

TICKETING TECHNOLOGY AWARDS 2017

Recognising leadership, innovation & achievement in the application of technology in ticketing across sports, performing arts, music, cinema, live entertainment and visitor attractions

**TICKETING
TECHNOLOGY
AWARDS**

2017 WINNERS

5 April 2017 • Croke Park • Dublin • Ireland

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2017

Sales & Marketing Award

For the individual/organisation with the most effective ticket sales & marketing campaign – with emphasis on the innovative use of technology and digital channels

...and the award goes to...

'Rewarding your festival ambassadors'

StreetTeam, UK

A Word from our Judges:

"Empowering – and incentivising – your best customers to be your ambassadors embraces the key changes in the way we are marketing and selling our tickets... We expect to see this being taken from festivals and adopted industry-wide..."

The Finalists

- London Derby Day – Saracens V Harlequins (Saracens FC), UK
- Big Bang The Concert 0.to10. – Marketing in China (YG Concerts/Weige), China
- UEFA Euro2016 Ticketing (UEFA/Secutix), Switzerland
- Beijing International Film Festival (Weying), China
- League-wide ticketing for Belgian Jupiler Pro League (Tickethour), Belgium
- **Rewarding your festival ambassadors (StreetTeam), UK**
- Pan-Broadway Retargeting and Customer Re-acquisition Network (VeInteractive/Shubert), USA





Smart & Connected Award

For the bridging the data and departmental silos! Who's really bringing their resources together using smart tools and digital connectivity to wow their customers?

...and the award goes to...

OmniTicket new Package Ticketing solution for theme parks

Best Union, UK

A Word from our Judges

"Our global readership and ticketing community has voted. Connecting the data trails is a smart move for theme parks, where the biggest challenge is repeat custom...."

The Finalists

- C-Feed: Connecting culture events nationally (Jewel Labs), The Netherlands
- Smart Theatre partnership to launch The Lion King at Shanghai Disney Resort (Walt Disney Grand Theatre/Weige), China
- Worldwide music, transport and accommodation integration for festival-goers (Festicket), UK
- Harry Potter And The Cursed Child (Sonia Friedman Productions and Harry Potter Theatrical Productions/Nimax/ATG), UK
- Group ticketing and payment service (Make it Social), UK
- **OmniTicket new Package Ticketing solution for theme parks (Best Union), UK**
- Experience: Integrated cashless F&B ordering (Ticketmaster/Preoday), UK
- Tourism and Visitor Attraction ticketing integration nationally (RegiondoPro), Germany



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Move to Mobile Award

For the most successful transition to mobile ticketing. Which mobile UX is really delivering? Who's getting there with seamless mobile ticketing?

...and the award goes to...

'Enhanced mobile experience'

ExtremeTix, USA

A Word from our Judges

"Whilst nobody has completely solved the challenges of selling tickets via mobile devices, this product takes us one step closer by solving the Select-A-Seat challenge on a small screen in an effective way. And for that alone it stands above the rest..."

The Finalists

- The Jam music exhibition (Active Ticketing), UK
- **Enhanced mobile experience (ExtremeTix), USA**
- Smart Tone Ticketing: Offline mobile-based authentication solution (LISNR), USA
- Yupiaoer real-time box office analysis mobile application (Weying), China
- TicketSwap safe and fair e-ticket resale app (TicketSwap), The Netherlands



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Premium & VIP Ticketing Award

For the best premium hospitality or VIP ticketing experience. Consideration is given to price-value, included services and overall visitor experience – from discovery and purchase through to post-event handling

...and the award goes to...

Club Wembley digital & 3D marketing tools for renewals

Wembley Stadium/3D Digital Venue, UK

A Word from our Judges

"Our global expert B2B ticketing audience voted for this. Club Wembley is the largest sports hospitality facility in global football. Providing 3D tools integrated with ticketing offers has proven an effective way to enhance the renewal process, boost retention and improve the online ticketing experience..."

The Finalists

- UEFA Euro2016 Hospitality and Sponsor Ticket Management (UEFA/Secutix), Switzerland
- Club Wembley digital & 3D marketing tools for renewals (Wembley Stadium/3D Digital Venue/Ticketing 3D), UK
- On Location Experiences – Official Hospitality of the NFL (OnLocation Events LLC / NFL), USA
- Brisbane Cricket Ground's CUA Pool Deck (Stadiums Queensland), Australia
- Build Your Experience online hospitality sales for the Daytona 500 (Daytona International Speedway/ISC), USA



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...and the award goes to...

'Cool:Off & Re:Sell'

Skiddle, UK

A Word from our Judges

"Whilst other platforms shy away from providing customer-centric services – such as a 'cool off' period or the ability to resell direct from within an app – these new features are proving a success for our winner. As voted for by TheTicketingBusiness audience, the winners have shown that if you give customers what they want, then you get more of them!"

The Finalists

- Supporter Services and Ticketing Team (Brighton & Hove Albion FC), UK
- Ticket Easy initiative, Omnichannel Customer Service (Ticketmaster), UK
- **Cool:Off & Re:Sell customer service features (Skiddle), UK**
- Inhouse livechat integration across Dutch ticketing (Eventim NL), The Netherlands
- Broadway Fan Club Marketing Platform (Delivra/Shubert), USA

Customer Service Award

For the organisation that has delivered consistently outstanding levels of customer service at every stage of the ticket buying experience. Who's got the 'best box office' out there?


skiddle

Re:Sell

introducing re:sell
skiddle's ticket exchange platform

ticket re:sell features



re:sell tickets if your
circumstances change



If successful, you will receive a
refund for the face value of your
tickets



No risk buying and selling
fraudulent tickets



Help reduce ticket touts and
disappointments



...and the award goes to...

TicketSwap transparent ticket exchange

Ticketswap, The Netherlands

A Word from our Judges

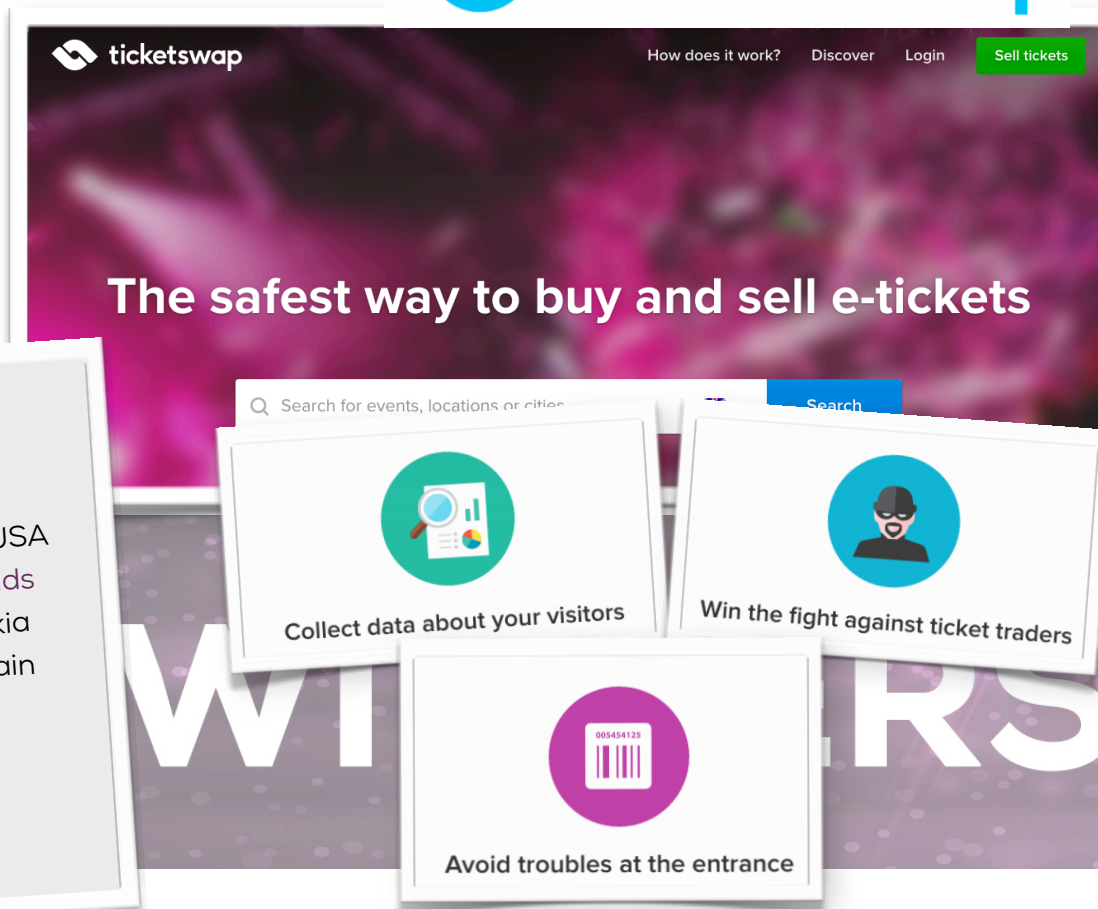
"With resale a headline and (increasingly) contentious topic around the world, our winner – as decided by online vote – is showing the way forward with a transparent, mobile-friendly, ticket exchange that lets genuine fans resell their tickets to other fans.."

The Finalists

- Smart Tone Ticketing: Offline mobile-based authentication solution (LISNR), USA
- Xamarin cross-platform, mobile ticket scanning app (Ticketmaster), USA
- TicketSwap transparent ticket exchange (Ticketswap), The Netherlands
- Fan-powered concert request and ticketing service (Tootoot), Slovakia
- Customer-driven dynamic ticket pricing platform (Never Empty), Spain
- Plug-in SaaS tools for flexible, interactive reserved seating ticketing (Seats.io), Belgium
- GalaPrompter: Live closed captioning for the deaf and language translation (GalaPro), Israel

Product Innovation Award

Awarded for a product or service that has uniquely transformed and improved the way ticketing entities do business





Lifetime Achievement Award

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...and the award goes to...

Edwin Shaw

2017 marks Mr Shaw's 60th year in show-business. He first started his career in 1957 as a 21 year old box office clerk at the Empire Theatre, Sheffield and quickly became so invaluable to Moss Empires that they insisted he was the only man who could oversee ticket sales for the hugely popular (at the time) Black and White Minstrel show that was due to transfer to the Victoria Palace Theatre, London. In 1968 he moved to the world-famous London Palladium where he really made his mark. As the Box Office Manager for 22 years he was involved in all aspects of the life cycle of the shows and sold out the varied repertoire night after night without a computer in sight, armed with no more than a steely determination, a team of a similar disposition, reams of paper and a mighty stationery cupboard.

He worked with so many of the legendary performers that have graced this stage but his favourites (clearly displaying his extensive and eclectic tastes) include Josephine Baker, Dorothy Squires and The Carpenters with a tale to be told about many more! He also took great pleasure in working with prominent theatrical producers Harold and Maisie Fielding, who brought Hans Anderson, Barnum, Singin' in the Rain and Ziegfeld to this iconic theatre. Respected by all, Edwin still consults for Really Useful Theatres as well as producers across the country. Most recently he has been pivotal in bringing pantomime back to the London Palladium, to great acclaim, for the first time in nearly 30 years.

He inspires us on a daily basis with his cheery good humour, mischievous anecdotes and total honesty (sometimes when required and sometimes when deserved) but most of all for his genuine love of live entertainment and his desire to share this passion and his knowledge. He's never too busy to offer advice or a friendly ear over a cup of tea and a biscuit (or something stronger) no matter your rung on the ladder or the stage/state of your career.

As David Pugh and Dafydd Rogers have noted, "he's a golden asset to the great and the good of theatre land, not least because he can smell a hit and unfortunately sometimes a flop!"

Mr Edwin Shaw is a true gentleman and theatre legend - Really Useful Theatres are thrilled that he is the recipient of this prestigious award.





CRM & Data Tool Award

Best integration or application of data analysis to an entertainment ticketing challenge

...and the award goes to...

Event Marketing Cloud

We Cross, The Netherlands

A Word from our Judges

"Our winner is a socially and data-driven, cloud-based, marketing platform that offers key features that event promoters want – not least marketing automation and data insights. Expect to hear and see more of this clever, Dutch-based solution in the coming months."

The Finalists

- C-Feed: Connecting culture events in The Netherlands (Jewel Labs) The Netherlands
- Arenamatrix turnkey yield management solution (Tech4Team), France
- Event Marketing Cloud data-driven marketing platform (We Cross), The Netherlands
- Real-time, data visualisation and analytics tools (Activity Stream), Iceland
- Yupiaoer real-time box office analysis mobile application (Weying), China
- The Audience Finder project to collect, standardise and aggregate ticketing sales data (The Audience Agency/JCA/Baker Richards), UK
- Intelligent Data Warehouse Facilities for Sports & Entertainment (SSB), USA





...and the award goes to...

New UX/UI and API for event discovery and ticket sales

Skiddle, UK

A Word from our Judges

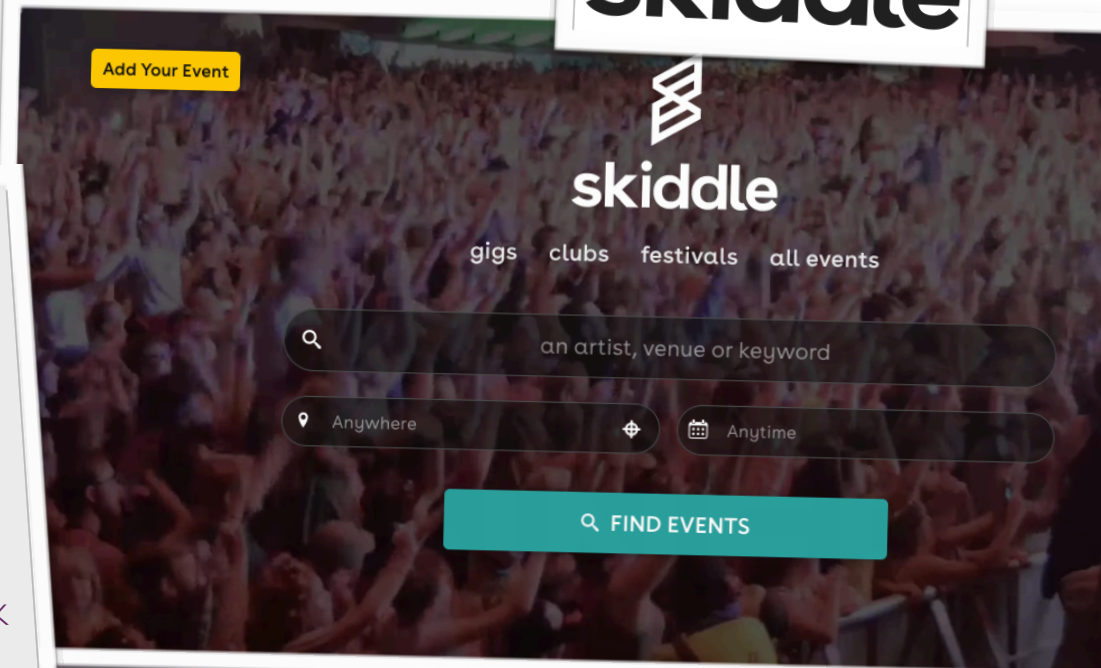
"Against tough competition, Skiddle's re-engineered and re-purposed app has improved the user experience to deliver a great discovering and ticketing app for today's live music fan. The only two-time Winner at Ticketing Technology Awards 2017 but deservedly so."

The Finalists

- New platform and hosted database for Semperoper (tickets.com), Germany
- Integrated booking system at Jochen Schweizer Arena extreme sports centre (Regiondo Pro), Germany
- Disney Tickets UK ticketing portal (Disney Theatrical Group/Ingresso), UK
- Rollout of TiXX Sports ticketing software and Club Card security for Dutch football (Ajax/Eventim Sports), The Netherlands
- New UX/UI and API for event discovery and ticket sales (Skiddle), UK

Moving On Up Award

For best migration, upgrade or implementation project. Who's moved onto a new platform and really seen their revenues and retention rising?





...and the award goes to...

Paul Bohunsky

Development Team Lead, nolock, (Life Ball Vienna), Austria

A Word from our Judges

"There are many of these people in our industry: Quietly going about their daily tasks of fixing systems, improving operations and getting the job done. But our winner has applied his skills much further and for the benefit of others. Since 2010 Paul has been part of team that donates his time and skills to the famous Life Ball Vienna – one of the world's highest profile charity fundraisers and the biggest charity event in Europe supporting people with HIV or AIDS. He insisted since day one that he would not take payment and continues to give hours, days and weeks to the event. In addition to the prep work, at every Life Ball he's been known to put in frequent 36-hour non-stop work stints as production lead for access control. In the background, he ensures things run smoothly so that, in turn, the Ball can do its best to help others. We salute this unsung ticketing hero. ."

The Finalists

- Robin Dennis, Box Office Manager, Royal Albert Hall, UK
- Paul Bohunsky, Development Team Lead, nolock (Life Ball Vienna), Austria
- Simon Whitfield, Fulfilment & Digital Projects Manager, Ticketmaster, UK
- Yang SenMiao, Vice President – IT, Weying, China
- Natsuho Hayauchi, International Sales Manager, Ticketscript, Germany

Unsung Hero Award

For an individual/team that delivers consistently outstanding service and results for an entertainment ticketing enterprise (be it a sports team, an arts organisation or an event organiser). Awarded to the quiet achiever(s), the ever-reliable 'behind-the-scenes' fixer(s) and the person(s) that 'just gets on with the job'



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...and the award goes to...

Cedar Packaging

UK

A Word from our Judges

"The Ticketing Technology Forum delegates have spoken, and our winner of Supplier of the Year 2017 is Cedar Packaging, recognised for their bespoke, innovative and beautifully presented ticket presentations. The customer journey is important every step of the way."

The Finalists

- Skiddle
- Make it Social
- Ingresso
- Cedar Packaging
- Oxynade

Supplier of the Year Award

This award recognises consistent service, innovation and support for the ticketing sector by a product or service supplier



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...and the award goes to...

Libby Penn

Managing Director, Spektrix, UK

A Word from our Judges

"Our winner has been quietly championing innovation and changing the commercial mindset in the arts industry - on both sides of the Atlantic. In an era when arts funding is being cut and more emphasis placed on earned income, Libby Penn has provided much-needed answers. Her company is firmly established in the UK arts sector and she has overseen its expansion into North America with the New York office. Libby has shown that the arts should, can and will embrace technologies like CRM and data analytics - and for that we recognise her contribution to preserving and enhancing the arts."

The Finalists

- Libby Penn, Managing Director, Spektrix, UK
- Henk Schuit, Managing Director, Eventim, The Netherlands
- Laurence Miller, Commercial Director, Nimax Theatres, UK
- David De Wever, CEO & Partner, PlayPass, Belgium

Executive of the Year Award

For the leader, pioneer or visionary that has moved the ticketing sector to new heights. Awarded to the individual that has over-delivered in the past 12 months



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...and the award goes to...

David Andrews

SVP, Shubert Ticketing, USA

A Word from our Judges

"This year the Ticketing Technology Awards recognises a veteran of Broadway ticketing. In a career spanning decades, David Andrews has pioneered and implemented many of the industry's key innovations in one of the toughest (and most vocal) markets on Earth. When he started there was only pegboards and paper. Now there's data and digits – and David Andrews has embraced the evolution. This ticketing achiever has overseen – and spearheaded – many of the key moments in our industry's development: from selling tickets over the telephone in the 1980s through to today's API integration. During his tenure at Shubert, his strategic oversight and guidance have ensured that Broadway's customers continue to be served the very best that ticketing systems can offer. Today, he's going behind ticketing – spearheading new initiatives to fully integrate attendee and buyer data into the live entertainment experience. And, we sense, he's only just gotten started!"

Outstanding Achievement Award

The Outstanding Achievement Award recognises an individual that has shown exceptional commitment, service and leadership to the entertainment ticketing sector industry over a sustained period of time.



2017 WINNERS

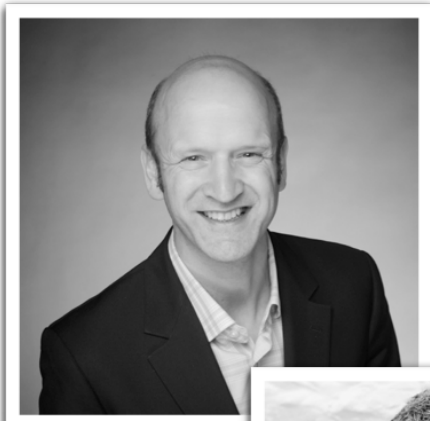
...with thanks to...

The 2017 Judges

OUR JUDGES

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Thank you to our international judging panel for their support and commitment to Ticketing Technology Awards 2017



Our Judges

- Tim Chambers, Managing Director, TJChambers Consultancy, UK;
- James Charrington, CEO, Dewynters, UK;
- Jasper Hope, Chief Executive, Dubai Opera, UAE;
- Sita McIntosh, COO, WhatsOnStage, UK;
- Ian Nuttall, Founder / CEO, Ticketing Technology Forum / Ticketing Technology Awards, UK;
- Carolyn Sims, Marketing Director, ENO English National Opera, UK;
- Kyle Wright, Interactive Marketing & Analytics Manager, Shubert Ticketing, US