

# TICKETING BUSINESS FORUM

2 - 3 DECEMBER 2021 • MANCHESTER

INCORPORATING  
**TICKETING  
BUSINESS  
AWARDS**

**#REOPEN.**

**#RESTART.**

**#REIMAGINE...**



## THE EVENT INDUSTRY CLOUD

Unlocking the potential of the world's best experiences with advanced digital solutions designed to fit seamlessly with your business, revolve around your customers and push the possibilities of your offer.

OUR MARKET LEADING SOLUTIONS

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OPEN YOUR WORLD  
SEE WHERE YOU CAN GO



DISCOVER HOW

# TICKETING BUSINESS FORUM

## Where have we all been?

...and what didn't we do

It's two years, seven months and 23 days since we were physically together at 2019's *Forum*. So, what have we all been doing in the interim? Learnt some new skills? Redecorated the home? Been anywhere nice?

Our enforced ticketing hibernation (or extermination?) was a collective blow to the head for our sector. We reeled back, numb from the punch of the pandemic. We lost events, colleagues, clients....

But, 2021 marked the beginning of the restart. And while the pace of recovery differs across markets, it's evident that ticketing may never be the same again. What has the pandemic changed? For starters, irrespective of the measure applied, our industry footprint is a lot smaller. Secondly, our audiences have changed, themselves scarred and scared by the pandemic. And thirdly, the pace of digital transformation has accelerated across all aspects of our business. As we come together after the hiatus, this year's *Forum* puts the focus on where these changes will take us. Thanks for being with us.



Ian, Angelina, Lizzie & *TheTicketingBusiness* team

PS. Whether it's your first time or you're a (returning) regular, we wish you a great visitor experience at #TBF21. We may be a little rusty so if there's anything we've missed or can do to assist, please let us know.

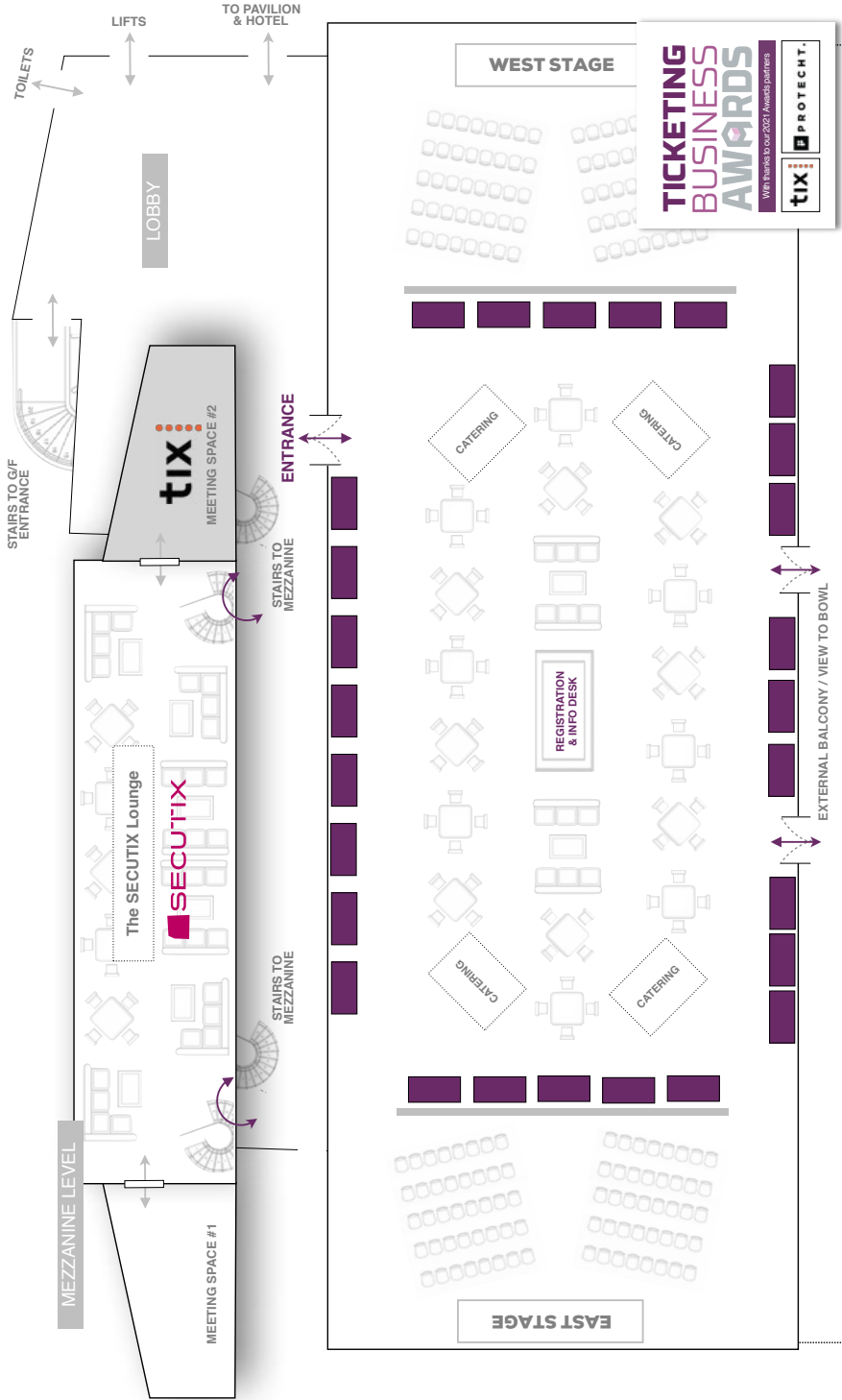
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# THE MARKETPLACE

>>> 2-3 Dec 2021, Emirates Old Trafford, Manchester





## Everyday at the Forum

### WRISTBANDS

## Happy with handshakes? Or keep your distance?

RFID Wristbands courtesy of ID&C



Those talented wristband experts at ID&C are providing every delegate with an RFID wristband so you can display your 'proximity comfort' level, exchange contact details with our Marketplace partners, enter special sessions with just a wave of your hand...



WITH THANKS TO

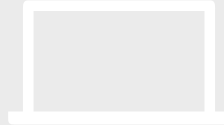


## The SECUTIX Lounge

### WORKSPACE

## Get together... Get it done... with SECUTIX

Need to finish a report? Answer a call?



The SECUTIX Lounge is open throughout the Forum for all delegates on the mezzanine level for that impromptu meeting, calls back to the office and any last-minute workload demands. Complimentary tea/coffee is available all day, with a pay bar for those harder souls!

# TIXNGO

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Simplify operations

The leading secure mobile ticket wallet.  
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tournaments and events.

DISCOVER HOW



VISIT PODS  
125+127

A SECUTIX SOLUTION

## Wednesday 1<sup>st</sup> December

### REGISTRATION

### BADGE COLLECTION

Lobby, Hilton Garden Inn Emirates Old Trafford

18.30

Arriving early? Collect your delegate badge from the pop-up guest desk in the Hilton lobby bar.



### NETWORKING

### WELCOME (BACK) RECEPTION

Hilton Garden Inn Emirates Old Trafford  
Garden Bar (Ground Floor)

Entry: All registered delegates

WITH THANKS TO

**LONDON  
THEATRE  
DIRECT.**



18.30

We kick off with our icebreaker in the HQ hotel bar. All registered delegates are welcome along. Collect your badge, catch up with old friends and make some new contacts in an informal atmosphere.

20.00

Close of reception.

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## Thursday 2<sup>nd</sup> December

### REGISTRATION

### REGISTRATION & COFFEE

08.30

The Marketplace

We open for check-in, coffee and to start your networking.

### THE RE-START

### Opening Thoughts

East Stage

09.30

Welcome back to TheTicketingBusiness Forum – it's been a while since we were last together! A lot has happened – and a lot more is going to happen in the years ahead.

● *Ian Nuttall, Founder, TheTicketingBusiness*

### ROUNDTABLE

### The Ticketing State We're In

East Stage

09.45

The pandemic turned our sector upside down. It's time for a rethink. Where have we been? Where are we going? And what's around the corner? Reflections, observations and predictions from our opening panelists:

- *Leonie Wakeman, Head of Ticketing, AEG Presents / AEG Live*
- *Richard Howle, Director of Ticketing, NEC Group (Ticketing and Arenas)*
- *Tom McCann, Venue Director, Arsenal Football Club*



10.30

### NETWORKING BREAK IN THE MARKETPLACE





## Conference

### TICKETING UX

## How Lego, Ikea and Volvo inspire the future of ticketing

West Stage

11.00

### Software design with a contemporary touch

These brands are iconic, as much for their elegant simplicity as for their use of Scandinavian design principles. We will share how the future of ticketing reflects the same clean, sturdy, easy-to-implement design without sacrificing beauty and robust functionality. We will show how we infuse Scandinavian design principles with Icelandic tenacity and problem-solving to help customers quickly modernise their box office and sites, make the ticketing and merchandising purchase journeys engaging, while implementing the contemporary promotions tools you need to build audiences.

● Einar Gústafsson, VP of Product & Engineering, Tix Ticketing



### INSURTECH

## A New Approach to Ticketing Protection

West Stage

11.30

### An enterprise-level insurtech ecosystem

Digital transformation is impacting every aspect of business – and that includes insurance. Gone are the days of selecting an insurer and creating a custom policy. SaaS solutions now exist to create new ways to protect ticketing products and services with a few clicks. A new approach has entered the market – the digitally-enabled broker with an enterprise-scale tech ecosystem designed to do business around the world. Think language and currency localisation, online claims, live dashboards, with security that scales. Perhaps most illuminating is that this is a tech company that decided to get into insurance. We have a conversation with:

● Casey Callinsky, COO, Protecht [FanShield]





# Thursday 2<sup>nd</sup> December

## ENGAGEMENT

### Putting Clients and Customers First

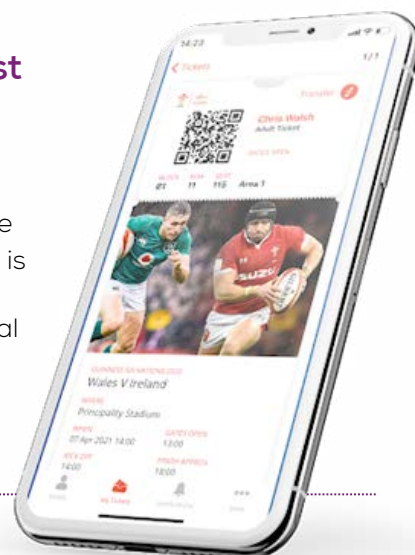
East Stage

11.00

#### The rise of digital ticketing fulfillment+

This presentation will feature a number of case studies to demonstrate that being market-led is by far the most exciting and rewarding way of doing business and is enabling Tixserve's digital ticketing fulfillment service to scale and enter new markets.

● James Kirby, Co-Founder, Tixserve



## INNOVATIONS

### Quickfire Ideas #1

East Stage

11.30

A batch of new ideas – delivered in a quickfire format:

#### Engage ticketholders with a 3D frontend to maximize conversions

A season-ticket renewal and relocation platform powered with a 3D frontend that can be integrated with your ticketing API calls or via iFrame.

● Francis Casado, Co-Founder, 3D Digital Venue

#### Web eticketing: Exceed all expectations

Super fast access, biometrically-secure ticketing, environmentally sound, cost-saving, low-cost and available to all. The future is now...

● Jeff Sheldon, Stadium Access & Innovation UK, APT SKIDATA

#### Wristbands: Psychology & Evolution

It might sound crazy, but we have a passion for wristbands. We've spent nearly 20 years developing products that are the mainstay of event operations around the world. But there's still more to learn...

● Dan Barkaway, Business Development Manager, ID&C

#### Model and enhance your seating plans in 3D

Create added detail to your booking flow by providing a faithful view from every seat in your venue. Show all your VIP boxes and hospitality areas through your ticketing solution or easy to use virtual visits.

● Bruno Munzer, General Manager, PACIFA decision



## Conference

### CUSTOMER UX

## Championing Online Hospitality Sales

West Stage

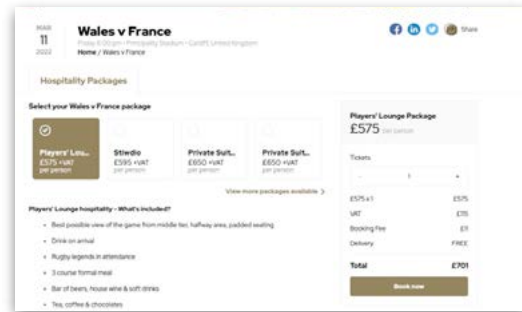
12.00

### Taking conversion to new levels

Providing access to once-in-a-lifetime experiences at sporting & live music events is a crucial role. It is vital we take responsibility for the booking experience, which can only be enhanced through technology.

Building customer experience excellence online exudes confidence, trust & loyalty from fans & can create new ones. Join us to explore ways to champion your online hospitality sales.

● Robin Sherry, CEO & Founder, Seat Unique



### DATA INSIGHTS

## Data in Marketing: Ideas, Results & Inspiration for 2022

West Stage

12.30

### Segmentation, Targeting, Retargeting, Privacy, Campaign Evaluation. Multi-Channel.

Digital marketing and communication is changing all the time – and at the centre of it all is the ability to capture, connect and use data to sell tickets and engage audiences. This session will highlight some of the major trends going into 2022 and provide tips and inspiration for better marketing.

● Martin Gammeltoft, CBO, Activity Stream



13.00

LUNCH IN THE MARKETPLACE

## Thursday 2<sup>nd</sup> December

### ATTRACTIONS

## Transforming the Relationship

East Stage

12.00

### Moving your audience from serial first daters to long-term commitment

This session takes an in-depth look at the digital transformation of Ireland's leading brand experience – the Guinness Storehouse. Our speakers explore the project's progress to date, including how the Storehouse is using technology to build a stronger connection with its visitors.

● *Andy Duckworth, Senior Sales Manager, SECUTIX*

● *Alan Donnelly, Retail Manager, Guinness Storehouse*



### ARTS/THEATRE

## Distribution with a Difference

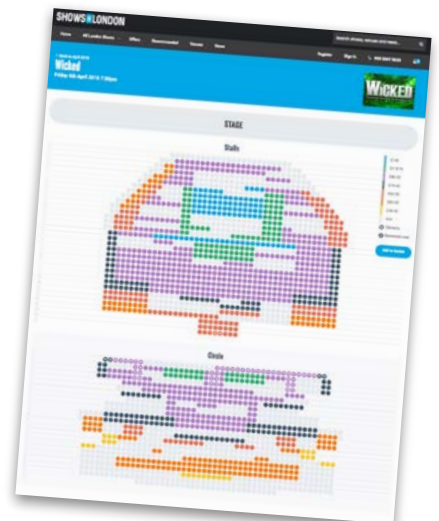
East Stage

12.30

### The Importance of Innovation in Distribution for Theatres

In this session we'll be looking at the role a ticketing distribution company plays in the theatre market. London Theatre Direct present innovative ticketing and partnership solutions that allow producers to access new and undiscovered audiences.

● *Amalia van Eerde, Partner Sales Manager, London Theatre Direct*



13.00

LUNCH IN THE MARKETPLACE

## Conference

### ROUNDTABLE

## Pricing: Your Most Effective Lever

West Stage

14.30

### Use pricing to maximize profit and optimize capacity in the new normal

While cultural and leisure venues are slowly returning to normal capacity, the pandemic has drastically accelerated changes in the ticketing industry to adapt the customer journey to the new normal – and new times call for new strategies, new collaborations, and new technologies to better manage capacity utilization and maximize revenue.

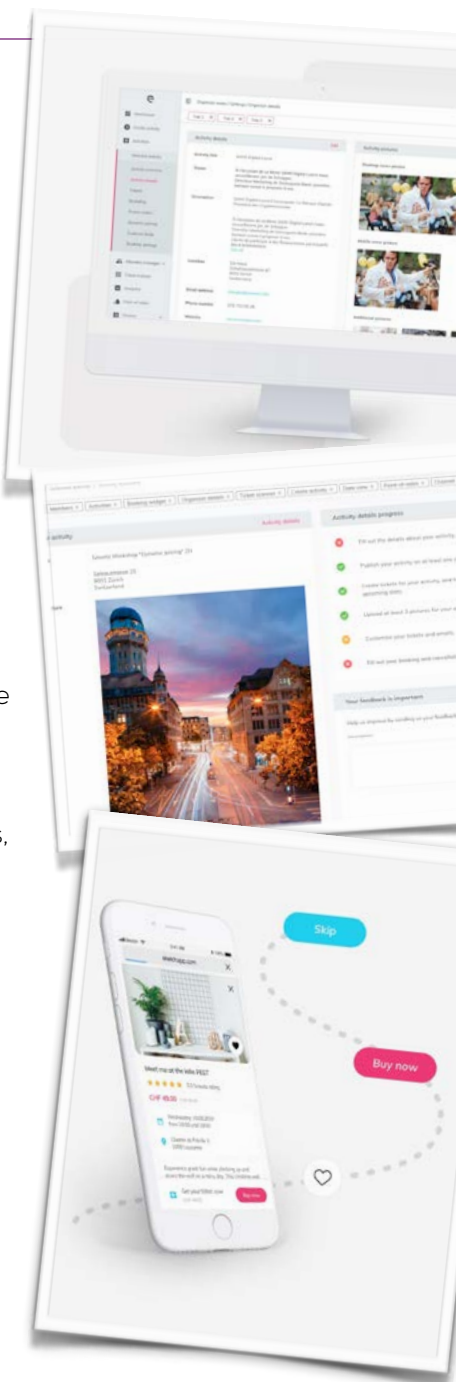
Despite pricing being one of the most important strategies in managing a business, it is too often not explored enough. Many organisers simply price their event somewhere above their costs, while others look at similar events and default to that price. Pricing shouldn't be a 'one shot' and 'fixed' decision when starting selling some tickets for theaters, museums, and attractions.

Many industries like airlines and hotels have already transitioned from fixed pricing strategies to automated dynamic pricing strategies to optimise venues' capacity utilization and maximize every customer's willingness to pay in order to grow businesses faster and more sustainably.

In this round table, you will discover how advanced revenue management and value-based pricing approaches can be beneficial for your business, not only in terms of profits, but also in terms of operations and customer journey.

● *J. Ignacio Sánchez Butragueño, Director of Hospitality & Leisure, Braintrust Consulting*

● *Alexandre Martin, CEO & Co-Founder, Smeetz*



## Thursday 2<sup>nd</sup> December

### ENGAGEMENT

## Sell More Tickets by Making your Data Talk

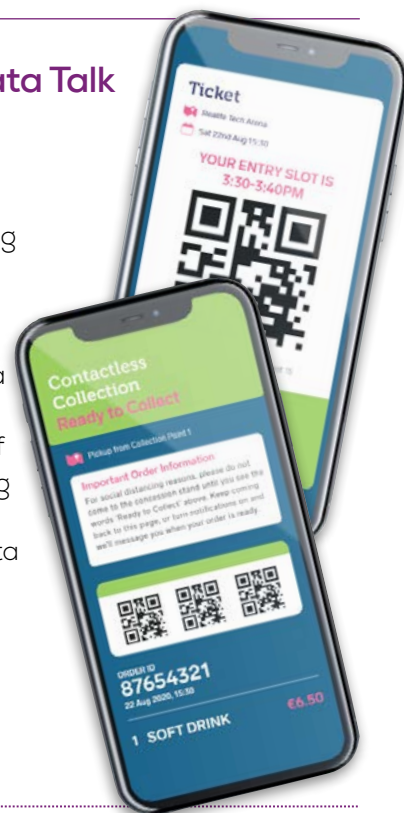
East Stage

14.30

### Personalising the message

If you are a team or a venue, you could be sitting on thousands or even millions of £s or \$s which may be locked up in the data you already own. Realife Tech is solving this challenge in Sports and Entertainment through easy to deploy data tools using your existing data and built to drive ticketing revenue through the personalisation of mobile (and web). Come learn about a year long study Realife Tech conducted with over 140 teams to define and solve the challenges of data and personalisation.

● Adam Goodyer, CEO, Realife Tech



### TECHNOLOGY

## Can Only Blockchain Secure Event Tickets?

East Stage

15.00

### You don't need blockchain for secure, traceable tickets

Blockchain has many possibilities for the live event and ticketing industry, but it's not the only way to secure tickets. While blockchain technology has the potential to resolve many ever-present threats plaguing the event industry, you are not stuck with just one choice. There are many current technologies that make secure, transparent ticketing achievable.

● Lyubomyr Nykyforuk, Solutions Architect, Softjour





## Conference

### THE RESTART

### After the Interval

West Stage

15.30

#### How are audiences for live events feeling about returning post-Covid?

#### And what should our response be?

Our guest speaker Katy will take us on a whistle-stop tour of audience sentiment from April 2020 up to the present based on over ½ million audience responses.

- ▶ How have audiences who HAVE returned to live events responded?
- ▶ What about audiences who are still missing, and the reassurances they will need to return?
- ▶ Have audiences substituted digital culture for live?
- ▶ And, crucially, what does this all mean for the future recovery of our live events sector?

● Katy Raines, Founder & CEO, Indigo Cultural Consulting Ltd





## Thursday 2<sup>nd</sup> December

### ENGAGEMENT

## The Power of Presentation

East Stage

15.30

### Engagement and Retention

World leaders in ticketing giftware and packaging since 1972, Cedar Packaging has been helping its clients 'surprise and delight' their customers with its bespoke solutions. As the world continues to move digital, putting something physical, tactile in your customers' hands takes on new meaning.

- Warren Skelton, European Sales Director, Cedar Packaging



16.00

## NETWORKING BREAK IN THE MARKETPLACE

### ROUNDTABLE

## Technology with a (Sustainable) Human Touch

East Stage

16.30

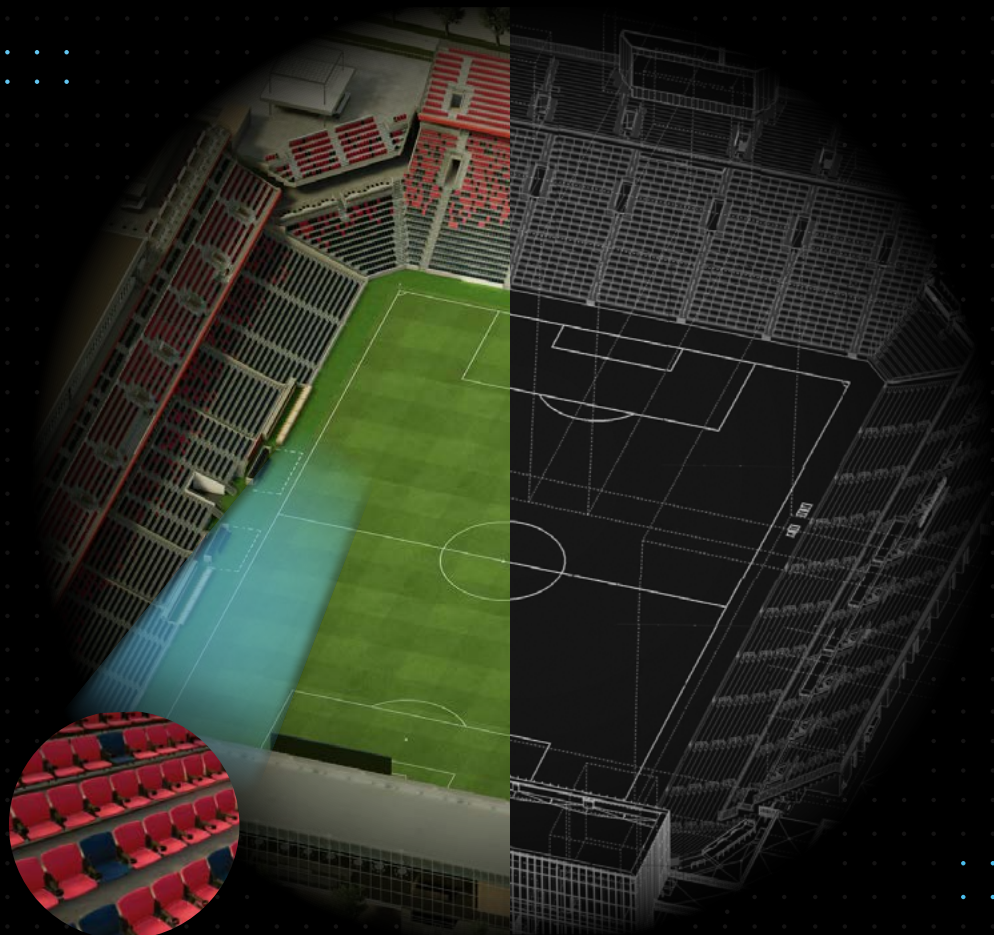
### Automation vs Real Customers

How far can ticket marketing take automation? And conversely, how far can marketing automation take ticketing? One-in-four ticket sales still generate a customer service request. LiveChat and AI can take us so far but where's the balance on the customer journey between the eCommerce efficiencies of selling a 'product' and the more person-centric 'enhancing an event experience'? How do we deliver on customer QC with less resource than ever before?

- Carolyn Sims, Director, CMSA Consultancy
- Kevan Williams, Head of Marketing & Communications, First Direct Arena
- Noel Edwards, Deputy Director of Ticketing, The Ticket Factory
- Bernie Kelly, Venue Ticketing Manager, SWG3



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ALL SEATS**

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## The Awards

Thursday 2 December



### THE PARTY

## The Ticketing Business Awards 2021

West Stage & The Marketplace

Entry: All registered delegates & Finalists

18.00-20.00 Out goes the formal dinner this year. And in comes a more relaxed, cocktail-mixer of a celebration in the Marketplace as we recognise the Finalists, celebrate success and announce the Winners of *The Ticketing Business Awards 2021*

### PARTY SPONSORS



### RAISING FUNDS FOR





# TheTicketingBusiness

## CAMPAIGN OF THE YEAR

- Hellfest Festival re-engagement (Hellfest Productions/ Weezevent)
- T20 World Cup Women's Final (Cricket Australia/Ticketek)
- London Theatre Week (West End theatres/TodayTix)
- Rebrand, Refresh, Rewards (Vivid Seats)
- The Hundred (ECB/SecuTix)

## UNSUNG HERO

- Bel Bran, Box Office, Group and Retail Senior Manager, SF Jazz
- Jeff Czachowski, Senior Director – Sales, Service, & Operations, Eastern Michigan Uni
- Larissa Kisel, Business Development Manager, Eventim UK
- Rachael Sant, Event Ticketing Manager, Cuffe & Taylor / Live Nation
- Manal Smith, Senior Ticket Manager, The Hundred
- Andy Yates, Head of Ticketing, AO Arena

## IMPACT AWARD

- Disney's Frozen the Musical in Sydney (Disney Theatrical/ Capitol Theatre)
- Ticket Converter Tool (Spektrix)
- The Fieldlab Trials – Dutch return to live (Fieldlab Alliance/Overheid Nederlandse/Close)
- Marketing Engagement Engine (TEG)
- Website Redevelopment (London Theatre Direct)

## DISRUPTOR AWARD

- Premium Seat Marketplace White Label (Seat Unique)
- Ethical Ticketing Solution (Ticketpass)
- Benelux: New Markets. New Clients (Tix Ticketing)
- Franchising in Mexico (Ticket Box)

## GUEST EXPERIENCE AWARD

- Premium Ticketing Platform at Hampden Park (Sodexo/Priava)
- A New Approach to Ticketing (Theatre Royal Sydney/TixTrack)
- VenueShield (ASM Global)
- COVID Safety Hub (Realife Tech)
- FacePass (Vivaticket/Yas Waterworld)

## PRODUCT INNOVATION

- Ticketek App Clip (TEG)
- PouchPass (PouchNation)
- #MobileTicketsAreLame – Ticket Time Machine™
- Bookatent – R&V Live Nation/Moshtix
- Digital Twin (GET Protocol/Yourticketprovider)

## INSIGHTS & ANALYTICS AWARD

- Ovation Customer Analytics – TEG
- COVID-19 Sector Benchmark (TRG Arts/Purple Seven)
- 'After the Interval' and beyond (Indigo)
- Passport (WRSTBND)
- A Contactless Experience (Miral Asset Management/Vivaticket)

# AWARDS 2021

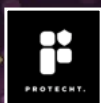
## ABOUT THE AWARDS

**TheTicketingBusiness Awards**  
Recognise leadership, innovation  
& achievement in the application  
of ticketing across sports,  
performing arts, music, cinema, live  
entertainment and visitor attractions

# TICKETING BUSINESS AWARDS

## CONGRATULATIONS TO ALL OUR FINALISTS

### Awards Party Sponsors



### Beer Partner



### Catering Partner



## EXECUTIVE OF THE YEAR

- Martin Austin, Managing Director, Access Card
- Mark Davyd, CEO, Music Venue Trust
- Sindri Már Finnbogason, CEO, TIX Ticketing
- Jack Groetzinger, CEO & Co-Founder, SeatGeek
- Katy Raines, CEO, Indigo

## THE TICKETING BUSINESS OF THE YEAR

- CTS Eventim
- Insights Alliance\* (Indigo/BakerRichards/OneFurther)
- LEIF (Live Entertainment Industry Forum)
- Satisfi Labs
- SecuTix

## OUTSTANDING ACHIEVEMENT (CLOSED NOMINATION)

The Outstanding Achievement Award recognises an individual that has shown exceptional commitment, service and leadership to the ticketing sector over a sustained period of time. (And no, they don't have to be retiring any time soon!)

No shortlist. Recipient is selected by TheTicketingBusiness Awards team and will be announced at the 2021 Winners Party.

### THANK YOU TO OUR 2021 JUDGES:

- **Une Jurkstaite**, Chief Business Officer, Zalgiris Kaunas
- **Jim McCarthy**, Co-Founder & CEO, Goldstar / Stellar Ticketing
- **Jeanene Valentine**, Director of Ticket Operations, Inter Miami FC
- **Tim Chambers**, Managing Director, TJ Chambers Consultancy
- **Jacqui Harris**, Director of Commercial Operations, AEG Presents
- **Mike Bohndiek**, Chief Executive Officer, PTI Digital
- **Suzanne Verschueren**, International PR Manager, Pohoda Festival
- **Ian Nuttall**, CEO & Co-Founder, TheTicketingBusiness

# TICKETING BUSINESS FORUM

7 - 8 JULY 2022 · MANCHESTER

JOIN US FOR TWO DAYS  
OF PRESENTATIONS, DEMONSTRATIONS,  
DISCUSSIONS AND PEER TO PEER  
NETWORKING THAT WILL INTRODUCE YOU  
TO THE VERY LATEST IN LIVE  
ENTERTAINMENT TICKETING



## Conference

Friday 3<sup>rd</sup> December

## REGISTRATION

## REGISTRATION &amp; COFFEE

08.30 The Marketplace  
We open for check-in, coffee and to start your networking.

## WELCOME BACK

## After the Interval

East Stage

09.15 A quick recap, Awards Winners, some housekeeping and then into day two.  
● *Ian Nuttall, Founder, TheTicketingBusiness*

## MAJOR EVENTS

## Ticketing the Rugby League World Cup

East Stage

09.30 **Without challenge there is no achievement**

With the postponement of the Rugby League World Cup 2021 into 2022, the tournament's Head of Ticketing, Shah-Zeib Ahmed will be sharing insights of the vision – and how ticketing and marketing plans have been fine tuned in the extended timeframe in the build up to deliver the biggest and best RLWC2021.

● *Shah-Zeib Ahmed, Head of Ticketing, Rugby League World Cup 2021*





## Conference

### DIGITAL ASSETS

## NFTs – The Facts. The Trends.

West Stage

10.00

### How NFTs Are Shaking Up Ticketing

Non-fungible tokens (NFTs) burst onto the scene in 2021. They've shaken up the art world by turning digital assets into valuable collectibles, controlling resale, and building online communities. Now, businesses are bringing these same benefits to the world of ticketing.



This session highlights the enormous potential of NFTs in ticketing. Drawing on insights from collaborations with the year's highest-profile NFT drops. Our speaker will cover the NFT trends ticketing organizations can use to unlock new business value and provide futuristic digital experiences.

● *Niels Henrik Sodemann, CEO, Queue-it*

10.30

## NETWORKING BREAK IN THE MARKETPLACE

### SPORTS CLUBS

## Evolution of Sports Ticketing

West Stage

11.00

### From paper to digital

Not so long ago our major worry was the box-office printers' performance or the number of cashiers that should be deployed to reduce a queue. Since the world has turned into fast-track digital transformation none of those issues are worth stretching. As we have commonly heard, the world is not going to go backward, neither do we. The providers of ticketing software cannot rest on their laurels. They need to embrace the pace of change and – along with their partners – face the challenges of the digital era to provide the best ticketing experience possible for the fans.

● *Michal Pyda, CEO & Co-Founder, Roboticket*

Friday 3<sup>rd</sup> December

## ARTS &amp; CULTURE

**Pandemic Planning: Opportunities and Challenges**

East Stage

10.00

**From Chaos to Calm and Back Again**

Our speaker started as Head of Ticketing/CRM at Edinburgh International Festival in August 2020 in the midst of a global pandemic – a year when the Festival could not present a programme of live events for the first time in its long history. He will discuss the Festival's experiences in the lead up to and during the 2021 Festival, presenting some of the opportunities that arose, for example, implementing a new CRM system and integrated website, as well as some of the many challenges the Festival faced. These included everything from selling tickets for new outdoor venues with unknown seat layouts through to the shifting goalposts around social distancing guidelines and so much more...

● *Leon Gray, Head of Ticketing/CRM, Edinburgh International Festival*

10.30

**NETWORKING BREAK IN THE MARKETPLACE**

## ACCESSIBILITY

**Accessible Ticketing**

East Stage

11.00

**Towards disability-inclusive, accessible solutions**

To coincide with *International Day of Persons with Disabilities* – declared as a global observance by the United Nations since 1992 – this session highlights the ticketing sector's role, responsibility and roadmap to delivering more accessible ticketing experiences. An estimated one billion persons on this planet live with disabilities.

● *Caspian Turner, Director, Accessible By Design*

● *Michael Rice, Media & Comms, Centre for Access to Football in Europe*

● *Jonathan Brown, Chief Executive, Society of Ticket Agents & Retailers*



International  
Day of  
Persons with  
Disabilities  
3 DECEMBER

## Conference

### CUSTOMER XP

## No Customer Left Behind: Royal Opera House

East Stage

12.00

### Transforming the Ticketing and Customer Support Operation

Digital transformation is on the rise, businesses know they need to offer customers convenient ways to contact them and maintain a consistently high level of quality regardless of the channel. Historically, box office operations were geared around venue sales and telephone queries. But today's customer is more likely to reach out (or complain) via Facebook, Twitter or WhatsApp. With a mantra of 'No customer left behind', how has Covent Garden's famed Royal Opera House transformed its customer support function to better meet the demands of the digital age? Our speaker shares insights from a two-year project: overseeing the management and development of the Royal Opera House Ticketing and Customer Support operation.



● Neil Jones, Head of Ticketing, Royal Opera House

12.30

### LUNCH IN THE MARKETPLACE





Friday 3<sup>rd</sup> December

## TRANSFORMATION

**Clipping the Tickets with Innovation**

East Stage

13.30

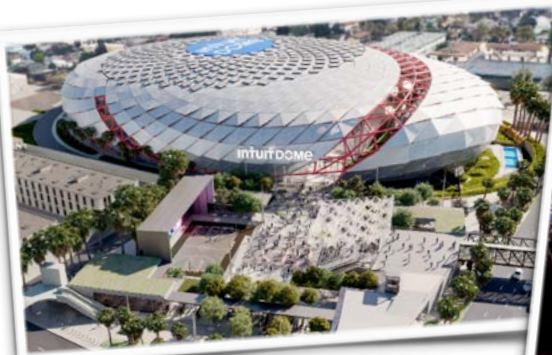
**Driving transformation with a data platform**

LA Clippers have embraced the latest digital and data platforms to drive sales and engagement ahead of the team's move to Intuit Dome (pictured below), the technologically advanced basketball and entertainment arena set to open for the 2024/25 season. The team has signed with sports and entertainment CRM and Customer Engagement specialist

EngageRM to accelerate the ticketing journey across both Fans and its Corporate Partners.

This session offers a unique insight into deploying a true single platform for customer data in a world-leading sports and entertainment operation. We'll explore how the power of a partnership focused on data and digital can transform both a team and its venue – both current and future.

●Ned Coten, CEO, EngageRM



Images: Clippers



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Friday 3<sup>rd</sup> December

## MARKETING

**Selling Out: Driving Sales post-Pandemic**

West Stage

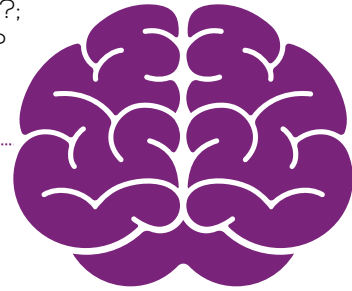
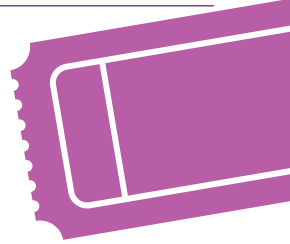
14.00

**Marketing to fill the house (not devalue the brand)**

How do we sellout our shows and venues without heading down those ruinous roads of discounts and distress? We'll be talking about:

- ▶ Techniques for selling earlier, selling stronger;
- ▶ Where to place your ad spend these days?;
- ▶ Which of the social channels are really working?;
- ▶ Has the timing 'sweet spot' for offers changed?

... and a few other choice questions with our guests.



## ROUNDTABLE

**The Executive Braindump: 3 x 3 x 5**

West Stage

14.30

**Three Questions. Three Execs. Five Minutes**

What does the next 12-18 months hold for our sector? We pose three critical industry questions to three top execs – giving them a few minutes each to answer. No waffle. No padding.

15.15

Thanks. Goodies. And to 2022.

15.30

Close of The Marketplace



See you soon? #TBF22 - our 10<sup>th</sup> birthday edition - returns to Manchester on 7-8 July... Sign-up before you leave for best rate including free hotel nights ;)



A huge thank you  
to all of our 2021  
speakers for sharing  
their insights,  
expertise and  
experiences...

**TICKETING  
BUSINESS  
FORUM**

## Shah-Zeib Ahmed

HEAD OF TICKETING, RLWC2021 RUGBY LEAGUE WORLD CUP



Shah-Zeib comes from a tourism and hospitality background after successfully running a number of successful businesses in Austria. An exchange term abroad during his business undergraduate course in Vienna quickly resulted in Shah-Zeib finding his new home - in Manchester. From there the journey only got better, where in the iconic Maracanã during the 2014 FIFA World Cup Brazil, Shah-Zeib fell in love with the world of ticketing. What followed on from there:

- MBA Football Industries, University of Liverpool,
- 2018 FIFA World Cup Russia
- FIFA U-20 Women's World Cup France 2018
- FIFA Women's World Cup France 2019
- and many more

Having gathered global ticketing experiences as a service provider and rightsholder, Shah-Zeib's journey has taken him to a different shaped ball game to the Rugby League World Cup 2021. At RLWC2021, he is the Head of Ticketing, tasked with the delivery of the most inclusive edition of the tournament staging the men's, women's and wheelchair tournaments across several iconic venues in England. With the postponement of the tournament now confirmed Shah will also take on the role of dealing with the refunds process as a whole while still building towards the biggest and best RLWC ever in 2022.

## Matthew Breen

PROFESSIONAL SERVICES MANAGER, UK & IRELAND, SECUTIX



Matthew is an experienced ticketing professional, with a wide-ranging track record in the events sector. Currently Onboarding Manager at SecuTix, he has supported clients including The All England Lawn Tennis Club (Wimbledon), The Royal Edinburgh Military Tattoo and Nottinghamshire County Cricket Club. Before joining SecuTix, Matthew was Head of Ticketing for England Netball, and Client Services Manager at The Ticket Factory, where he worked with major clients including British Athletics, The Lawn Tennis Association and Multiplay Events.

## Jonathan Brown

CHIEF EXECUTIVE, STAR - SOCIETY OF TICKET AGENTS AND RETAILERS



With a background in entertainment as a technician, stage manager, producer and administrator, Jonathan has been involved with STAR since 1997, when he was a director of the marketing agency working on its launch. Over the years, as Chief Executive of STAR, he has garnered an extensive knowledge of legislation and regulation affecting ticket sales and represents STAR, its members and the ticket industry in the press, on radio and television and as a speaker at industry events. His work for STAR includes a continuing dialogue with other industry bodies, government departments, law enforcement and regulatory bodies on ticketing matters.

## Casey Callinsky

COO, PROTECHT [FANSHIELD]



Casey Callinsky excels at People and Process Management, and at empowering people to transform the enterprise. With 20 years of leadership roles in financial services, Casey has been admired for building engaged and focused teams across the organization, and by providing tools that enable these teams to be more efficient and more effective. Casey prefers to NOT accept the status quo: instead, he explores what is NOT being asked and redirects decision-makers to choose more efficient paths to desired goals. He cuts through the Groupthink to get the information necessary to make informed decisions. During 15 years at Wells Fargo, Casey built a large and sustainably profitable division in the Pacific Northwest, with strong ties to the local community. He successfully managed his teams during a series of crises that challenged the bank's reputation. Casey has been honored with several performance awards from Wells Fargo and has been recognized for my strong commitment to Diversity, Equity and Inclusion. At Protecht, Casey has led a transition from innovative Insurtech startup to growth at scale by clearing the obstacles, deploying award-winning technology, streamlining the processes and organizational structures, and empowering teams. In short, he is equipping the company for growth and building a culture that will sustain that growth. Casey bring his passion and experience as a community leader to expand Protecht's reach and help make a difference in the lives of team members and their respective communities. Protecht has been honored numerous times for our Innovative technology and progressive culture.

## Francis Casado

CO-FOUNDER AND HEAD OF BUSINESS DEVELOPMENT, 3D DIGITAL VENUE



Francis Casado, Co-Founder and Head of Business Development, 3D Digital Venue, Spain Francis Casado is one of the founders of Mobile Media Content - 3D Digital Venue and is currently serving as Head of Business Development. Prior to founding MMC- 3D Digital Venue, that revolutionized Interactive Digital Venue Management for Sports and Entertainment Venue Industry, Francis made his career around the beneficial application of 3D Technology and Virtual Reality for various sectors. A true entrepreneur, Francis's previous time at Barcelona Media was primarily focused as a product manager responsible for developing innovative 3D solutions for use in construction of new urban developments by Barcelona Smart City Council.

## Tim Chambers

MANAGING DIRECTOR, TJ CHAMBERS CONSULTANCY



Tim Chambers is a Mentor, Advisor and Consultant. He currently works with a number of organisations seeking to enter, redefine or expand their operations within the live entertainment and ticketing sectors, advising on corporate development strategies and directing transactions. Tim also has a number of advisory posts including NED roles with various start-ups and emerging companies.



## Andy Duckworth

SENIOR SALES MANAGER, SECUTIX



Andy is currently leading the business development team of SecuTix, a leading edge Ticketing business, within the UK&I. SecuTix is the ticketing partner for many leading Sporting, Live Entertainment and Cultural organisations and is growing its UK business rapidly. Prior to joining SecuTix he has held a number of positions within the leisure and entertainment sector. As the Chief Commercial and Marketing Officer at Saracens Rugby Club key strategic projects overseen included the stadium sales strategy to their new home at Allianz Park, the commercial and marketing strategy in addition to delivering of world record rugby matches at Wembley Stadium. A classically trained Diageo marketer Andy has experience of leading marketing and commercial functions whilst also running his own consultancy practice prior to

joining SecuTix permanently in April 2020. Projects have included working with NGB's such as British Cycling and England Netball through to partners operating in the reward and loyalty space

## Martin Gammeltoft

CHIEF BUSINESS OFFICER, ACTIVITY STREAM



With a background in concert services and ticketing, Martin Gammeltoft now runs the commercial side of Activity Stream. Working with live entertainment and sports organisations all over the world, Activity Stream aims to enable any marketing team to use data to create the best targeted campaigns, increase ticket sales and improve customer loyalty.

## Adam Goodyer

FOUNDER AND CEO, REALIFE TECH



Adam Goodyer is the founder and CEO of Realife Tech, a platform that powers personalisation and commerce within the mobile apps of some of the world's biggest teams, stadiums and arenas. Clients include The O2, Tottenham Hotspur, LA Galaxy and Southampton FC. Realife's technology provides personalised digital experiences to each individual fan and maximises visitor spend and business growth.

## Leon Gray

### HEAD OF TICKETING/CRM, EDINBURGH INTERNATIONAL FESTIVAL



Following a successful freelance career in children's publishing, Leon started working for Aberdeen Performing Arts in September 2005. Leon moved up through the box office to become Head of Business Transformation in 2016, leading on the company's IT strategy and policy development, managing the operations team and embedding environmental sustainability initiatives throughout the organisation. In August 2020, Leon took up a new role as Head of Ticketing and CRM at Edinburgh International Festival, where acts as the strategic lead for ticketing services. Over the years, Leon has successfully delivered three ticketing/CRM system migrations, most recently in his current role, where he managed the transition from AudienceView to Spektrix – all done completely remotely due to the coronavirus pandemic! Edinburgh International Festival went live with Spektrix in April 2021.

## Neil Jones

### HEAD OF TICKETING, ROYAL OPERA HOUSE



Neil Jones has worked in live entertainment for over 25 years in a variety of roles across theatres, live venues and festivals including senior roles. Having started off in his first job as a Box Office Assistant at the North Wales Theatre his career took him to various UK theatres, via Cheltenham Festivals and on to Operations Director for the Cambridge Corn Exchange and Cambridge Folk Festival. In his current role of Head of Ticketing at the Royal Opera House he oversees the management and development of world-famous theatre's Ticketing and Customer Support sections with the challenge of transforming the departments to better meet the demands of the modern digital age. Outside of the day job he has presented rock radio shows for 25 years. Whatever you do....don't get him talking about Iron Maiden unless you have some time to kill!

## Bernie Kelly

### VENUE TICKETING MANAGER, SWG3



Spanning almost two decades, Bernie's career has encompassed working in Barfly's grassroots venues in Glasgow, Birmingham, and London, promoting stand-out acts like Foo Fighters, Franz Ferdinand and Arcade Fire in Scotland with PCL, assisting the Manager of Avant Garde artists Yoko Ono and Sean Lennon, Ticketing Festivals, green fields, and Stadiums with DF Concerts, to managing Clients Accounts at TicketWeb. Now the Ticketing Manager at SWG3, the sprawling, post-industrial warehouse complex in Glasgow's Finnieston district, Bernie is focussing on delivering a digital ticket strategy which will cater to the diverse clientele SWG3 brings.



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**[partners.londontheatredirect.com](https://partners.londontheatredirect.com)**

## James Kirby

CO-FOUNDER AND PRODUCT LEADER, TIXSERVE



James is Product Leader and Co-Founder at Tixserve, a Business-to-Business, Software-as-a-Service, white-label, digital ticket delivery platform for rights owners/ticket sellers in the global entertainment and sports sectors. With a background in delivering ground-breaking solutions in the payments and mobile airtime distribution sectors, James and co-founder Patrick saw an opportunity to add value to the ticketing industry with a market-led, next-generation, 'last mile' digital solution. The Tixserve mobile-based, patented technology enables effective personalised security, public health protocol compliance and access control to events, preventing unauthorised ticket exchange/resale and fraud while greatly enhancing the customer experience and supporting the development of new data-driven digital marketing and commerce partnerships.

## Alexandre Martin

CEO & CO-FOUNDER, SMEETZ



Alexandre is the CEO & Co-Founder of Smeetz, the #1 data-driven ticketing and dynamic pricing SaaS for attractions and cultural venues. The Swiss-based scale-up helps customers through Europe to automate pricing strategies, optimise occupancy and sell on multiple distribution channels. Alexandre is a frequent speaker in various tech and startup conferences. His broad knowledge of different industries, as well as his entrepreneurial / tech-driven mindset, have helped him and his team shape unique solutions to re-thinking ticketing and visitor journey post-pandemic.

## Bruno Munzer

GENERAL MANAGER, PACIFA DECISION



Bruno MUNZER has worked in the IT industry for 15 years. He made his career in software and middleware development. He is now leading a strongly and effective team of developers and 3D designers to rise every kind of ticketing project. Always turn to the future he has been part of PACIFA since the beginning in 2012.



## Ian Nuttall

FOUNDER, THETICKETINGBUSINESS/XPERIOLOGY



Ian is the Owner and Founder of TheTicketingBusiness Forum and its news channel TheTicketingBusiness.com – both presented by his Xperiology events and marketing agency. His working life began in sports events management (including Formula 1, horse racing and Wimbledon) before pursuing an award-winning career in B2B magazine publishing. He has co-launched and edited numerous B2B publications and meetings, ranging from energy and industrial processes through to airport design and Intelligent Transportation Systems. He has also founded many of the sports sector's most respected publications and news sources – including Stadia magazine, TheStadiumBusiness.com and TheStadiumBusiness Summit. In his downtime from family and worklife, he takes his dogs on the Downs, rides his (motor) bikes and treks up the occasional mountain.

## Lyubomyr Nykyforuk

HEAD OF THE SOLUTION CREATION DEPARTMENT, SOFTJOURN



Lyubomyr Nykyforuk is the Head of the Solution Creation Department at Softjourn, Inc. He is a passionate ticketing professional and PMP-certified project manager with over 12 years of ticketing experience. Lyubomyr has been involved with Softjourn's ticketing projects since 2007, when the company signed their first ticketing client, Vendini. His ticketing expertise includes the architecture, design, and development of a wide range of ticketing functionality. He has worked on a variety of projects that span a number of ticketing topics, including access control, venue mapping/seat selection, ticket printing, returns/exchanges, donations, packages, CRM functionality, and patron management. During Ticketing Business Forum's 2019 conference, he discussed how social media can help in mitigating chargebacks.

## Katy Raines

CEO, INDIGO-LTD



Katy Raines MA MBA (CEO, Indigo-Ltd) is regarded as one of the UK's leading consultants on data-driven strategy for Cultural Organisations. She has developed and led research and implementation programmes for large and middle scale organizations throughout the UK and Europe. During Covid-19 she developed and delivered the UK's largest collaborative dataset of cultural attendees' attitudes to returning to events, beginning with After-The- Interval, and working with over 800 organisations – capturing over ½ million responses from attendees. Her current clients include the National Lottery Heritage Fund, Coventry City of Culture, UK Sport, Birmingham 2022 Commonwealth Games and Historic England.

## Michael Rice

MEDIA & COMMUNICATIONS MANAGER, CAFE



Michael is the Media and Communications Manager at CAFE, and takes a lead on promoting activities and initiatives in line with CAFE's objective of #TotalAccess. Michael manages CAFE's works around audio-descriptive commentary, providing an inclusive matchday experience for partially sighted and blind fans, and is responsible for managing the annual CAFE Week of Action celebrating the progress that sport is making in becoming more accessible for all disabled people. As Media and Communications Manager, Michael is involved in many of CAFE's projects and has spent the past 10 years developing CAFE's communications strategies and outputs.

## José Ignacio Sanchez Butragueño

DIRECTOR - HOSPITALITY & LEISURE, BRAINTRUST



J. Ignacio Sánchez Butragueño is a commercial strategy expert with twenty years of international top management experience in the travel and leisure industries, having worked for companies such as Deloitte, NH Hotel Group, Parques Reunidos Group or Meliá Hotels International. His main focus is to increase the value and profitability of companies through the definition and execution of revenue optimization strategies, with a special focus on Pricing. In addition, he is adjunct professor of Pricing at IE Business School, frequent speaker at different international conferences and has been a member of the advisory board of The Leading Hotels of the World and the pricing technology company Duetto. He is now participating in a new project to develop a cutting edge pricing technology for the ticketing industry.

## Robin Sherry

CEO & FOUNDER, SEAT UNIQUE



Robin is the driving force for Seat Unique becoming the go-to marketplace for fans to buy official hospitality packages and tickets, and clubs and venues to sell hospitality inventory. With a passion for disruption through technology, Seat Unique challenges an often outdated system to provide an optimal gateway for fans to purchase experiences. Seat Unique provides an easy-to-use, trusted online platform that offers, and promotes awareness of official premium access to live events. Building a community of partners and buyers through a seamless and unique online experience connecting fans, venues, and artists in a way that benefits all.

## Carolyn Simms

COMMERCIAL DIRECTOR, CMSA CONSULTANCY



Carolyn's experience in marketing events, brands and products ranges from theatre, live music and opera and across her roles as Marketing Director at Ticketmaster, Group Marketing Director at Time Out and Marketing Director at ENO and the London Coliseum. Delivering successful strategies for growth for over 2 decades (and possibly more) she is known not only for her expertise and passion for great marketing but for her effective leadership and some would say wit and humour. She now runs her own marketing & communications consulting business.

## Niels Henrik Sodemann

CEO & CO-FOUNDER, QUEUE-IT



Queue-it's CEO and Co-founder Niels Henrik Sodemann has over 20 years' experience in the IT and business management space. Originally, his expertise was primarily within software development, adding on infrastructure project skills and roles along the way. As Niels designed and implemented technical solutions he became increasingly interested in system and website performance. While advising clients on how to best manage web performance under peak load, he saw firsthand the complex issues affecting load times and scalability. This experience with the technical challenges faced by all transactional IT projects helped inspire the idea behind Queue-it. Before his entry into the IT and website performance fields, Niels was a professional yachtsman, holding several championship titles. He is a multiple

World Cup Champion and was also part of the winning team of the highly acclaimed Admiral's Cup in 1993 onboard the German Yacht, Pinta. The Pinta team, including Niels, was awarded with the Silbernes Lorbeerblatt (Silver Laurel Leaf), the highest sports award in Germany

## Caspian Turner

DIRECTOR, ACCESSIBLE BY DESIGN



Caspian Turner is a Digital Accessibility Consultant and Director of Accessible by Design. He has over 12 years of experience working in the arts, culture and technology sectors. Before starting Accessible by Design, Caspian held roles at Substrakt, Tessitura Network, Southbank Centre and Glyndebourne.



## TICKETING BUSINESS FORUM

### THE TICKETING BUSINESS FORUM 2022

#### & EVENT TECHNOLOGY SHOWCASE

7-8 JULY 2022 / Manchester

The tenth edition of the world's #1 meeting for ticketing business leaders in events, sports, arts and entertainment. 600+ executives covering all aspects of the ticketing eCommerce eco-system, from marketing and discovery through to payments, CRM and loyalty. Hosted in same week as *TheStadiumBusiness Summit 2022* for audience synergies.

Web: [TicketingBusinessForum](https://TicketingBusinessForum.com)

## TICKETING BUSINESS AWARDS

### THE TICKETING BUSINESS AWARDS 2022

7 JULY 2022 / Manchester

Now in their seventh year, the industry's only awards to celebrate leadership, innovation and achievement in the application of ticketing in the entertainment, arts, sports, attractions and live events sector.

Web: [TicketingBusinessAwards](https://TicketingBusinessAwards.com)

## TICKETING BUSINESS ASIA

### THE TICKETING BUSINESS ASIA 2022

18-20 OCTOBER 2022 / Hong Kong

Building on the outstanding success of its first edition for Asia, *TheTicketingBusiness* team return to establish the essential ticketing business meeting for the huge, fast-growing Asian entertainment market. Co-hosted with *TheStadiumBusiness ASIA 2022* for synergies.

Web: [TicketingBusinessAsia](https://TicketingBusinessAsia.com)

## TICKETING BUSINESS NEWS

### THE TICKETING BUSINESS NEWS

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▲ >48k impressions pcm



[@TheTicketingBiz](https://twitter.com/TheTicketingBiz)

#TicketBiz

>3,070 followers

▲ >103k impressions pcm



## Amalia van Eerde

PARTNER SALES MANAGER, LONDON THEATRE DIRECT



Amalia joined London Theatre Direct in 2019, just before Covid-19 hit but with drive and determination as well as a passion for all things theatre, she ensured partnerships continued to develop through unique innovative b2b solutions built for brands such as Virgin and The Telegraph. Amalia continues to ensure LTD remain at the forefront of b2b distribution technologies.

## Leonie Wakeman

HEAD OF TICKETING, AEG PRESENTS



With over 10 years' experience in live music and ticketing, she has previously worked at Songkick and Ticketmaster. After a brief hiatus from live music, working at a creative agency, she joined AEG Presents in 2019 and focuses on managing the Tour Ticketing team and overseeing large-scale events, as well as various commercial aspects for the UK business.

## Kevan Williams

HEAD OF MARKETING & COMMUNICATIONS, FIRST DIRECT ARENA



Kevan is the current Head of Marketing & Communications at ASM Global venue, first direct arena in Leeds. With a background in ticketing Kevan spent several years working in sport managing the operational ticketing delivery of major events for the RFL, Leeds Rhinos and the Rugby League World Cup 2013 before moving to the first direct arena as Head of Ticketing. He now oversees the marketing, communications, partnerships, ticketing, and customer service functions for the venue.



## Einar Þór Gústafsson

VP OF PRODUCT & ENGINEERING, TIX TICKETING



Einar Gustafsson is VP of Product & Engineering at Tix Ticketing. He has deep experience in product management and development, scaling products and services to meet customer growth and global expansion. Prior to joining Tix Ticketing, Einar served as VP of Product Management for both Bókun (acquired by Tripadvisor) and Meniga, a global fintech leader with +70 million users. He has also developed and overseen Internet Strategy implementations in the banking sector. Einar and his team at Tix Ticketing are responsible for creating the products, services and integrations needed to help venues and organisations modernise and streamline their box office and revenue operation.

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## 3D DIGITAL VENUE



3D Digital Venue, powered by MMC, provides Interactive Digital Venue Management Solutions to Sports and Entertainment Venues across the globe. With our 3D Digital Venue technology platform we design need based solutions for our clients providing them a robust, precise and interactive recreation of their Venue to deliver greater fan satisfaction, increase season ticket holder renewal rates, activate

new channels of digital sponsorship and provide special viewing experiences for prospective VIP buyers. The primary capabilities of our 3D Digital Venue Platform include: Ticketing3D to Enhance Ticket Sales and Fan Purchase Experience using our interactive 3D Seat Views from all Blocks and Seats; 3D Season Tickets achieve higher renewal rates from season ticket holders by offering 360 degree 3D Views of the seats even before existing venue is refurbished or a new stadium is built; Activation3D, an Interactive Environment to activate Measurable Digital Sponsorship by Product Placement inside our 3D Views & VIP3D, to provide world-class Interactive Experience to prospective VIPs and Corporate Clients with fully 3D Customised views of Luxury Suites and Premium Club Hospitality Areas. Our 3D Digital Venue Platform provide you the most complete, interactive and cutting edge Venue Management Solutions.

[www.3ddigitalvenue.com](http://www.3ddigitalvenue.com)

## ACTIVITY STREAM



Purpose-built for Live Entertainment and Sports, Activity Stream solutions break down the data silos and turn data into value through AI-based tools and key business observations. Built in cooperation with leading experts in the business and set up as a subscription service, Activity Stream enables all organisations to get value from their data without a big upfront investment.

[www.activitystream.com](http://www.activitystream.com)

## ARCADIA



Arcadia offers software development services focusing on several verticals including ticketing business. Our team is 500 smart developers who are experts in high-load applications, mobile, data analysis, AI and BI. We design and build software systems for our customers in areas including Ticketing platforms, Access control systems and Integrations with ticket providers. Arcadia can extend your development team or deliver a standalone project on time and

in a cost-effective manner..

[www.softwarecountry.com](http://www.softwarecountry.com)

## ASM GLOBAL



ASM Global is the world's leading producer of entertainment experiences. It is the global leader in venue and event strategy and management – delivering locally tailored solutions and cutting-edge technologies to achieve maximum results for venue owners. The company's elite venue network spans five continents, with a portfolio of more than 325 of the world's most prestigious arenas, stadiums,

convention and exhibition centers, and performing arts venues.

[www.asmglobal.com](http://www.asmglobal.com)

## BIDFOOD



At Bidfood, we firmly believe that our great partnerships with customers, colleagues across the industry, and, importantly, our own teams is what makes us who we are. In this section of our website, you will learn more about how we build these partnerships with the long-term in mind.... Our proposition is based around our five key ingredients, which are; Service excellence, Great food, Real value,

Best team and, Forward thinking. At Bidfood we develop our business and teams with the customer at heart. Our five key ingredients help ensure that everything we do is focussed on being able to serve our customers with insight and tailored support, whether an independent business or part of a national brand.

[www.bidfood.co.uk](http://www.bidfood.co.uk)

## BOOKING PROTECT



Booking Protect offers better protection for your customers, with better revenue for venues. Wherever they are. Wherever you are. We provide the world's most flexible and comprehensive refund protection. Making sure that your customers aren't left out of pocket, should the worst happen. But it's not just your customer who benefits. By partnering with Booking Protect, venues get access to an

all-new revenue stream with very little input from you, all at no cost. Which means peace of mind for your customers, and a rewarding partnership for you..

[www.bookingprotect.com](http://www.bookingprotect.com)



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Joannon on Unsplash

## BRAINTRUST



Braintrust is an international firm of professional services founded in 2003 that helps clients to define winning strategies to boost their value and improve their competitive position through innovative business solutions. We are experts in business transformation, combining a deep industry know-how together with top cross-sector consulting, analytics and technology skills. We aim to be a reference in the leisure and ticketing industry to support our clients in their

business objectives around profit maximization and innovation.

[www.braintrust-cs.com](http://www.braintrust-cs.com)

## CEDAR PACKAGING



Add value to your fan engagement with bespoke ticket packaging and merchandise designed, sourced and manufactured for you by the experienced Cedar Packaging team. From pin badges, pens, bags and ticket wallets, through to membership tins and hospitality boxes, we have it covered! Our solutions can help you create the all-important engagement you are looking for with your fans and guests, all within your desired budget. Why not put us to the test? We'd be

delighted to find the perfect solution for you and your fans.

[www.cedarpackaging.com](http://www.cedarpackaging.com)

## ENGAGERM



Sports & entertainment businesses worldwide come to us frustrated by systems that don't talk to each other, isolated data sources, and fragmented audience engagement, making building meaningful connections on an individual basis a near-impossible task.

For years, we've solved these problems with a single platform for data, analytics, CRM, and marketing automation to deliver value that

drives insights, revenue, and profitability across teams, leagues, venues, and arenas.

This centralised platform enables world-leading organisations to deliver sold-out stadiums quicker than ever, increased corporate sales, innovative partnership programs, unforgettable hospitality and event experiences and tailored communications. EngageRM leverages the full capability of Microsoft's industry-leading ecosystem, including AI, machine learning, blockchain and other next-gen technologies. We centralise data from any location to provide a single source of truth, enabling customers to generate revenue, interaction and engagement with their audience 365 days per year.

[www.engagerm.com](http://www.engagerm.com)

## HEINEKEN



HEINEKEN is the UK's leading pub, cider and beer company and the name behind iconic drinks brands such as Strongbow, Bulmers, Heineken®, Foster's, Kronenbourg 1664 and Desperados, together with a full range of speciality brands. We employ around 2,000 people across our eight sites in the UK. We have breweries, cider plants and offices in Edinburgh, Tadcaster, Manchester, London,

Hereford and Ledbury. More than 90% of our beer sold in the UK is brewed in the UK and we are a major supporter of British agriculture, sourcing 100% of our malt and barley for our UK brewed beer from UK farms and maltsters. Around 30% of all UK apples are used to produce our ciders.

[www.heineken.co.uk](http://www.heineken.co.uk)

## ID&C



ID&C® are industry leaders in intelligent credentials & accreditation. Supplying RFID & non-RFID wristbands, lanyards, laminates & other products to various sectors. Our supporters include the likes of, Live Nation, The O2 Arena, The NFL and Wembley Stadium. We have 25 years' experience supplying the largest events, venues & most popular brands globally. With more users switching to cashless

payments & needing increased security and data analytics with RFID / NFC technology, ID&C® are proud to lead the way providing innovative and forward thinking product solutions..

[www.idcband.com](http://www.idcband.com)

## LONDON THEATRE DIRECT



Established in 1999, London Theatre Direct is one of the UK's leading ticket agents and distributors. As one of the first companies to sell theatre tickets online in the UK, through to displaying interactive seating plans, connecting to multiple API systems and becoming the first ticket seller in the world to accept bitcoin, London Theatre Direct continues to innovate using new technologies.

[www.londontheatredirect.com](http://www.londontheatredirect.com)

## PACIFA DECISION



European leader in 3D sales

PACIFA decision was founded 10 years ago and since 2013 is the European leader in 3D seats maps, with more than 2.5 million unique seats online. The solutions we offer enhance existing ticketing systems and VIP area services online and are by far the best ones in the current market, with the highest quality of rendering and fastest time to load the 3D views. Our easy-to-set API allows us to be plugged in to any kind of system, is responsive to all devices and is in daily use by major sports clubs such as Real Madrid, Arsenal or PSG. Our existing references are our best ambassadors to testify that what we deliver is really worth the investment!

[www.pacifa-decision.com](http://www.pacifa-decision.com)

## PROTECHT



Protecht puts the power back into your hands with our award-winning embedded technology that lets your customers purchase an insurance policy right from your platform, without interrupting the checkout flow. Buying without regrets creates a better buying experience. Better experiences create loyal fans.

[www.protecht.com](http://www.protecht.com)

## QUEUE-IT



Queue-it is the leading developer of virtual waiting room services to control website and app traffic surges, by offloading visitors to a waiting line environment. Queue-it enables venues, ticketing, and event platforms across the globe to keep their systems online and fans informed, blocking malicious bots and creating a personalized waiting experience on their most

business-critical days. The use of Queue-it has ensured online fairness during high-demand online events for more than 2 billion end-users worldwide. The company has offices in Denmark and the U.S. To learn more about Queue-it, please visit our website.

[www.queue-it.com](http://www.queue-it.com)

# SEAT UNIQUE

The Premium Ticketing Marketplace

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## DIGITAL TRANSFORMATION

**White label website** built for you

**Grow** your revenues

**Increase** your conversion

**Transform** the way you sell

[www.seatunique.com](http://www.seatunique.com) | [enquiries@seatunique.com](mailto:enquiries@seatunique.com)



## REALIFE TECH



Founded in 2014 with headquarters in London and offices in Los Angeles and Atlanta, Realife Tech is a venue app personalisation platform that unifies data from venue systems. It then analyses the information to segment audiences and targets them with personalised content in order to drive transactions across ticketing and mobile ordering. The company works with the world's

biggest venues and events, including The O2, London; Tottenham Hotspur Stadium; LA Galaxy & Indianapolis Motor Speedway, and Outside Lands Festival. Realife Tech is the recipient of four Event Technology Awards for Best Festival Technology, Best Venue Installation, Best use of Technology for Engagement and Interaction and Best Venue Solution.

[www.realifetech.com](http://www.realifetech.com)

## ROBOTICKET



We are a software development company dedicated to providing professional services for the sports market, focused on elite spectator sports that attract thousands of fans.

We create and execute solutions that vastly improve operations in ticketing and event management. We bring technological evolution to the sports realm, moving from printed paper to a fully

digital ecosystem that operates on data and harnesses the latest IT to improve the overall fan experience.

Our market-leading online platform FAN+ is the result of extensive event industry experience, including years of collaboration with sports clubs committed to building tools to meet their vast range of needs. We pay special attention to multi-event top-grossing products such as season tickets, memberships, and subscriptions, whilst streamlining the sales and delivery processes. We build trust and credibility through quality customer service. We strive to stay ahead of the curve to deliver stress-free match day and contribute to success. We follow rigorous pre-match-day testing protocols and work cooperatively with third-parties to effect technically sound solutions..

[www.roboticket.com](http://www.roboticket.com)

## SEAT UNIQUE



Seat Unique is the premium ticketing marketplace helping fans access official premium tickets and hospitality packages for live events. As digital transformation experts, we work with clubs and venues to bring outdated booking processes online with a white-label website that's specifically designed, tested and built for selling hospitality. We also help clubs expand their hospitality

offering with the creation of a brand new premium ticketing category. We achieve this by providing optimisation software that dynamically prices an allocation of premium tickets. This benefits both fans looking for great VIP access and clubs looking to increase revenue.

[www.seatunique.com](http://www.seatunique.com)

## SECUTIX



SECUTIX is the event industry cloud, providing advanced digital solutions to unlock the potential of the world's best experiences. As an integrated and open cloud platform, event professionals have complete control and a suite of tools to help them boost ticket sales, better understand and digitally engage with their audiences, monetise products and services, secure operations and take experiences to the next level. SECUTIX is trusted by major organisations, including iconic sports clubs and stadiums, live entertainment, museums and galleries, cities and festivals. Clients include UEFA, AFC Ajax, Opéra National de Paris, Centre Pompidou, Wimbledon AELTC, Paléo Festival and many more. The SECUTIX suite of solutions serve a range of needs and incorporate ground-breaking new technologies. These include S-360, TIXNGO and OXYNADE.  
[www.secutix.com](http://www.secutix.com)

## SKIDATA



SKIDATA is an international leader in the field of access solutions and their management. Almost 10,000 SKIDATA installations worldwide in ski resorts, stadiums, airports, shopping malls, cities, spa & wellness facilities, trade fairs and amusement parks provide secure and reliable access and entry control for people and vehicles. SKIDATA places great value in providing solutions that are intuitive, easy to use, and secure. The integrated concepts of SKIDATA solutions help clients optimize performance and maximize profits. SKIDATA Group ([www.skidata.com](http://www.skidata.com)) belongs to the publicly traded Swiss Kudelski Group ([www.nagra.com](http://www.nagra.com)), a leading provider of digital security solutions.  
[www.skidata.com/en/](http://www.skidata.com/en/)

## SMEETZ



Smeetz is the #1 data-driven ticketing and dynamic pricing software for attractions and cultural venues to optimise revenue and occupancy. Our solution allows to automate pricing strategies, optimise occupancy rates and sell on multiple channels. With Smeetz for Business, we provide our customers with an all-in-one solution to manage, market, and price their products efficiently by leveraging data and approaching sales from a tech-savvy perspective. Smeetz was founded 3 years ago and is currently based in Switzerland. We are currently entering the British market and will expand to multiple European countries in 2022. The company is composed of more than 30 team members internationally and is looking to expand!  
[business.smeetz.com](http://business.smeetz.com)

## SOFTJOURN



Softjourn is a global technology services provider focused on working with ticketing services. After almost 20 years, we have a unique understanding about the kind of ticketing solutions that clients want. With us, they don't waste time explaining a box office app, why offline mode is important, or how patrons work. Because of our experience, we can get up to speed quicker and our client's new ticketing service functionality gets to market faster. Clients understand that

our expertise makes us an invaluable partner. We're able to offer business-building insights like suggesting new functionality and advanced technology. We help our clients do more than remain competitive; we give them the tools to go after new markets and more profits.

[www.softjourn.com](http://www.softjourn.com)

## STAY22



Stay22 is a tailored accommodation solution for event-goers, and the only platform in the world showing both Hotels and Airbnb side-by-side! Our venue-centric interactive map aggregates all the best Hotel and Airbnb deals while displaying useful features to event-goers. Combined to our commission-share program and simple iframe integration, Stay22 has become a no-brainer for organisations of the entertainment industry wanting to enhance their customers' user-experience.

[www.stay22.com](http://www.stay22.com)

## TICKETPLAN



We provide insurance cover to ticketing agents, venues and locations across the UK, enabling those ticket sellers in turn to offer a refund facility to their customers following cancellation of tickets or packages as a result of specified unforeseen events. TicketPlan provides an easy to use online application facility in order to ensure that the refund process is as quick, easy and efficient as possible.

[www.ticketplangroup.com](http://www.ticketplangroup.com)

## TICKETSWAP



TicketSwap is the safest and easiest app for fans to buy and sell tickets to their favourite concerts, festivals, sporting events, theatre shows and club nights. With over 6 million users in 36 countries, TicketSwap protects fans from overpricing by ensuring tickets are exchanged at fan-friendly rates. Together with its dedicated anti-fraud technology, the company is dedicated to offering a fair, safe

and simple experience for fans attending more than 6,000 live events globally.

[www.ticketswap.uk](http://www.ticketswap.uk)

## TIX TICKETING



Tix strive to offer high-quality ticketing system presented in the simplest way, to help customers succeed with minimum effort. Tix was founded in Iceland in 2014 and in 2017 we started expanding to Scandinavia and became the fastest growing supplier in the Scandinavian market. We focus on offering user friendly and modern ticketing system for the culture industry; concert halls, theatres,

culture- and music houses.

The ticketing industry is becoming increasingly complex and competitive. In our opinion, this increases the need and value of being a local partner. Tix is local and now outgrowing the Nordic region into e.g. The United Kingdom. Our experience and focus on this market – which differ from other regions and countries in so many ways – ensures that there is always an adjusted and clear strategy in our development and overall vision. In our company, we are completely focused on developing and implementing our platform in this segment where we have our in-depth and long-term knowledge and experience, and this is where we are currently experiencing an overwhelming interest in our solutions and offers.

We do not promise things we can not deliver and we deliver what we promise, honesty and transparency is the most important thing building up a strong customer relationship.

[www.tixticketing.com](http://www.tixticketing.com)

## TIXSERVE



Tixserve provides a SaaS, white-label, digital ticket fulfilment solution for event creators and rights owners that uses patent-pending secure 'track & trace' interactive technology to delight customers, reduce costs, stop fraud, control ticket resale/exchange and generate new revenues from contextual mobile commerce.

[www.tixserve.com](http://www.tixserve.com)

## TIXTRACK



TixTrack is a software house specialising in live entertainment ticketing, with a particular focus on mobile technologies and revenue optimisation. Our original product, TixTrack Pro, was released in '09 to help touring producers collate sales data from disparate ticketing systems and analyse it for pricing and promotional opportunities.

We subsequently developed Nliven (first released in September '15), a full-service API-based reserved seat ticketing system designed from an ergonomic mobile UI backwards onto tablets and desktops. Our third product is Ticketure, a modern API-based mobile-first timed-entry ticketing system for museums, galleries and visitor attractions. Since our formation in '08 we have secured and retained a portfolio of high-profile Clients including Cirque du Soleil, Disney, Nederlander, Feld Entertainment, MGM Resorts, Jujamcyn, Nimax and the Chicago Museum of Science and Industry.

[www.tixtrack.com](http://www.tixtrack.com)

## TLS - BOCA SYSTEMS



TLS – Boca Systems distributes BOCA thermal ticket printers, tickets and other related products, such plastic cards and barcode scanners through its international network of subsidiaries. The sturdy BOCA thermal ticket printer is the industry standard for fast, high-quality thermal printing. Moreover, the combination of the BOCA printers and our tickets guarantees carefree and secure ticketing with our

Lifetime Print-Head guarantee. TLS – Boca Systems mainly supplies their products through its system partners. These partners supply the BOCA printers and/or tickets to their end user(s). End users mainly operate in the following areas: Theatres, Stadiums, Cinemas, Congress & Exhibition Centres, Family & Leisure parks, Museums, Ticketing Services, Zoos & Aquariums, Airports & Air Traffic Control and Public Transport.

[www.tls-bocasystems.com/en/](http://www.tls-bocasystems.com/en/)



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## Your event, safely taking place

The SKIDATA Safe Guest Solution, a fully digitized tool, combines electronic ticketing with organizers' safety requirements and COVID-19 tests. With no human touchpoints, it ensures a digital end-to-end journey for all participants.

Frictionless, contactless and seamless entrance experience to avoid superfluous contact at the gate by using selfservice check-in terminal.

» [www.skidata.com](http://www.skidata.com)

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KUDELSKI GROUP

First Name	Surname	Job Title	Company	Country
		IT Director	Becker Billett	Germany
		Co-founder & COO	Delight	France
		Customer Success Team Lead	Queue-it	Denmark
		Head of Hospitality & Event Sales	Manchester United FC	United Kingdom
		Group Ticketing Director	Ambassador Theatre Group	United Kingdom
		Head of Ticketing Operations	European Tour & Ryder Cup	United Kingdom
		Head of Ticketing	RLWC2021 Rugby League World Cup	United Kingdom
		Head of Europe	Protect Group (Event Protect)	United Kingdom
		General Manager	AO Arena	United Kingdom
		Chief Revenue Officer	Stay22	Canada
		Head of Operational delivery- CEH	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Chief Commercial Officer (CCO)	TicketSwap	Netherlands
		Project Manager	Tixserve	Ireland
		E-ticketing Project Director	E-Kent Com	Turkey
		Head of Product	Companion	Ireland
		Commercial Director	Engage RM	Australia

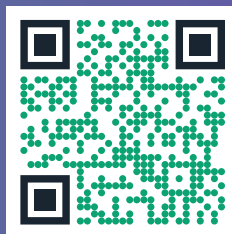


First Name	Surname	Job Title	Company	Country
		Business Development Manager	ID&C Band	United Kingdom
		TMS Manager	Barnet FC	United Kingdom
		CEO & Founder	Ticketpass	United Kingdom
		Business Development Director	Outbox	United Kingdom
		Senior Manager - Ticketing	Everton FC	United Kingdom
		Client Dev Dir – Events Attractions & Sport	Ticketmaster UK	United Kingdom
		Managing Director	Minor Entertainment	United Kingdom
		Sales Manager in Sweden & Finland	Tix Ticketing	Sweden
		Director of Operator Solutions, EMEA	Redeam	United Kingdom
		Chief Executive Officer	GUTS Tickets / GET Protocol	Netherlands
		Spokesman	Fieldlab Evenementen	Netherlands
		Head Developer	nolock	Austria
		Ticketing Executive	Leicester Tigers	United Kingdom
		Co-Founder	Arenamatrix / Tech4Team	France
		Senior Project Manager	SecuTix Deutschland	Germany
		Business Development Manager	Stay22	Canada



With more than 500 successful projects behind us, at Softjourn we know how to build ticketing apps that our clients can rely on.

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## Book a free 4-hour session with Softjourn's best!



Ticketing  
Consulting



Definition/  
Spec



R&D



Base  
Products



Clients  
Services



Build/  
Deploy



First Name	Surname	Job Title	Company	Country
		Managing Partner	TLS - Boca Systems	Netherlands
		Development Director	TicketPlan	United Kingdom
		Professional Services Manager, UK & Ireland	SecuTix	United Kingdom
		Ticketing Manager	Warwickshire CCC / Edgbaston Stadium	United Kingdom
		Chief Executive	STAR - Society of Ticket Agents and Retailers	United Kingdom
		Sales Director	Live It	United Kingdom
		Senior Customer Liaison Manager	Ascot	United Kingdom
		Head of Global Sales	Cedar Packaging	United Kingdom
		Senior Event Manager - The Hundred	ECB - England and Wales Cricket Board	United Kingdom
		Head of Supply	Seat Unique	United Kingdom
		Ticketing Sales Manager	AS Roma	Italy
		Social Media	TheTicketingBusiness	United Kingdom
		Chief Operating Officer	Protecht [FanShield]	United States
		EVP - Head of Marketing	Protecht [FanShield]	United States
		Chief Executive Officer	Baker Richards	United Kingdom
		Co-Founder & Head of Business Development	3D Digital Venue	Spain



First Name	Surname	Job Title	Company	Country
		Head of Business Development	Skiddle	United Kingdom
		Strategic Partnerships & Growth EMEA	Companion	Ireland
		Chief Revenue Officer	Onebox Ticket Distribution System	Spain
		Managing Director	TJChambers Consultancy	United Kingdom
		Head of Ticketing	FKP Scorio UK	United Kingdom
		Sales Executive	ID&C Band	United Kingdom
		Marketing & Campaigns Manager	Blackpool Grand Theatre	United Kingdom
		Senior Partnership Manager	TickX	United Kingdom
		External Relations Manager	STAR - Society of Ticket Agents and Retailers	United Kingdom
		Partnerships Director	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Head of Ticketing Operations	Ambassador Theatre Group	United Kingdom
		Product Manager	A View From My Seat	United Kingdom
		Chief Executive Officer	Engage RM	Australia
		Safety Officer	Bolton Wanderers Football Club	United Kingdom
		General Manager UK & Ireland	TLS - Boca Systems	United Kingdom
		Technology Project Manager	Marylebone Cricket Club (Lord's)	United Kingdom

*Save the date*

# TICKETING BUSINESS



## HONG KONG

18-20 OCTOBER 2022

*Connecting Asia's ticketing ecosystem...together!*

**Pre-register  
your interest now**

[www.ticketingbusinessasia.com](http://www.ticketingbusinessasia.com)

First Name	Surname	Job Title	Company	Country
		Ticketing & Retail Manager	Shamrock Rovers	Ireland
		Senior Business Dev Manager	Stay22	United Kingdom
		Ticketing Manager	Saracens / StoneX Stadium	United Kingdom
		Omnichannel Trading	Tate Museum	United Kingdom
		Head of Implementations	Tix Ticketing	Sweden
		Operations Director	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Founder & CEO	Music Venue Trust	United Kingdom
		Ticketing Manager	Leicester City FC	United Kingdom
		Partnerships Manager	TicketSwap	Netherlands
		Head of Ticketing	The All England Lawn Tennis Club	United Kingdom
		Chief Opportunity Officer	Seats.io	Belgium
		Group Director of Marketing	Hartshorn Hook Enterprises / Immersive Everywhere	United Kingdom
		Founder & Brand Consultant	LD Collective	United Kingdom
		Retail Manager - Guinness Storehouse	Diageo	United Kingdom
		Corporate Communication Executive	Vivaticket	Italy
		Senior Sales Manager	Ascot	United Kingdom

# Unlock your event marketing potential

Turn your data into marketing magic with smart tools that anyone can use - created specifically for live entertainment.



## Activity Stream

UNDERSTAND

Get to know what your audiences and fans like or want so you can provide the best experience. All through manageable & live data visualization displayed on multiple overviews.

IDENTIFY

Find the people that are most interested in joining your event & how to communicate with them. Group and discover your segments using our Segment Builder Tool.

ACTIVATE

Take action and learn from the action to make your events more successful and enjoyable. Send out targeted email campaigns with our Email Campaign Builder.

First Name	Surname	Job Title	Company	Country
		Business Development Director	Arcadia [JSC Arcadia]	United Kingdom
		Senior Sales Manager	SecuTix	United Kingdom
		Sports Media & Partnerships Manager	Ticketpass	United Kingdom
		Senior Business & Technology Analyst	Marylebone Cricket Club (Lord's)	United Kingdom
		Owner & Chief Executive Officer	Manchester Giants Basketball	United Kingdom
		Deputy Director of Ticketing	The Ticket Factory	United Kingdom
		Chief Executive Officer	nolock	Austria
		Media & Communications	CAFE - Centre for Access to Football in Europe	United Kingdom
		Group COO & CEO of LTD	Trafalgar Entertainment Group	United Kingdom
		Director of Sales - DACH	Smeetz - Ticketing & Dynamic Pricing	Switzerland
		Head of Client Services	TheTicketingBusiness	United Kingdom
		Consultant & Customer Success Manager	Tix Ticketing	Netherlands
		Head of Partnerships & Alliances	Acquired.com	United Kingdom
		Commercial Manager	See Tickets	United Kingdom
		Director of Audiences	Manchester International Festival	United Kingdom
		Chief Executive Officer	Leaan Co	Israel





First Name	Surname	Job Title	Company	Country
		MC	TheTicketingBusiness	UK
		Commercial Partnerships Manager	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Marketing Manager	Manchester International Festival	United Kingdom
		Head of Business Development	Booking Protect	United Kingdom
		CEO & Founder	Taquilla .com	Spain
		Customer Success	Tix Ticketing	Sweden
		Business Consultant	Advanced	United Kingdom
		Commercial Director (EMEA)	SeatGeek Enterprise	United Kingdom
		Product Lead, Europe	Outbox	United Kingdom
		Head of Ticketing	The R & A	United Kingdom
		Vice President - Commercial Operations	Activity Stream	Denmark
		Marketing Business Development	3D Digital Venue	Spain
		Delivery Manager	Arcadia [JSC Arcadia]	Russia
		Head of Business Dev & Marketing	Ticket Gretchen	Austria
		Groups and Agencies Manager	Ascot	United Kingdom
		Head of Stadium Revenue	AC Milan	Italy

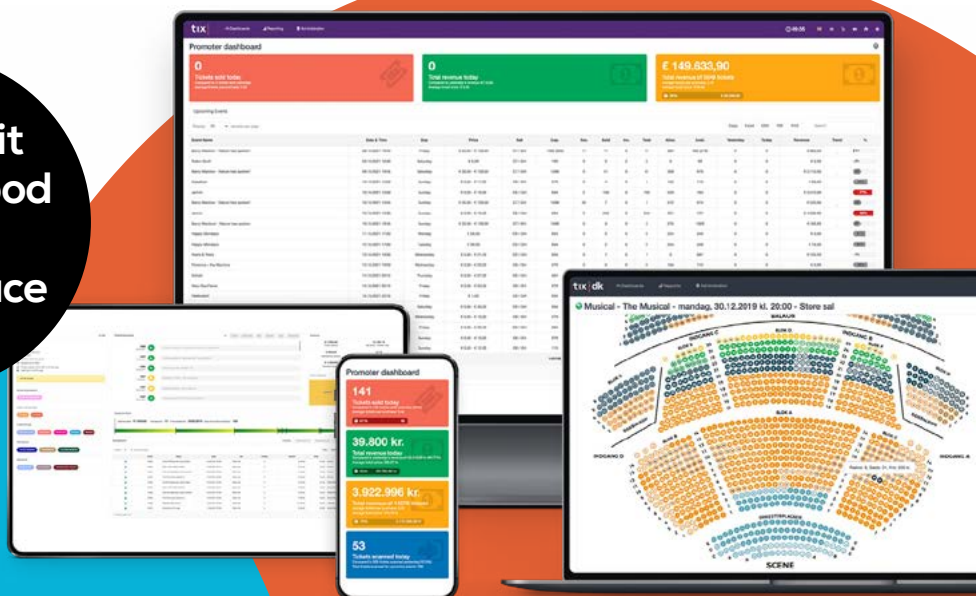


# Intuitive ticketing presented in the **simplest** way.

Dedicated to theatres and culture houses

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- Built-in tools for event marketing, memberships & donations.
- Fast and easy online purchase flow for ticket buyers.
- Streamlined ticketing management at simplified pricing.

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in The  
Marketplace



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First Name	Surname	Job Title	Company	Country
		Chief Executive	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Senior Product Manager	Advanced	United Kingdom
		Hospitality Sales Manager	Marylebone Cricket Club (Lord's)	United Kingdom
		Client Success Leader	Tixserve	United Kingdom
		Chief Executive Officer	Realife Tech	United Kingdom
		Chief Information Officer	Trafalgar Entertainment Group	United Kingdom
		Chief Operating Officer	MyTicket.de	Germany
		Managing Partner	Ticket Gretchen	Germany
		Head of Ticketing & CRM	Edinburgh International Festival	United Kingdom
		Communications (Marketing, Press, Brand, Ticketing)	Freedom Festival	United Kingdom
		VP of Product & Engineering	Tix Ticketing	Iceland
		Sales Director	Total Ticketing	United Kingdom
		Marketing Insights Executive	Badminton England / National Badminton Centre	United Kingdom
		General Counsel (Europe)	ASM Global	United Kingdom
		Head of Ticketing Strategy & Digital Delivery	The O2	United Kingdom
		Director, Head of Commercial	Dansk Boldspil-Union (DBU)	Denmark

First Name	Surname	Job Title	Company	Country
		Commercial Director	Future Ticketing	United Kingdom
		Director of Commercial Operations	AEG Presents / AEG Live / Goldenvoice	United Kingdom
		Ticketing Co-ordinator	Manchester International Festival	United Kingdom
		Commercial Partnerships Executive	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Solutions Architect	SeatGeek Enterprise	United Kingdom
		Business Development Manager	Booking Protect	United Kingdom
		Director of International Sales	Axess	Austria
		Head of Product Unit Eventim.Inhouse	EVENTIM	Germany
		Head of Commercial Operations	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Country Operations & Sales	SecuTix	United Kingdom
		Account Management Director (EMEA)	SeatGeek Enterprise	United Kingdom
		Ticketing Manager	Northampton Saints RFC	United Kingdom
		Sales Director	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Commercial Support & Ticketing Manager	Sussex Cricket	United Kingdom
		Chief Executive Officer	Future Ticketing	United Kingdom
		MD UK & Ireland	SecuTix	United Kingdom



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LEADING VOICES IN THE STADIUM BUSINESS INDUSTRY,

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First Name	Surname	Job Title	Company	Country
		Commercial Director - Venue	Manchester United FC	United Kingdom
		Head of Marketing	Blackpool Grand Theatre	United Kingdom
		Head of Ticketing	Birmingham 2022 Commonwealth Games	United Kingdom
		Director of Ticketing	The Ticket Factory	United Kingdom
		Hospitality Sales Manager	Manchester United FC	United Kingdom
		Chief Executive Officer	XS2Event	The Netherlands
		HR Director	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Business Development Manager	Access	United Kingdom
		Digital & Media Director	RLWC2021 Rugby League World Cup	United Kingdom
		Head of Ticketing	Swindon Town FC	United Kingdom
		Business Development Director	SecureMyBooking.com (JMM Insurance)	United Kingdom
		Account Director	Queue-it	Denmark
		Operations Manager	SWG3	United Kingdom
		Ticketing Manager	Birmingham City F.C.	United Kingdom
		Head of International Development	Arenamatrix / Tech4Team	Netherlands
		Events & Projects Manager	Lancs Cricket / Emirates Old Trafford	United Kingdom



First Name	Surname	Job Title	Company	Country
		Marketing & Consumer Director	European Tour & Ryder Cup	United Kingdom
		Event & Project Manager	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Assistant Manager	Nimbus Disability	United Kingdom
		Head of Ticketing	Royal Opera House	United Kingdom
		Managing Director - (EMEA)	SeatGeek Enterprise	United Kingdom
		Head of Commercial	Seat Unique	United Kingdom
		Director Music & Entertainment	Ticketmaster (DE)	Germany
		Head of Ticketing & Membership	Manchester United FC	United Kingdom
		Venue Ticketing Manager	SWG3	United Kingdom
		Senior Account Manager	SeatGeek Enterprise	United Kingdom
		Group Financial Controller	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Product Leader	Tixserve	Ireland
		Managing Director	Tixserve	Ireland
		Customer Success - UK	Tix Ticketing	Netherlands
		Delivery Manager	Arcadia [JSC Arcadia]	Russia
		Chief Executive Officer	WeGoTickets	United Kingdom



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- ▶ REPEAT BUSINESS
- ▶ UP SALES
- ▶ CROSS SALES
- ▶ SPONSORS

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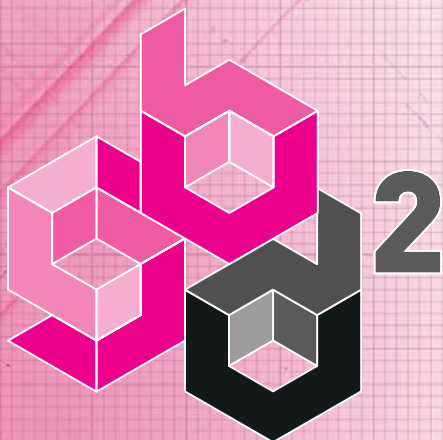
**TIXSERVE.COM**  
**info@tixserve.com**



First Name	Surname	Job Title	Company	Country
		Head of Business Strategy	TicketSwap	Netherlands
		Ticketing Strategist	AXS Ticketing	United Kingdom
		Head of Account Management	AXS Ticketing	United Kingdom
		Business Segment Manager - Events	SkiData Access Control	Austria
		Business Development Manager	Softjourn	Ukraine
		SVP Operations	ASM Global	Sweden
		Managing Director	AXS Ticketing	United Kingdom
		Client Dev Marketing Director	Ticketmaster UK	United Kingdom
		Chief Financial Officer	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Customer Director	RLWC2021 Rugby League World Cup	United Kingdom
		Chief Technical Office	Ticketti	Finland
		Ticketing Venue Planning Manager	Birmingham2022	United Kingdom
		Senior Customer Success Manager	SecuTix	United Kingdom
		Chief Strategy Officer	See Tickets	United Kingdom
		Marketing & Commercial Director	Bolesworth Events	United Kingdom
		General Manager	König-Pilsener Arena	Germany

First Name	Surname	Job Title	Company	Country
		Chief Executive Officer	Visit	United Kingdom
		CEO & Co-Founder	Smeetz - Ticketing & Dynamic Pricing	Switzerland
		Group Operations Director	Sports Travel & Hospitality Group (STH)	United Kingdom
		Ticketing & Operations	Apollon Limassol FC	Cyprus
		Partner Manager	SecuTix	Spain
		Venue Director	Arsenal FC	United Kingdom
		Co-Founder & CEO	Stellar	United States
		Head of Stadium Safety & Events	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Ticket Office Manager	Leicester Tigers	United Kingdom
		Head of Ticketing	Crystal Palace FC	United Kingdom
		Health, Safety & Security Manager	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Chief Executive Officer	Ticketi	Finland
		Marketing & Digital & CRM Manager	Leaan Co	Israel
		Managing Director	Preevue	United Kingdom
		Head of Technology	The View From The Shard	United Kingdom
		General Manager	First Direct Arena	United Kingdom





THE STADIUM BUSINESS  
**DESIGN & DEVELOPMENT SUMMIT**

29 - 30 NOVEMBER 2022 - MANCHESTER

JOIN US BACK IN MANCHESTER FOR TWO DAYS OF PRESENTATIONS,  
DEMONSTRATIONS, DISCUSSIONS AND PEER TO PEER NETWORKING.

[WWW.STADIUMDESIGNSUMMIT.COM](http://WWW.STADIUMDESIGNSUMMIT.COM)

First Name	Surname	Job Title	Company	Country
		Chief Revenue Officer	ComeTogether	Greece
		Marketing & CRM Director	AC Milan	Italy
		Head Of UK Marketing & European Touring Marketing	FKP Scorpio UK	United Kingdom
		Head of Guest Experience	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Head of Marketing	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Editor	TheTicketingBusiness.com	United Kingdom
		Head of Ticketing	SJM Concerts	United Kingdom
		General Manager	PACIFA decision	France
		Business Analyst	The All England Lawn Tennis Club	United Kingdom
		Head of Theatre Tokens	Society of London Theatre / UK Theatre	United Kingdom
		Director of Ticketing, UK	AXS Ticketing	United Kingdom
		Box Office and Systems Manager	Everton FC	United Kingdom
		Head of Marketing, Ticketing & Retail	Scunthorpe United	United Kingdom
		Ticketing Manager at The Hundred	ECB - England and Wales Cricket Board	United Kingdom
		Lead Alpha Female	Alpha Agency	United Kingdom
		Hostess	TheTicketingBusiness	United Kingdom



**First Name**

**Surname**

**Job Title**

**Company**

**Country**

		Head of Cricket Sales	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Co-Founder	TheTicketingBusiness	United Kingdom
		Solutions Architect	Softjourn	Ukraine
		Co-Founder & CEO	TicketSwap	Netherlands
		Consultant	Axess	United Kingdom
		Event Ticketing Manager	The O2	United Kingdom
		Senior Visualisation Artist	Preevue	United Kingdom
		Venue Sales Director	Fulham FC	United Kingdom
		Hostess	TheTicketingBusiness	United Kingdom
		Systems & Admissions Manager	The View From The Shard	United Kingdom
		UK Representative	Tix Ticketing	United Kingdom
		Senior Director of Partnerships	TodayTix	United States
		Co-Founder   CEO	TickX	United Kingdom
		Hospitality	Goodwood Group	United Kingdom
		Business Development Director, EMEA	TixTrack	United Kingdom
		Head of Venue Sales	Lancs Cricket / Emirates Old Trafford	United Kingdom



## THE STADIUM BUSINESS SUMMIT 2022 & VENUE TECHNOLOGY SHOWCASE

5-6 JULY 2022 / Manchester

Now in its second decade, *TheStadiumBusiness Summit* has had a full makeover. We've embraced Technology, Innovation and Transformation to re-energise the world's #1 venue business meeting with multiple stages and enhanced networking spaces. #SBS22 is hosted in same week as *TheTicketingBusiness Forum 2022* for audience synergies.

Web: [StadiumBusinessSummit](https://www.stadiumbusinesssummit.com)



## THE STADIUM BUSINESS AWARDS 2022

5 JULY 2022 / Manchester

Now in their (lucky) 13th year, *TheStadiumBusiness Awards* celebrate leadership, innovation and achievement among stadium, arena and major sports venue owners and operators.

Web: [StadiumBusinessAwards](https://www.stadiumbusinessawards.com)



## THE STADIUM BUSINESS ASIA 2022

18-20 OCTOBER 2022 / Hong Kong

*TheStadiumBusiness* team heads to Hong Kong for our meeting of owners, developers and operators of stadiums, arenas and sports venues across Asia's huge, fast-growing market. Co-hosted with our second annual *TheTicketingBusiness ASIA* for audience synergies.

Web: [StadiumBusinessASIA](https://www.stadiumbusinessasia.com)



## THE STADIUM BUSINESS DESIGN & DEVELOPMENT SUMMIT 2022

29-30 NOVEMBER 2022 / Manchester

The sector's leading projects meeting – with more than 50 delegations attending each year, representing new stadium, arena and sports venue developments from across the globe. Typically €10bn+ of sports venue infrastructure investment – in one room, for two days.

Web: [StadiumDesignSummit](https://www.stadiumdesignsummit.com)



## THE STADIUM BUSINESS DESIGN & DEVELOPMENT AWARDS 2022

29 NOVEMBER 2022 / Manchester

*The Design & Development Awards* recognise leadership, innovation and achievement in the design, development, construction and refurbishment of sports and entertainment venues..

Web: [StadiumDesignAwards](https://www.stadiumdesignawards.com)



## THE STADIUM BUSINESS NEWS

The latest sports & entertainment venue news – all in one place. Daily updates, exclusive content, unique insights, job postings and newsletter twice-a-week to >20k registered readers. >116,000 page views pcm and rising...

Web: [TheStadiumBusiness](https://www.thestadiumbusiness.com)



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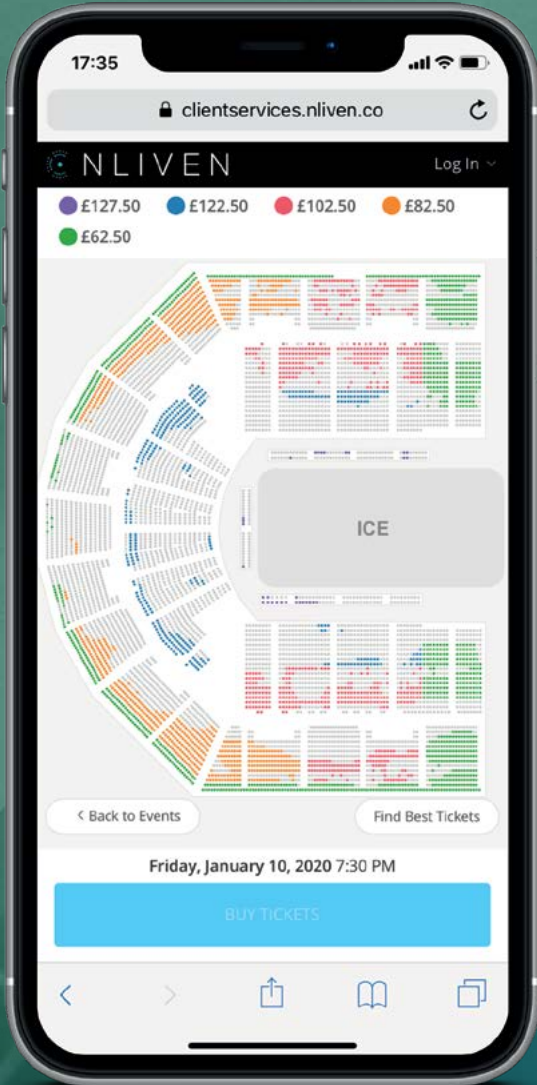
First Name	Surname	Job Title	Company	Country
		Owner	Navitz	Ireland
		Deputy GM - Hilton Garden Inn	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Business Development Director	London Theatre Direct	United Kingdom
		Head of Communications	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Business Development Executive	Roboticket	Poland
		Chief Product Officer	Onebox Ticket Distribution System	Spain
		Chief Executive Officer	Indigo	United Kingdom
		Tech Director	Tixstock	United Kingdom
		Venue Project Delivery Mgr	Arsenal FC	United Kingdom
		Founder (Move PR agency)	SecuTix	United Kingdom
		Business Developer	GUTS Tickets / GET Protocol	Netherlands
		Managing Director	Roncalli	Germany
		Media & Comms Manager	CAFE - Centre for Access to Football in Europe	United Kingdom
		Senior Event Manager	Cuffe & Taylor	United Kingdom
		SVP Client Dev & Commercial	Ticketmaster UK	United Kingdom
		Head of Business Dev & Marketing	Kulturplaner	Austria



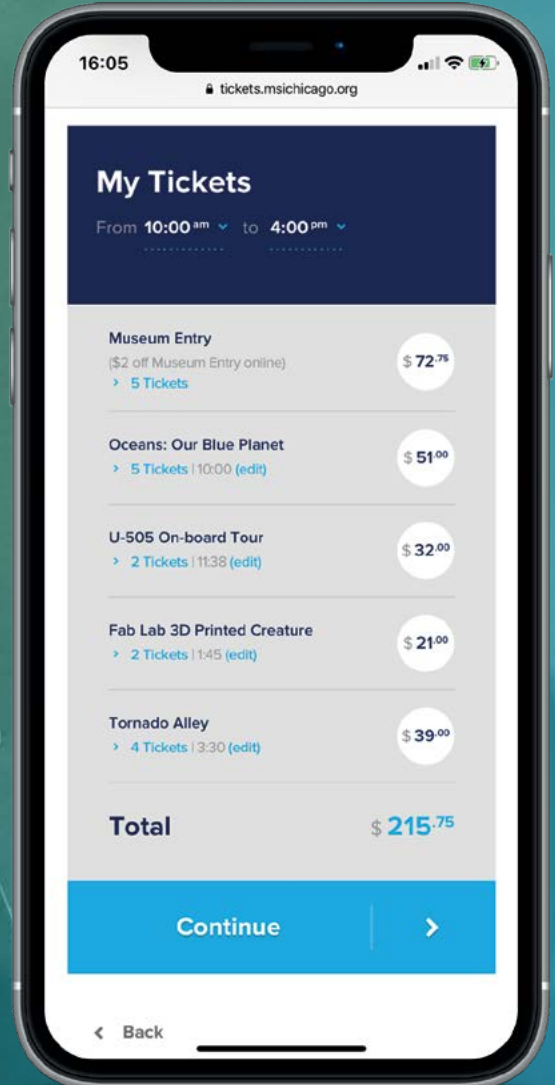


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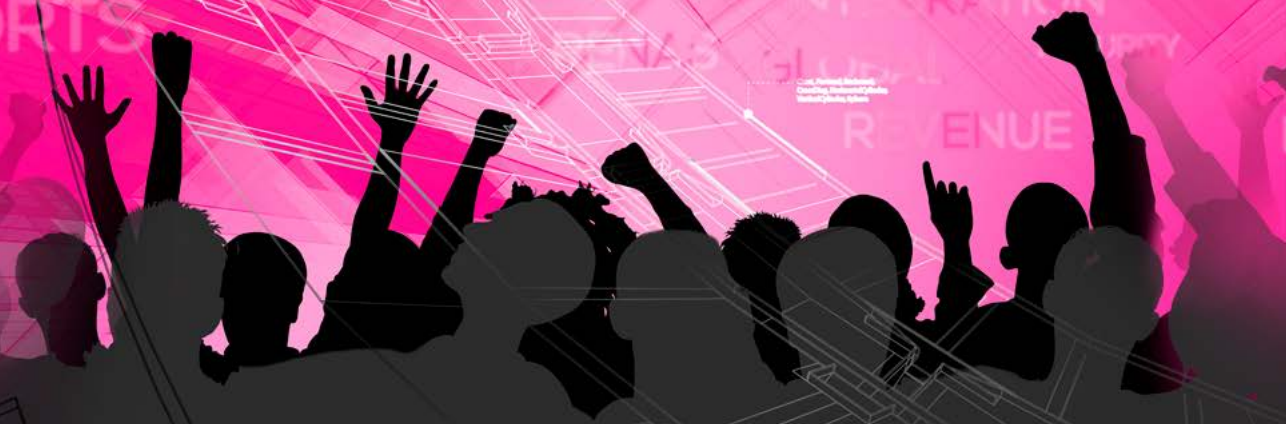
First Name	Surname	Job Title	Company	Country
		Co-Founder & CCO	GUTS Tickets / GET Protocol	Netherlands
		Head of Facilities	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Personal Assistant	Nimbus Disability	United Kingdom
		Chief Technical Office	CM.com	Netherlands
		Chief Operating Officer	Activity Stream	Denmark
		Director - Hospitality & Leisure	Braintrust	Spain
		Event Ticketing Manager	Cuffe & Taylor	United States
		Ticketing Consultant		France
		Account Manager	Acquired.com	United Kingdom
		Member Program Team Fieldlab Events	Fieldlab Evenementen	Netherlands
		Executive Board and Chief Toting Officer	MyTicket.de	Germany
		Ticket Office Manager	Bolton Wanderers Football Club	United Kingdom
		Owner & Technical Director	Skiddle	United Kingdom
		Chief Technical Office	Onebox Ticket Distribution System	Spain
		Sales & Ticketing Manager	Hartshorn Hook Enterprises / Immersive Everywhere	United Kingdom
		General Director	City of Future Theme Park	Russia

*Looking at stadia?*



## THE STADIUM BUSINESS SUMMIT

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**First Name   Surname**

**Job Title**

**Company**

**Country**

Exec VP, European Operations

United Kingdom

Stadium Access & Innovation

United Kingdom

CEO & Founder

Seat Unique

United Kingdom

Chief Operating Officer

Tix Ticketing

Iceland

Head of Security, Safety & Risk

ASM Global

United Kingdom

Director

CMSA Consultancy

United Kingdom

European Sales Director

Cedar Packaging

United Kingdom

Sr Director Sports Bus Dev – Europe

Ticketmaster (DE)

Germany

Senior Ticketing Manager - The Hundred

ECB - England and Wales Cricket Board

United Kingdom

Business Development Director – Theatre Tokens

Society of London Theatre / UK Theatre

United Kingdom

Business Development Manager

Cedar Packaging

United Kingdom

CEO & Co-Founder

Queue-it

Denmark

Director of Sales – FR/BE/CH

Smeetz - Ticketing & Dynamic Pricing

Switzerland

Cust Service & Community Mgmt Coordinator

RLWC2021 Rugby League World Cup

United Kingdom

Head of Sales

Leicester City FC

United Kingdom

Managing Editor

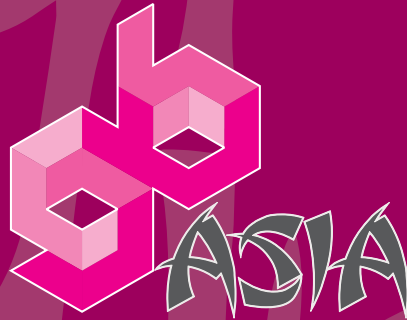
TheTicketingBusiness.com

United Kingdom

First Name	Surname	Job Title	Company	Country
		Director of Business Development (Americas)	TixTrack	United States
		Head of Brand & Fan Engagement – The Hundred	ECB - England and Wales Cricket Board	United Kingdom
		Deputy Ticketing Manager	Leicester City FC	United Kingdom
		Senior Business Development Manager EMEA	Realife Tech	United Kingdom
		Head of Marketing	SecuTix	United Kingdom
		Managing Director D/A/CH	SecuTix	Germany
		Managing Director	TicketPlan	United Kingdom
		Account Manager	SeatGeek Enterprise	United Kingdom
		Chief Information Officer	Feyenoord Rotterdam	Netherlands
		Digital Manager	National Concert Hall	Ireland
		Business Development Director	AXS Ticketing	United Kingdom
		Sr Ticketing Mgr – Tour Consumer Experiences	European Tour & Ryder Cup	United Kingdom
		FGR & Ecotricity Ambassador	Forest Green Rovers FC	United Kingdom
		Co-Founder	TheTicketingBusiness	United Kingdom
		Business Development Consultant	Advanced	United Kingdom
		UK Country Manager	Smeetz - Ticketing & Dynamic Pricing	United Kingdom



*Save the date*



THE STADIUM BUSINESS ASIA

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# HONG KONG

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18-20 OCTOBER 2022

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TheStadiumBusiness team heads to Hong Kong for our regional meeting of owners, developers and operators of stadiums, arenas and sports venues across Asia's huge, fast-growing market.

Co-hosted with our second annual TheTicketingBusiness ASIA for audience synergies – and taking in the Kai Take Sports Park mega-project.

This is an invite-only meeting. Please pre-register your interest by scanning the QR code. Or leave a business card at Registration Desk.



[www.stadiumbusinessasia.com](http://www.stadiumbusinessasia.com)



First Name	Surname	Job Title	Company	Country
		Founder	Close - The Close App	Netherlands
		Head of Client Solutions	Ticketek UK	United Kingdom
		Head of Marketing & Ticketing	Northampton Saints RFC	United Kingdom
		Founder & Executive Director	TICKET BOX	Mexico
		Venue Projects & Strategy Manager	Arsenal FC	United Kingdom
		Marketing Department	Apollon Limassol FC	Cyprus
		Business Development Manager	Booking Protect	United Kingdom
		Director	Accessible By Design	United Kingdom
		Chief Financial Officer	DE SINGEL Arts Centre	Belgium
		Partner Sales Manager	London Theatre Direct	United Kingdom
		Chief Operating Officer	Tynes4	Netherlands
		Co-Founder	ixpole	Belgium
		Project Manager	3D Digital Venue	Spain
		Box Office Manager	DE SINGEL Arts Centre	Belgium
		Founder	ixpole	Belgium
		Head of Ticketing	AEG Presents / AEG Live / Goldenvoice	United Kingdom



First Name	Surname	Job Title	Company	Country
		Commercial Director	Ticketek UK	United Kingdom
		Chief Executive Officer	Live It	United Kingdom
		Senior Product Manager	Ticketmaster (DE)	Germany
		Sales Manager New Business	ERGO Reiseversicherung	Germany
		Chief Technical Office	Royal Opera House	United Kingdom
		Business Development Manager	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Head of Marketing & Communications	First Direct Arena	United Kingdom
		Director	Two Circles	United Kingdom
		Creative Director	Mu-lti-far-i-ous	United Kingdom
		Chief Information Officer	Marylebone Cricket Club (Lord's)	United Kingdom
		Marketing Director	London Theatre Direct	United Kingdom
		Consultant	Ticketmaster UK	United Kingdom
		Live Booking Agent	International Talent Booking	United Kingdom
		Regional Vice President - Central Europe	Ticketmaster (DE)	Germany
		Senior Sales Manager	TIXnGO	Switzerland
		Venue Commercial Director	AC Milan	Italy



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