

# Tactical ticketing for digital events

Nick Kime

Wednesday 12 May 2021



Digital Culture  
Network



# Housekeeping



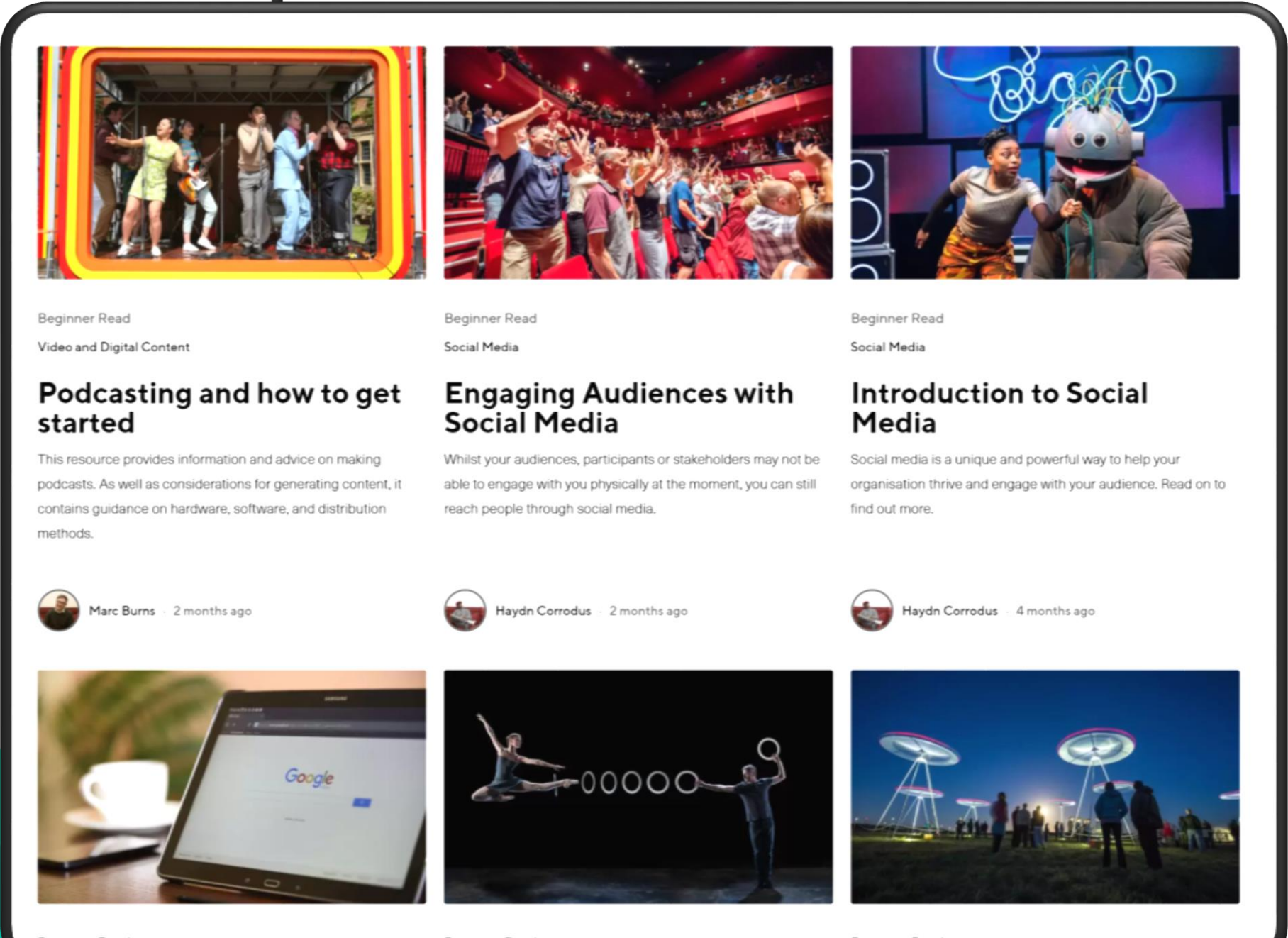
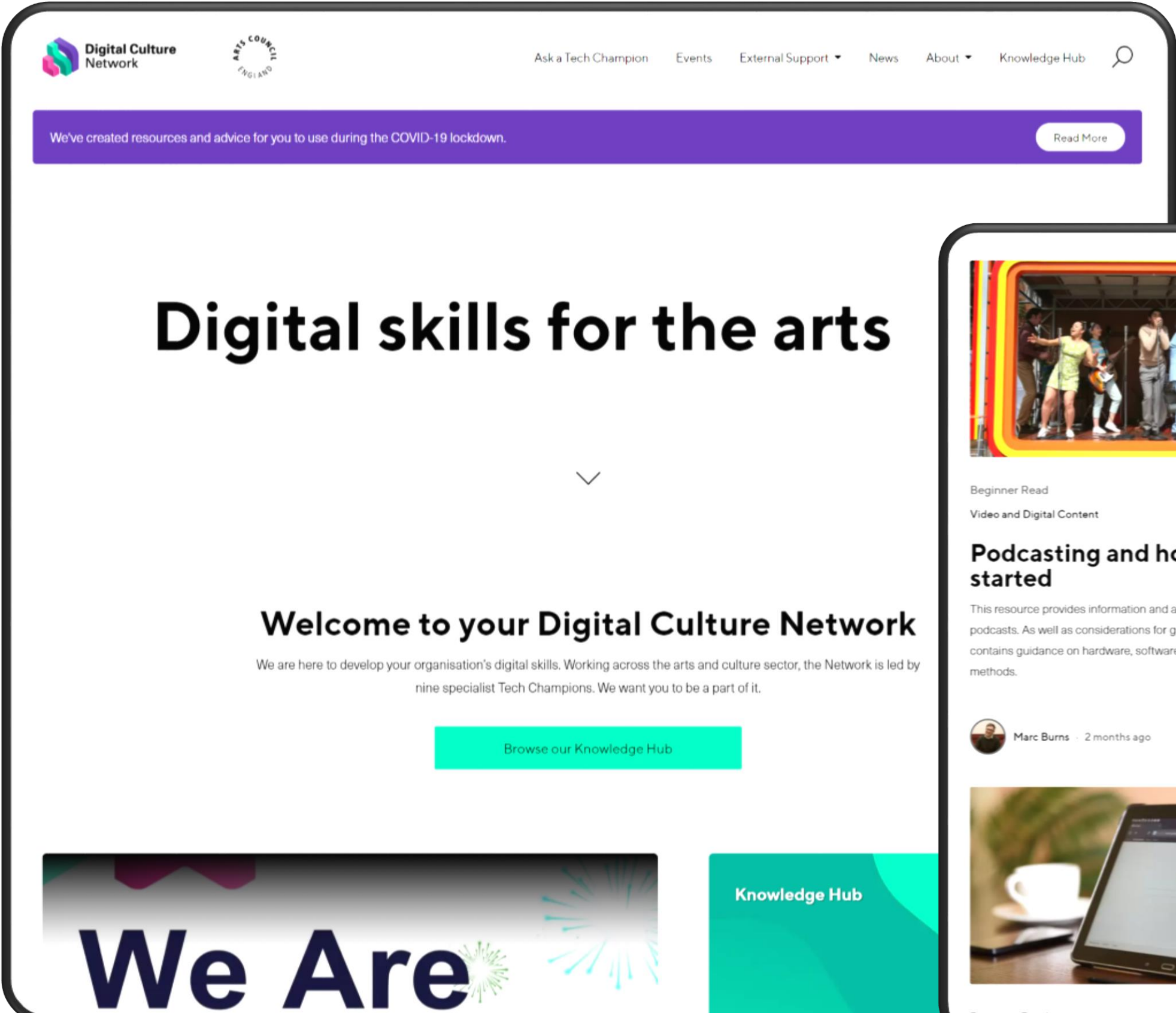
- Session will be recorded
- Introduce yourself in the chat
- Ask your questions using the Q&A function
- This event is being live captioned



**Nick Kime**



Tech Champion – Ticketing & CRM  
Digital Culture Network

# digitalculturenetwork.org.uk





# Webinars



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We've created resources and advice for you to use during the COVID-19 lockdown.

[Read More](#)



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## Getting started with email marketing

Peggy Naumann






Beginner Read  
Webinars Email Marketing



## Webinar recording – Getting started with email marketing


A beginner's guide to harnessing the power of your mailing list, and using emails to increase audience engagement.

Peggy Naumann · 3 days ago

### Using data to make smarter SEO and PPC decisions


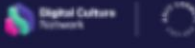
Syed Rahman






### How to Develop a Powerful Website Content Strategy



Roberta Beattie






### Google Analytics for absolute beginners

James Akers





# Get in touch

digitalnetwork@arts council.org.uk  
digitalculturenetwork.org.uk

**Join the conversation**

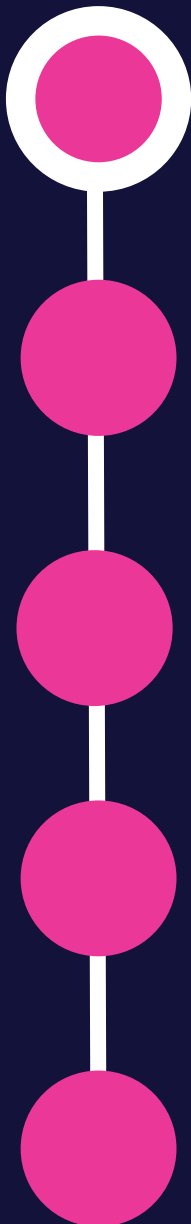
@ace\_dcn

#DigitalCultureNetwork



- Ticketing tactics for online events
- Developing a pricing model
- Digital trends for marketing & measuring
- Tech roundup
- Q&A



- 
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# What do we want from our digital events programme?

## For us

- Engage current audiences
- Reach new audiences
- Enhance reputation
- Generate revenue

## For the audience

- Value for money
- Easy to access
- New experience
- Valuable experience

# Don't assume all of our digital audience is the same

Digital literacy



Accessibility

Price

Commitment

## PERFORMANCE

- Define what the experience is
- Create a sense of exclusivity
  - Communicate the ‘Why’



**SOHO SOCIALS:  
TYPICAL**

**Mon 26 Apr 2021 8.00pm**

**Zoom**  
Digitally streamed

**From £10**

**Age Recommendation: 16+**  
**Running time: 2 hours**

**Missing the feeling of spending an evening watching a great show with a crowd?**

Ever watched a brilliant show and come away with a thousand questions you wanted to ask them about how they put everything together?

Well here's your chance. And, thanks to the wonders of Zoom, you can do it from the comfort of your own home.

Over the years we have had the opportunity to work with some of the best creative teams in the industry and film their shows for Soho Theatre On Demand and now you can watch the shows with us and take part in a Q&A after the show.

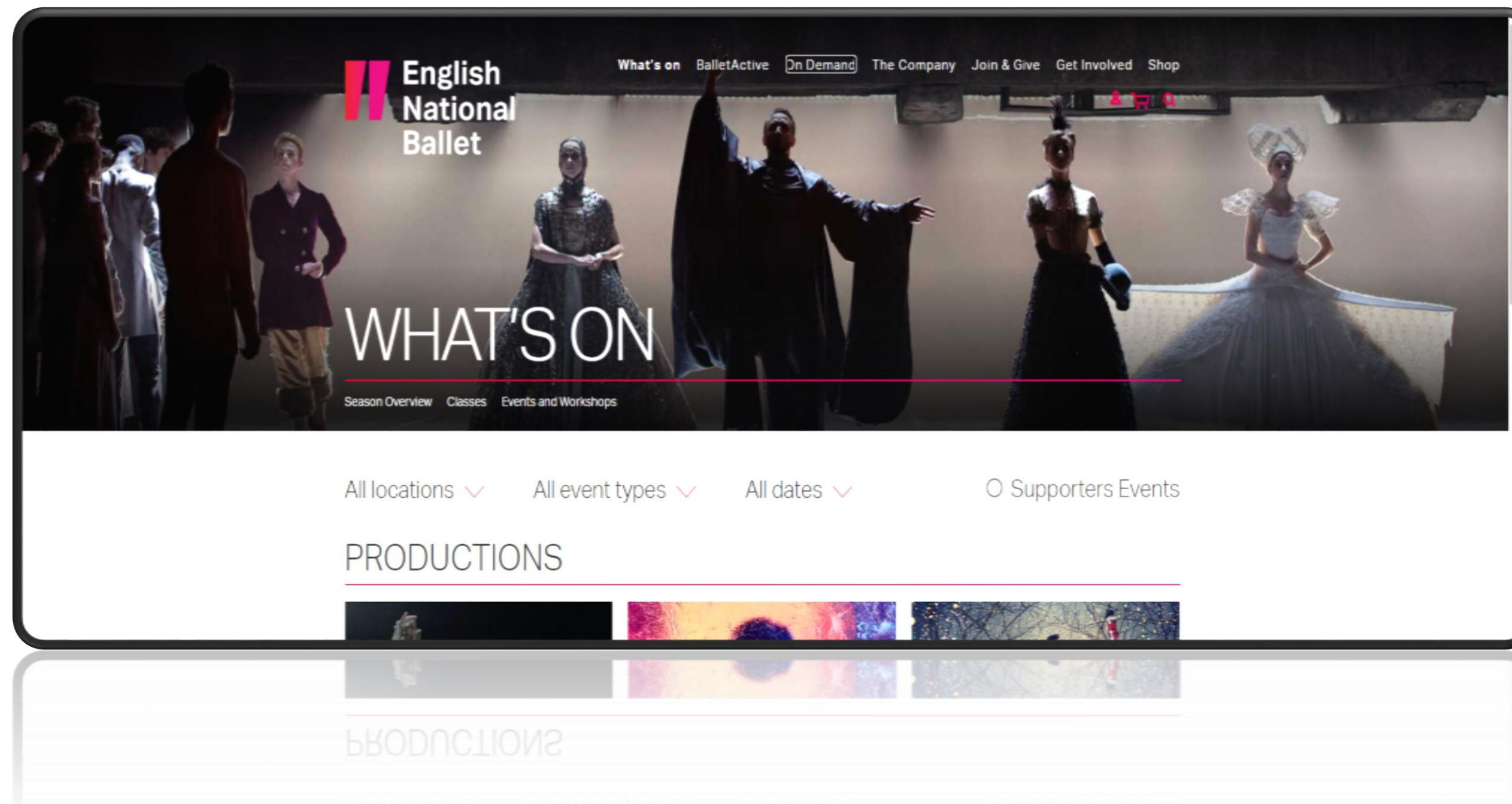
Each show will start at 8pm and be streamed via Zoom and afterwards we will then be joined by a member of the team to tell us more about the show and answer questions from everyone watching.

**SOHO**  
THEATRE



# VENUE

- Brand your online venue
- Create a dedicated section on your website
- Think about the output to tickets & emails



## PURCHASE

- Define what a ‘Digital Ticket’ is
- Communicate the household price
  - Draw attention to upsells

### Audience Plus

Become a firefly. Immerse yourself in the world of Dream, explore the magical forest and interact with the performance to influence the outcome.

---

- ✓ Interactivity
- ✓ Priority access to the pre-show Dream Lobby
- ✓ Priority access to the aftershow area
- ✓ Live captions available for all performances

You need one ticket per interactive device

---

**£10.00**

[Get ticket ↗](#)

Via our booking partner Royal Shakespeare Company

### Audience

Sit back and watch the live streamed performance without interactions. Book a ticket to receive pre-show reminders and get priority access.

---

- ✗ Interactivity
- ✓ Priority access to the pre-show Dream Lobby
- ✓ Priority access to the aftershow area
- ✓ Live captions available for all performances

You need one ticket per household

---

**Free**

[Get ticket ↗](#)

Via our booking partner Royal Shakespeare Company



## ACCESS

- Layout the access process
- Define rules and expectations
- Provide simple to understand tech assistance

### ! Online events - important information

- This event is designed for individuals and/or household groups and not for school groups. For school bookings, please [email us](#). In the interests of retaining parity of cost and experience for other participants, school groups in attendance will be removed from the event.
- Your ticket is valid for your whole household to join the online event on one device.
- A pre-visit email with a unique link and joining instructions will be sent to you the day before the event. You will need access to a reliable internet connection and to be able to [join a Zoom meeting](#).
- Please ensure you arrive a couple of minutes in advance of the event's start time. The Zoom meeting will be locked after 10 minutes and latecomers will not be admitted.
- To make sure that everyone is safe, all children must be accompanied on screen by at least one adult at all times and no recording or photography will be permitted.



# Top tips for communication

Consistent pre-event emails

Downloadable resources

How-to videos / drop ins

FAQs



## Digital Culture Network

**Digital skills for libraries - Deepening online engagement with audiences** is starting now! It will be presented by [Nick Kime](#), [Peggy Naumann](#) & [Haydn Corrodus](#), the Digital Culture Network's Tech Champions for CRM/Ticketing, Email Marketing and Social Media.

[Download a PDF of the webinar presentation.](#)

### How to Join

Use the Zoom link below to join the webinar.

Webinar link: <https://us02web.zoom.us/j/87091197170?pwd=TktscC9ZUmIkTGFKd3pxZzVRMVd4dz09>

Webinar ID: 870 9119 7170

Passcode: 687245

You can also access the webinar by logging in to your account, clicking on your "Tickets" and then choosing this event.

ned. Please toggle the "CC" to hide the captions and read this without viewing captions on the screen. We recommend you download the app if you are unable to access the webinar on your mobile client. The webinar will last for 1hr 15min, including a short break.

### Connecting to Wifi



You won't get far with the internet if you're not connected! This sheet shows you how to connect a phone or tablet to a wifi signal.

### Getting started



Got a new device? Use this guide to get an overview of common tablet features.

### Checking emails



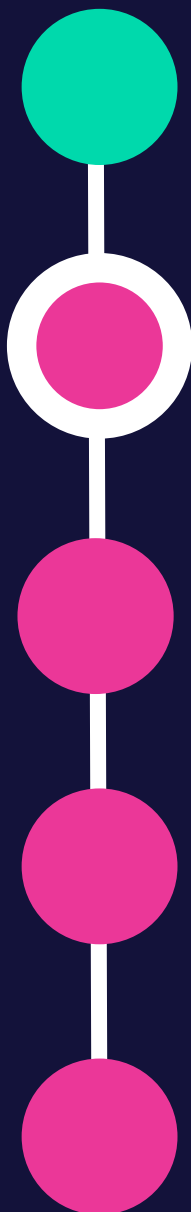
Step by step, this guide walks you through the process of checking emails from any computer so you can stay in touch no matter where you go.

### FAQs

Please have a look at the frequently asked questions below which may support you with your viewing experience.

If you're still facing issues, please contact a member of the team on [bookings@pictureofdoriangray.com](mailto:bookings@pictureofdoriangray.com) where someone will be happy to help.

- ✓ How many tickets do I need to book?
- ✓ Will the screening be of a live performance?
- ✓ I have booked a ticket, what do I need to do next?

- 
- Ticketing tactics for online events
  - Developing a pricing model
  - Digital trends for marketing & measuring
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# Start off with your objectives



# Pricing model templates

Email sign-up  
paywall

Free ticket with  
donation ask

Pay what you feel





# Donation vs Pay What You Feel

Donation



Optional action

Pay What You Feel



Compulsory action

### Choose Dates & Book

SUN, 25 APR - 12:00 AM

Booking this ticket will grant you access to stream The Motherhood Project from the 19 – 25 Apr.

SHOW TICKETS

Choose ticket types:

Choose your price per ticket

Standard

1

£1

£40

The default price is our suggested price per ticket. Any amount paid over this will help us continue to make our events accessible to everyone.

Price per ticket: £10

Total to pay: £10

ADD TO BASKET

# Pricing model templates

Email sign-up  
paywall

Free ticket with  
donation ask

Pay what you can

Fixed price

Pay what you can  
afford



# Pay What You Can Afford

## Guarantees revenue whilst remaining flexible



### Fierce Queens: House of Love

Please Note: The tickets are on pay as you would like basis. You can choose to pay £5.00, £10.00, £15.00, £20.00 or £25.00. A link to the zoom webinar will be sent to you approximately one hour before the sessions begins.

SELECT DATE + ENTRY TIME

Choose to pay £5.00	£5.00	-	0	+
Choose to pay £10.00	£10.00	-	0	+
Choose to pay £15.00	£15.00	-	0	+
Choose to pay £20.00	£20.00	-	0	+
Choose to pay £25.00	£25.00	-	0	+

ADD TO BASKET

### Miniature Collection - three digital concerts

We're offering this online package of three digital concerts at multiple prices for the same experience, allowing you to choose the price you are prepared to pay.

Given the restrictions on live culture at the moment, you might want to consider your current circumstances and what you'd like to pay, as well as the ticket quantity, depending on how many people in your house will be watching. It's up to you!

Please note unfortunately we are not able to sell to customers outside of the UK, and this product is not suitable for gifts outside of your household, as you will need to be logged into your CBSO account to watch the concerts.

- Beethoven Septet
- Celebrating Piazzolla 100
- Fabien Gabel: Faure and Ravel

Online Box £40.00	0	▼
Online Stalls £25.00	0	▼
Online Balcony £10.00	0	▼



# Pricing model templates

Email sign-up  
paywall

Free ticket with  
donation ask

Pay what you feel

Fixed price

Pay what you can  
afford

Experience pay  
scale



# Experience Pay Scale

Allows you to justify scaled pricing based on uplifts



Available to watch from 1 May 2021 15:00

Pre-order now: £20

Standard - £20

Live at 3pm (BST) on 1 May. Available worldwide.

Pre-order now: £40

Supporter - £40

Live at 3pm (BST) on 1 May. Includes digital programme and supporter credit on the film.

Pre-order now: £100

Premium - £100

Live at 3pm on (BST) 1 May. Includes a signed script, digital programme and supporter credit on the film.

The movie poster for "Being Mr Wickham" features a man in a patterned jacket against a teal background. The title "Being MR WICKHAM" is written in a stylized font.



The movie poster for "Things My White Friends Say" shows a close-up of a person's face with the title overlaid in white text.

THINGS MY WHITE FRIENDS SAY

[More...](#)

Show + Post-Show

Show Only

Free

Add to Basket



# Pricing model templates

Email sign-up  
paywall

Free ticket with  
donation ask

Pay what you feel

Fixed price

Pay what you can  
afford

Experience pay  
scale

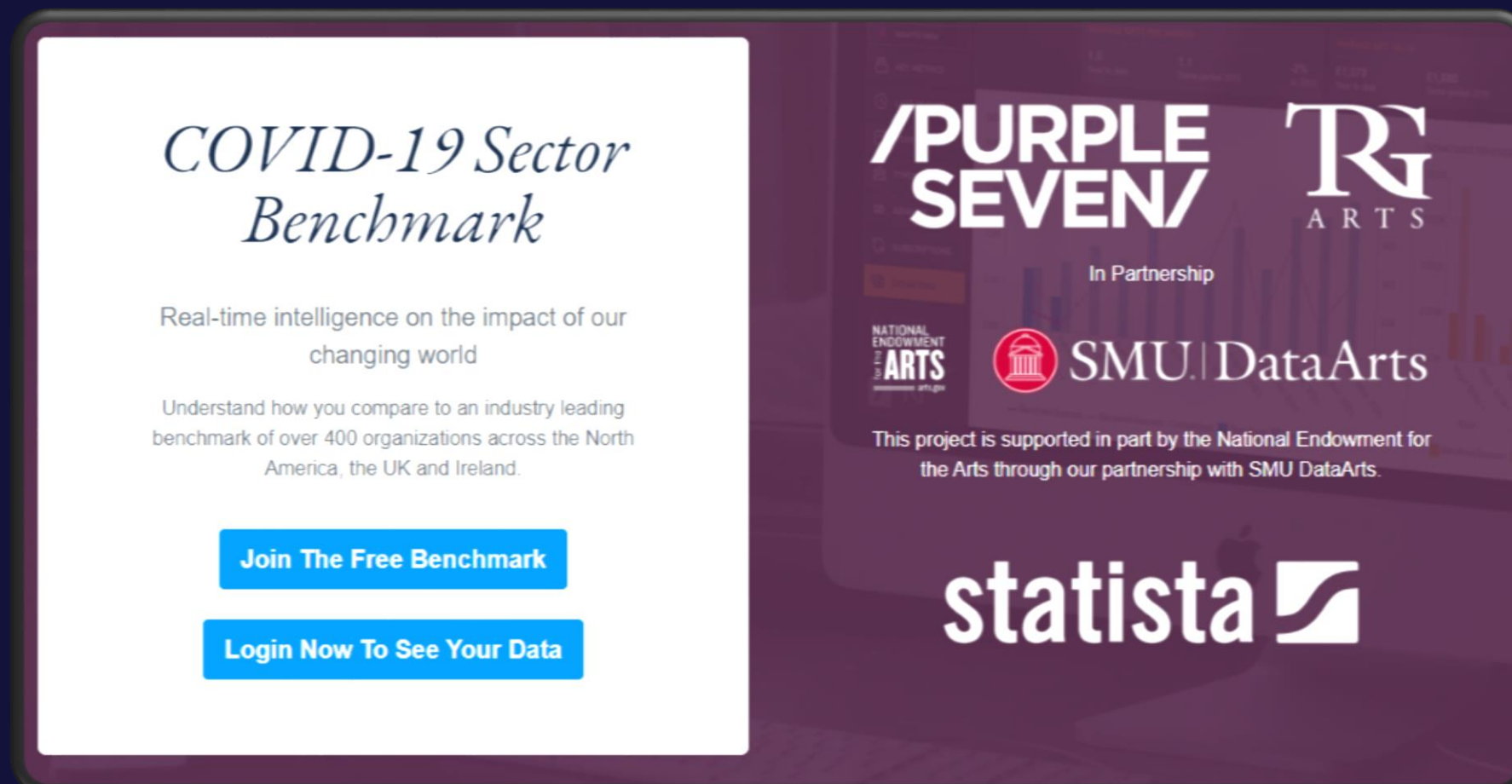
Dynamic pricing



# What should I charge?

- Revisit your objectives
- Consider your audience
- Consider the exclusivity

## COVID-19 Sector Benchmark



*COVID-19 Sector Benchmark*

Real-time intelligence on the impact of our changing world

Understand how you compare to an industry leading benchmark of over 400 organizations across the North America, the UK and Ireland.

[Join The Free Benchmark](#)

[Login Now To See Your Data](#)

**PURPLE SEVEN** **RG ARTS**

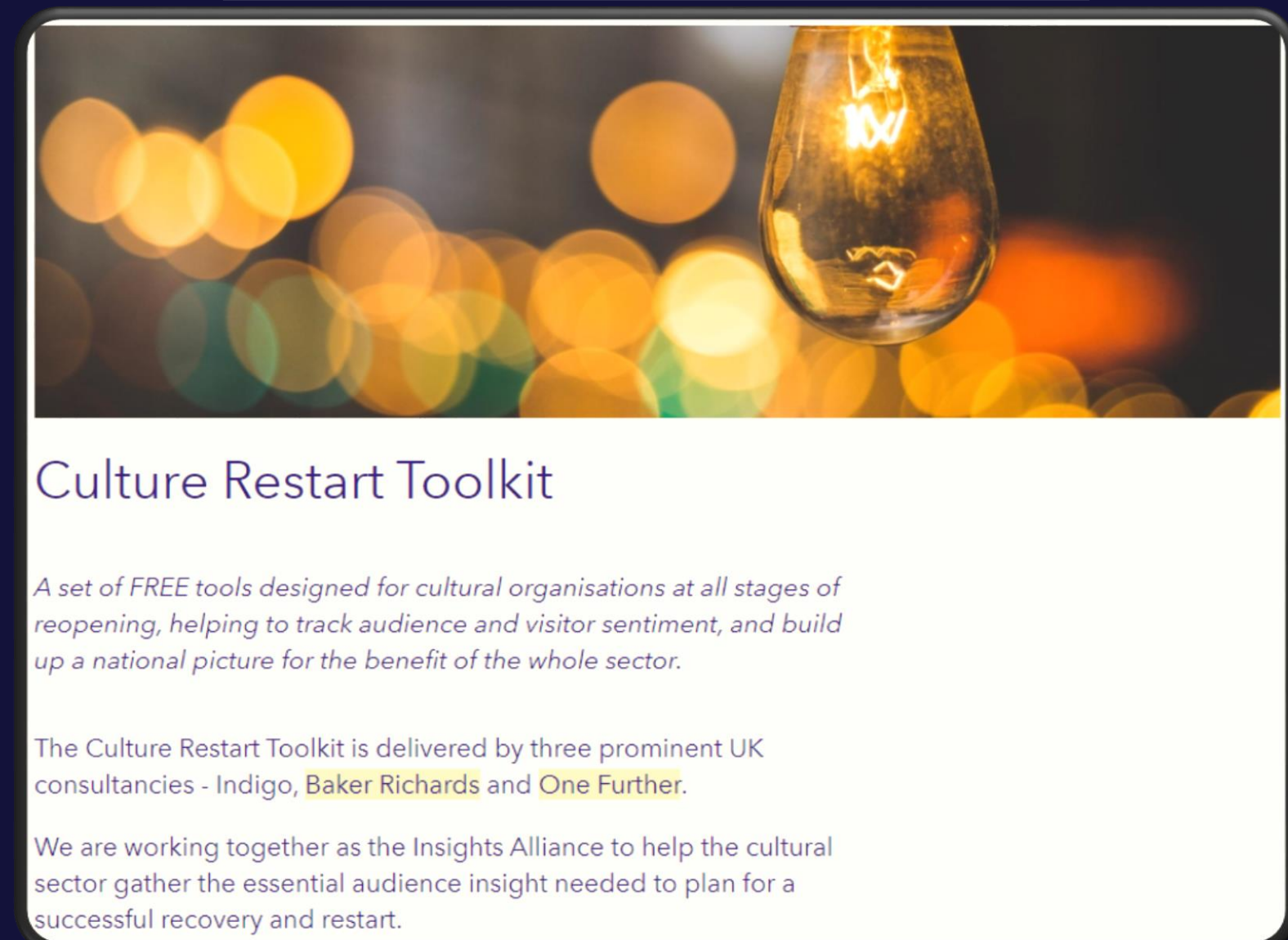
In Partnership

**NATIONAL ENDOWMENT FOR THE ARTS** **SMU DataArts**

This project is supported in part by the National Endowment for the Arts through our partnership with SMU DataArts.

**statista**

## Culture Restart Toolkit



**Culture Restart Toolkit**

A set of FREE tools designed for cultural organisations at all stages of reopening, helping to track audience and visitor sentiment, and build up a national picture for the benefit of the whole sector.

The Culture Restart Toolkit is delivered by three prominent UK consultancies - Indigo, Baker Richards and One Further.

We are working together as the Insights Alliance to help the cultural sector gather the essential audience insight needed to plan for a successful recovery and restart.

- Ticketing tactics for online events
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# Digital Trends

## DIGITAL CONTENT

### It's not all about the final product



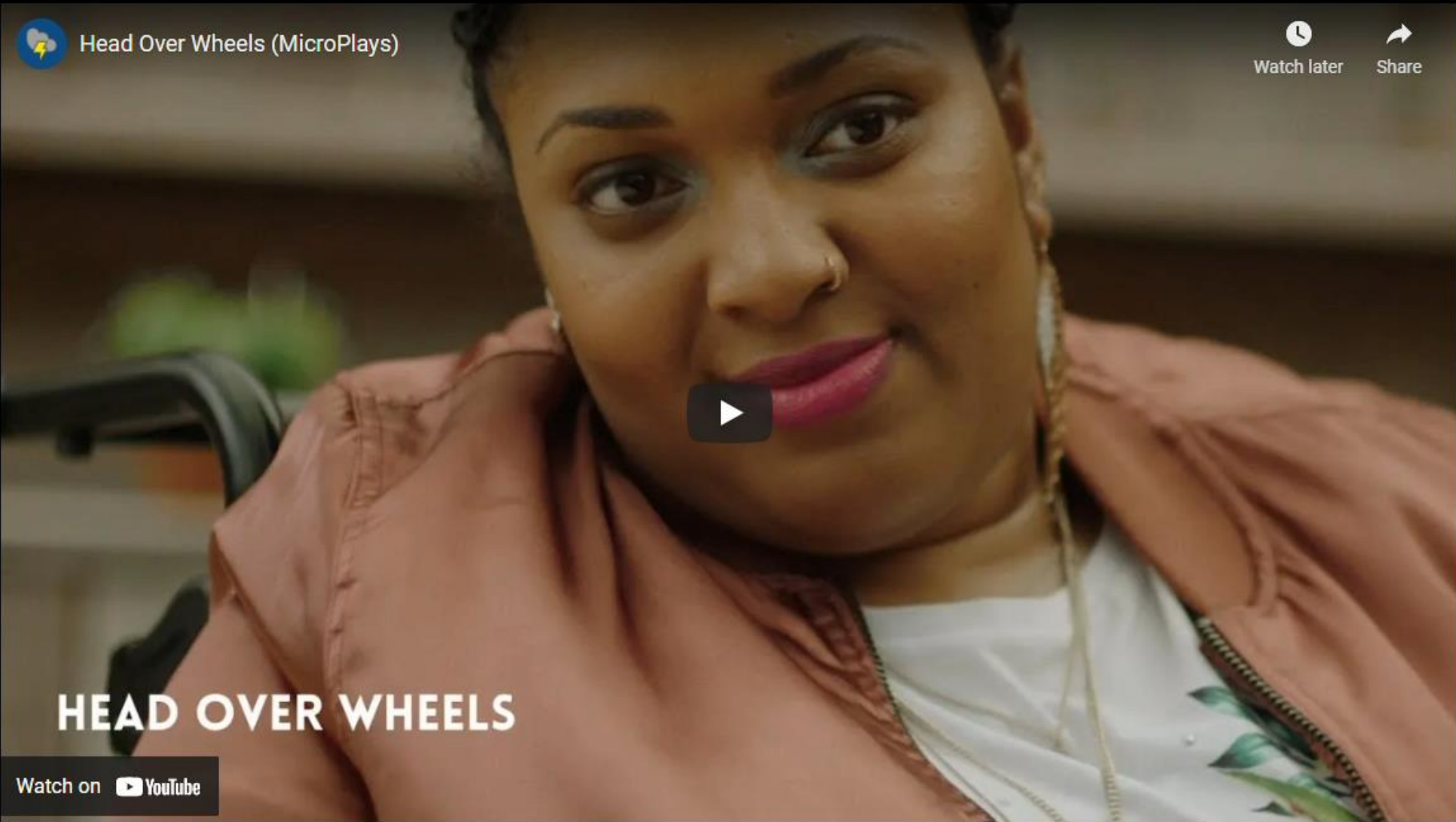
#### HEAD OVER WHEELS

Written by Matilda Ibini

**Head Over Wheels** is part of a series of short digital plays made as a collaboration between Open Sky and some of the UK's most exciting writers. The writers were asked to address the theme of cultural polarisation, questioning whether our differences have to divide us.

Conceived and directed for camera by Open Sky's Lisle Turner, each microplay had to observe certain rules in deference to its theatrical origins: a maximum of three actors, a single location, action in continuous time, diagetic music only and no special effects.

"**MATILDA IBINI**'s sweetly saucy **Head Over Wheels**, in which Anita (Michelle Tiwo) and Eden (Saida Ahmed), who uses a wheelchair, meet in a pub garden, crackles with wit." *The Stage*



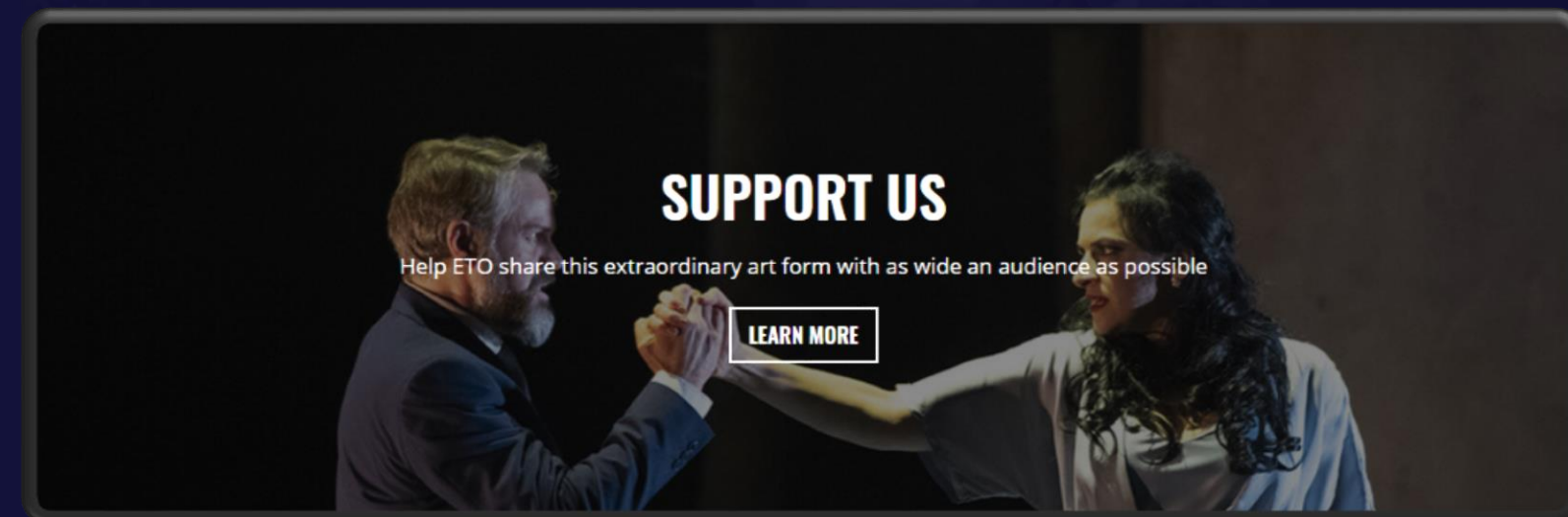
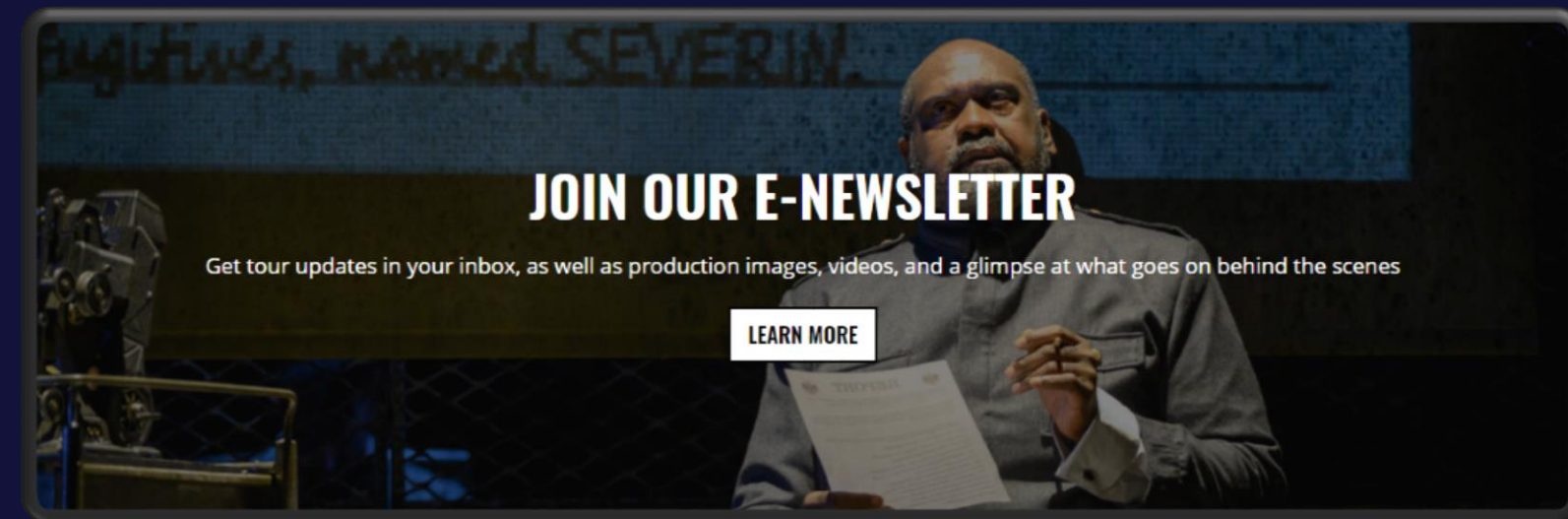
Matilda recently won a Popcorn Award for her play Little Miss Burden which ran at the Bunker Theatre, she has been selected as one

# Digital Trends

## WEBSITES

### Writing a job description for a website

- **Set clear expectations**
- **Define objectives for content**
- **Measure your success**



ENGLISH  
TOURING  
OPERA



# Digital Trends

## DATA ANALYTICS

Measure interactions with your online content

- Think beyond just 'views'
- Use GA & GTM to observe play / pause / progression metrics
- Follow up ads and content



Google Analytics



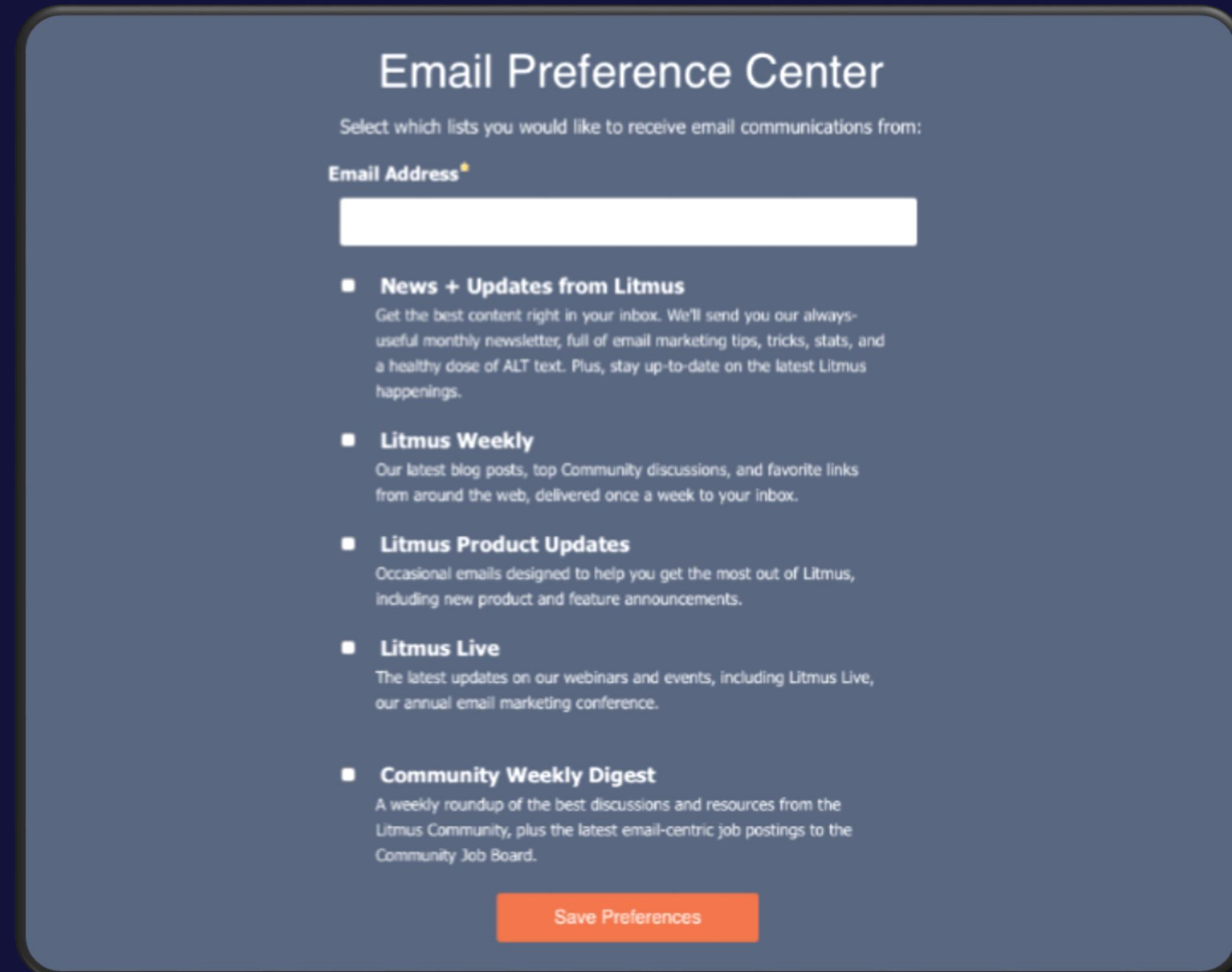
Google Tag Manager

# Digital Trends

## EMAIL MARKETING

Get to know your subscribers

- Get to know your online audiences
- Don't market unnecessary content
- [www.litmus.com](http://www.litmus.com)



The screenshot shows the 'Email Preference Center' interface. At the top, it says 'Email Preference Center' and 'Select which lists you would like to receive email communications from:'. Below this is a field labeled 'Email Address\*' with a white input box. There are five subscription options, each with a checkbox and a description:

- ☐ **News + Updates from Litmus**  
Get the best content right in your inbox. We'll send you our always-useful monthly newsletter, full of email marketing tips, tricks, stats, and a healthy dose of ALT text. Plus, stay up-to-date on the latest Litmus happenings.
- ☐ **Litmus Weekly**  
Our latest blog posts, top Community discussions, and favorite links from around the web, delivered once a week to your inbox.
- ☐ **Litmus Product Updates**  
Occasional emails designed to help you get the most out of Litmus, including new product and feature announcements.
- ☐ **Litmus Live**  
The latest updates on our webinars and events, including Litmus Live, our annual email marketing conference.
- ☐ **Community Weekly Digest**  
A weekly roundup of the best discussions and resources from the Litmus Community, plus the latest email-centric job postings to the Community Job Board.

At the bottom right, there is an orange button labeled 'Save Preferences'.

- Ticketing tactics for online events
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# Tech roundup

## STREAMING



### Tony! (A Tony Blair Rock Opera)

EVENT INFORMATION



### TONY!

### A TONY BLAIR ROCK OPERA

Fresh from London's Turbine Theatre, MTFestUK 2021 comes to Ipswich, bringing you the very best in new musical theatre.

A reckless reappraisal of the life of former Bad Rumours frontman and Britain's first pop Prime Minister Tony Blair.

EVENT DATE

MONDAY  
**21 JUN 2021** 00:00  
Ends Sunday 27 Jun 2021 23:30

 Add to calendar

Calendar entry will adapt to your local time zone

**Place your order**

AVAILABLE ITEMS

 Streaming Pass

THE CONTENT IS ONLY AVAILABLE FOR VIEWERS FROM THE FOLLOWING COUNTRIES

 United Kingdom of Great Britain and Northern Ireland

£12.50  0

Powered by  TicketCo

<https://start.ticketco.events/uk/product/media-services/>



# Tech roundup

## STREAMING

*vimeo* OTT

<https://vimeo.com/ott/home>

### My First Ballet: Swan Lake

Rent for £4.99  
3-day rental period

Gift this

Give children a first taste of the magical world of ballet. Enjoy one of the most famous ballets of all time as a family, in this beautifully adapted version for children aged three upwards.

Rent for three days – watch as much as you want in the rental period.

Planning to watch on your Smart TV? We recommend reading the following [Help article](#) and testing your setup first. [Read More ^](#)

### Create your account

Already have an account? [Log in](#)

Email

Password

☐ I agree to receive newsletters and product updates from English National Ballet | ENB at Home

### Payment details

Name on card

Card numberMM / YY

Total:

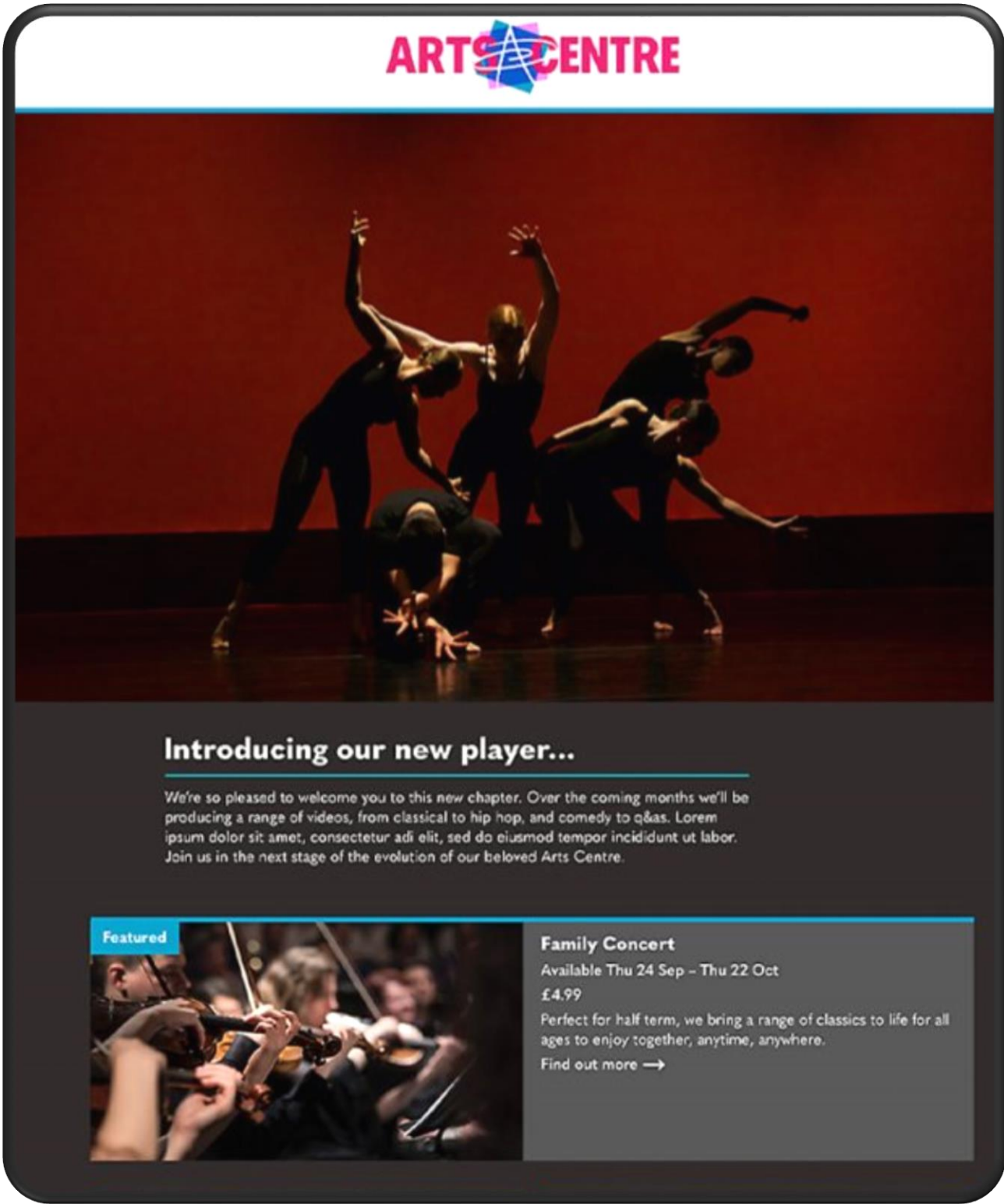
£4.99

Watch as much as you want for 3 days.

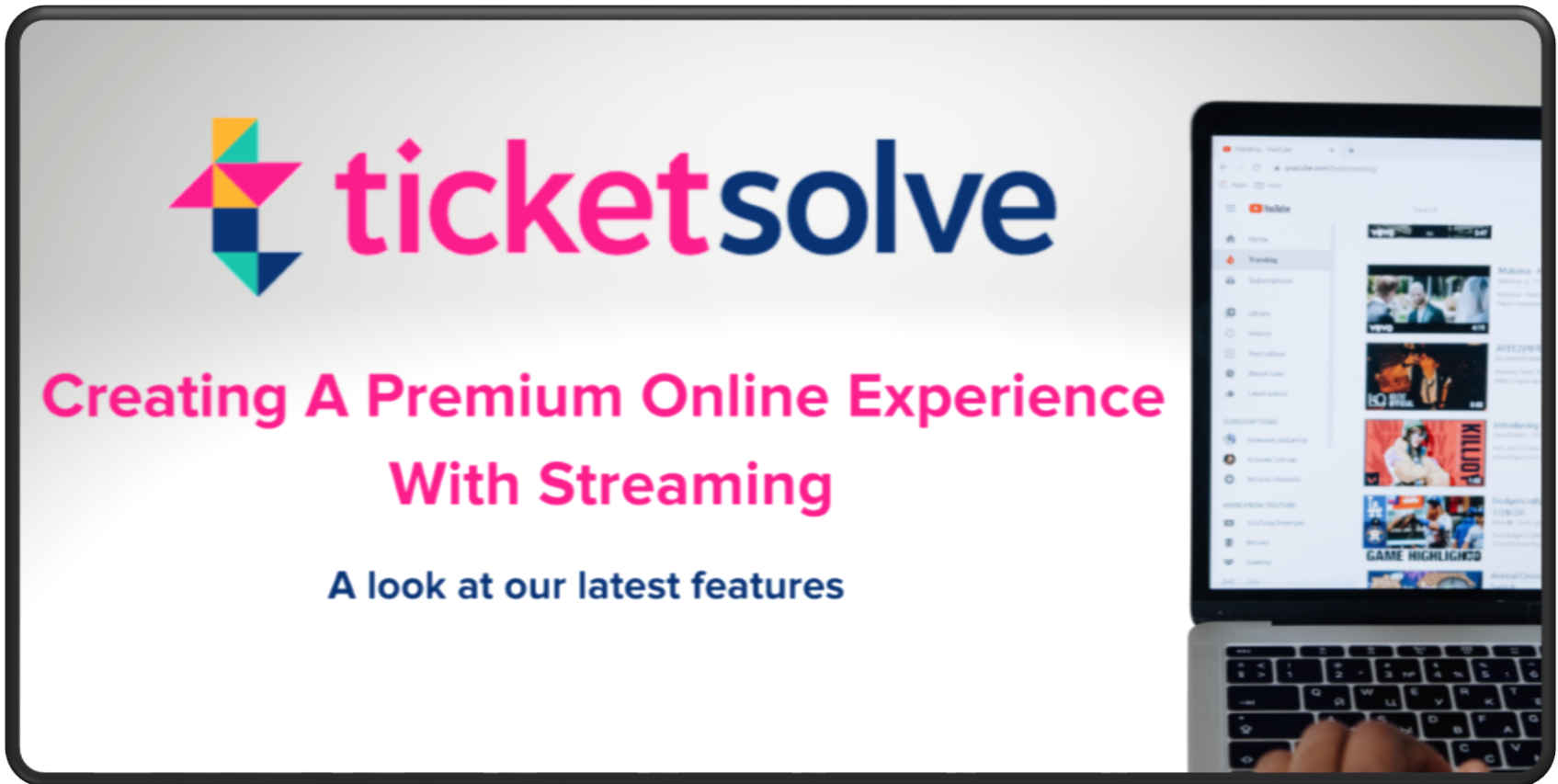
Complete purchase

# Tech roundup

## STREAMING



<https://cogplayer.com/>



<https://www.ticketsolve.com/>

# Tech roundup

## TICKETING



weshowup.io

### THREE STEPS FOR THE AUDIENCE

*Audience members can make reservations for your event in seconds.*



#### Reserve Your Spot

Reserve your spot for a small fee. You only set up your account once. No downloads required.



#### Show Up!

Enjoy the gig, shop, chat with fellow attendees. All from your device.



#### Pay What It's Worth Afterwards

Afterwards, you get a text or email asking you how much you want to pay. Enter your desired amount to show your love!

<https://weshowup.io/>



# Tech roundup

STREAMING



<https://digitalculturenetwork.org.uk/>



# Q&A

digitalnetwork@arts council.org.uk  
digitalculturenetwork.org.uk

**Join the conversation**

@ace\_dcn

#DigitalCultureNetwork

