharing Data – Ownership of Data



REVENUE MANAGEMENT

Fee Structures
Customer Charges
Promoter Rebates
Credit Card Fees
Settlements



KEEPING THEM HAPPY

How do you provide customer service to patrons with different dynamics, and spending requests?

What training tactics help you handle multiple clients and customer sets? Measuring effectiveness.

How do you managing priorities, setting expectations for the multiple clients?



PROMOTIONS

How involved are you in marketing client events? – white label, etc.?

How do you deal with promotions and who to promote?

How do you include clients in your email blast, mention them in phones,groupon/living social/amazon local/gold star?



ROLE OF THE CALL CENTER

**How does the call center effect the multi-client ticketing
business?**

**What questions should you be asking customers to make
your shared services more valuable?**



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Thank You!

Questions?

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