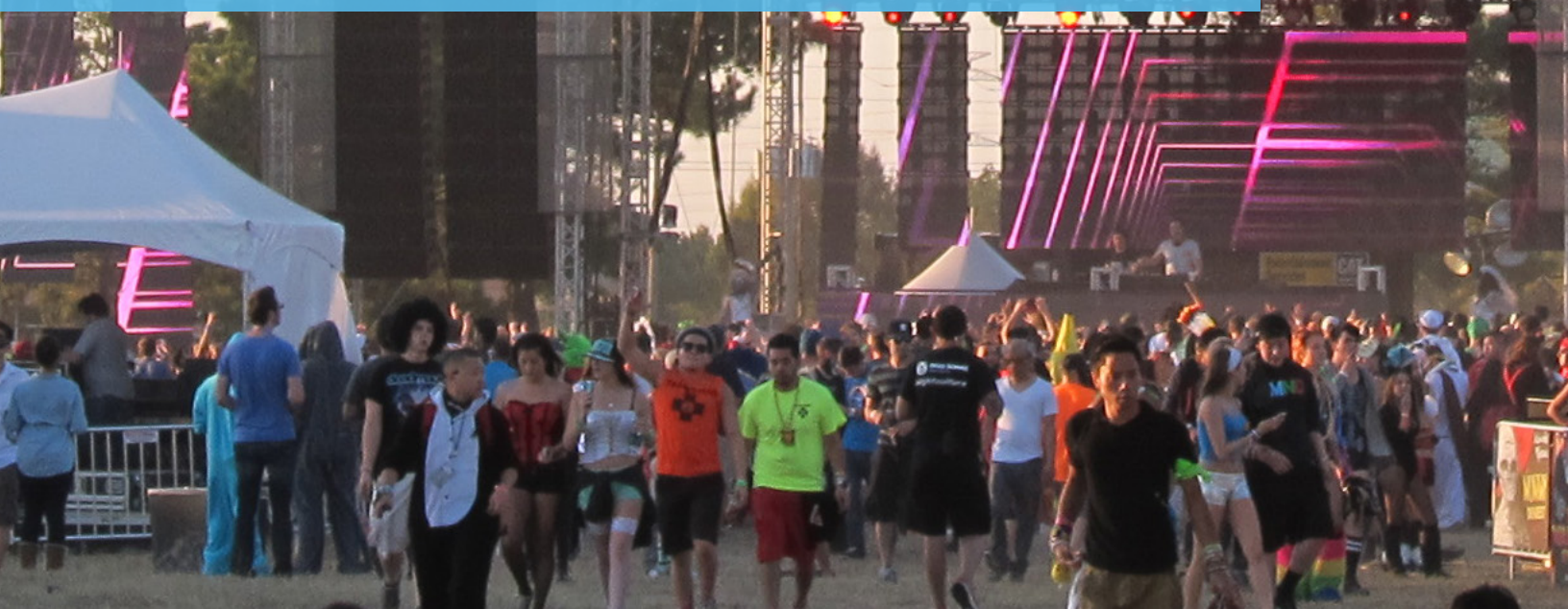


The Eventbrite logo, featuring the word "Eventbrite" in a white, sans-serif font inside a white rounded rectangle.

| Britepaper

Hassle-Free Entry Management

How smart planning, technology, and a strong ticketing partner lead to a better fan experience at the gate





Seamless entry management for concerts and music festivals.

Fans are lining up. Your staff is pumped up and ready to go. When you open the gates to your concert or music festival, it's make-or-break time. Your fans' experience getting into your event can set the tone and excitement for hours to come.

The way you plan and execute your entry strategy is really an extension of your brand. A smooth entry keeps your audience happy and excited about the experience to come, whereas long wait times or ticketing snafus can quickly dampen the anticipation you've worked so hard to create.

In this Eventbrite planning guide, you'll find expert advice, ideas, and best practices recommended by our Field Operations and Customer Service teams on how to make a great first impression at the gate. We'll help you make sure that your fans' lingering memories are about the time spent inside the show—not outside the gate.

We believe success starts way before anyone sets foot at the entrance.

We all know the types: That disorganized person who forgot her ID or the university student trying to sneak in with snacks and drinks concealed in his backpack. While some glitches at the gate are unavoidable, prepping attendees well in advance will help reduce confusion and delays at your show.



Introduce do's and don'ts on your website. Acquaint your concert-goers from the get-go with basic rules and information as they visit your event and online ticketing pages.

Place key reminders on tickets and confirmation pages. Ensure that the most important points such as, "Gates open at 5pm," "VIP access," or "Everyone in your party must be present for admission" are placed prominently on the printed tickets or order confirmation. On smartphone e-tickets, you can add a link to a mobile landing page that reminds concert-goers of key do's and don'ts.

Encourage early arrival. For events with scheduled performances or special appearances, publish the "doors open" times to encourage early arrivals. This can help smooth out the rush at your gates and reduce the time it takes to process entries.

Spread the word far and wide before your event. Not only are social networks and email announcements effective at building excitement, they also offer a great opportunity to reiterate the rules and information that will help attendees get to your venue and through the gates quickly.

Familiarise your fans with the event layout. Put a venue map on your website (even better if it's optimised for mobile devices) and a printed version at all entry points.

Follow through with prominent signage. Provide abundant and clear signage so it's easy for fans to know where to go and what to do once they've arrived. Make sure they have solid directions from the moment they get there. Remind fans of rules and forbidden items as they approach the gate. Create signage that answers basic questions such as where to find concessions, restrooms, and first aid.



Brite Tip: Email attendees right from your Eventbrite account

Use the "email attendees" feature in Eventbrite to directly message your ticket buyers with critical information and updates about your event, including gate times, parking or transportation information, prohibited items, specific entrances or entry times for certain ticketholders. You can even segment your messaging by ticket type, and include a link to print or download tickets for any procrastinating fans. We find these emails have very high engagement rates and are an effective way to get the message out.

A strong team includes a well-trained staff, paid specialists, and volunteers.

Fans are at your show to have a good time. Your staff and volunteers—from ticket scanners to security guards to supply runners—are an extension of your brand. A well-trained operations team can keep the good times going if you empower them with the information, technology, and authority they need to solve problems and provide great service.

On-board your volunteers. As soon as people volunteer, familiarise them with the venue, the calendar of events, and the rules that must be enforced. A web page specifically geared to your volunteers is a great way to provide important information, set expectations, and encourage them to invite others to volunteer.

Have an on-site orientation. Get your entry management team together as close to the event's opening time as possible. Familiarise everyone with the venue (try quizzes on the location of the closest toilets, exits, child age policy, wristband/ pass levels, etc.) and give them hands-on practice with the devices and procedures they'll be using for check-in. This is also a great time to generate excitement, instill confidence, and say "Thank you."

It's okay to say, "I don't know." If the people manning your gates can't answer a fan question or solve a problem within a few seconds, get them to direct fans to nearby customer service or information points.

Hire a professional security company. It's not a good idea to place your staff or volunteers in the role of a bouncer. Use security professionals for roles like checking IDs and screening personal belongings.

Use paid finance staff. For obvious reasons, think about having paid staff in roles where cash is handled. Trusted professionals can provide the necessary checks and balances to keep your money secure.

Rely on data. Use advance sales and historical check-in data—built-in features of the Eventbrite platform—to fine-tune your staffing needs according to programming highlights, day of the week, and time of day.



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Clearly defined areas and tasks are important to get fans in quickly and efficiently.

When planning the way you'll move fans into your venue, here are some ideas you can use to optimise your gate area to keep things moving.

How many lanes? Estimate how many lanes you'll need, especially at peak hours. Take into account how long it will take to check fans in, print tickets, hand out lanyards or apply wristbands.

Line them up. To establish order and alleviate bunching as fans approach the venue, use stanchions or barriers to create a funnel or entry "chute" that leads to your check-in point. Start the chute as far back as possible, then adjust the amount of zig-zagging your fans will have to do based on the amount of traffic you're experiencing.



Lots of little tasks. Break down the check-in process into many small jobs. If you require “wearables”—such as bracelets, badges, lanyards, or handstamps—separate ID distribution and scanning into adjacent stations (we’ve found that wristbanding can take twice as long as ticket scanning). It’s best to have two dedicated wristband volunteers per ticket scanner to keep things moving.

Order matters. Since it takes longer to do security checks than it does to scan tickets, perform bag searches and people scanning before ticket scanning. This ensures that there won’t be a backup between the two stations, and that those who need extra attention by security personnel won’t hold up those who don’t.

Give fans a place to “pitch in.” Put trash and recycling bins at strategic locations such as the beginning of the chute, at the entry point, and at security checkpoints so fans can easily jettison items they’re not allowed to bring in.

Reward your advance ticket buyers. Separate walk-up sales from scanning and wristbanding areas (i.e. the chutes). This creates an incentive for fans who purchased their tickets in advance, allowing them to get in line and head straight into the event. Your advance buyers should not have to wait behind attendees who still need to purchase a ticket.

Make VIP entrances obvious. Clearly mark entrances and lines for your premium ticket holders (e.g. VIP, Early Entry). Heavy up on the staffing for these areas to guarantee that your premium ticket buyers get in quickly and easily.

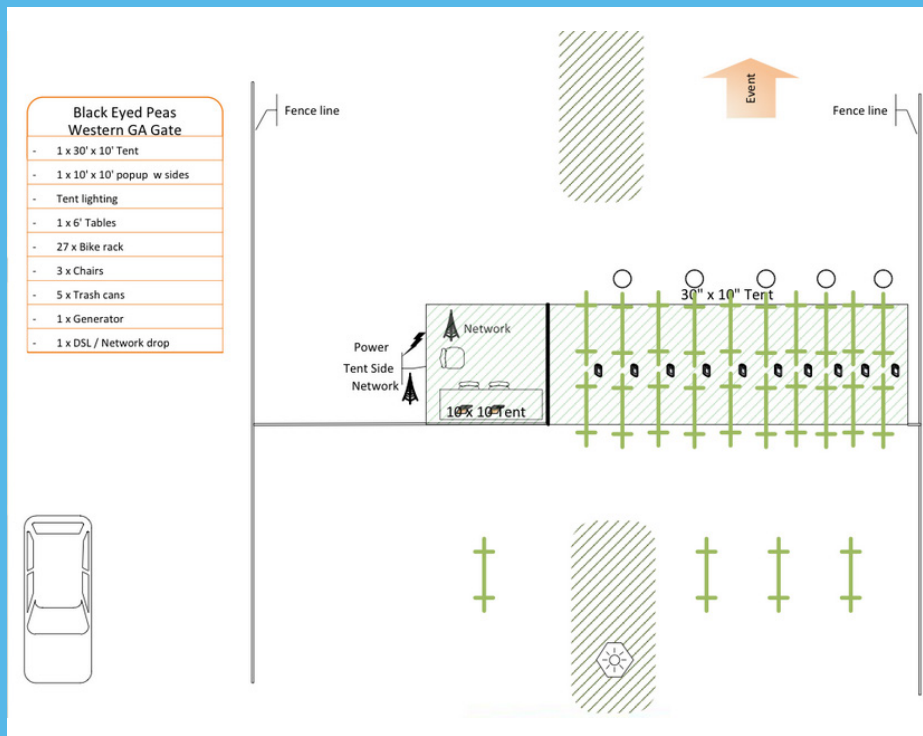




Brite Tip: Create a detailed gate map

The Chase Presents The Black Eyed Peas Concert drew a crowd of 60,000 fans and raised a staggering \$4 million for the Robin Hood Foundation to fight poverty in NYC. Streamlined entry management was a critical part of the planning for this event, to ensure that supporters would not be kept waiting in lines. The Robin Hood Foundation, NYC Department of Parks & Recreation, and the Central Park Conservancy worked with the Eventbrite Field Operations team to create a detailed entry plan, including a checklist of computer networks, hardware, ticket scanning equipment and volunteers needed on the day of the event.

You can create a gate map for your major entry points with clearly defined areas for ticket scanning, ticket sales, and customer service. Position the customer service area just beyond the point of entry, so attendees don't create a bottleneck at the gate asking questions of volunteers. On your map, include your power sources and internet connections, and the number of dedicated lanes and ticket scanners that will be required so there are no surprises for your staff on the day of the event.



Gate Map for Black Eyed Peas Concert at Central Park



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Eventbrite customers can use real-time gate counts generated by the Entry Manager mobile check-in application to quickly tackle bottlenecks.

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Even with the best laid plans, you'll probably need to do a little tweaking.

When the rubber hits the road and fans start streaming in, you'll need to keep an eye on things. Your ability to quickly respond to the ebb and flow and make in-the-moment decisions to manage your resources is essential to your success.

Make sure fans are totally ready. Position staff at the beginning of the chute to check for tickets. If you allow multiple attendees to use one ticket, make sure the ticket holder doesn't go through until everyone in the party is there. (You can designate a separate gathering spot for groups so they don't hold up the line.) Have staff along the chute to verbally repeat the rules about what is and is not allowed into the concert.

Watch for bottlenecks. Train your management and frontline team to keep an eye out for potential backlogs. Eventbrite customers can use real-time gate counts generated by the Entry Manager mobile check-in application to quickly tackle traffic jams.

Handle exceptions outside the lines. Set up a customer service area near the gate for attendees who forgot to bring their tickets or need extra assistance, to keep lines flowing. Your friendly, knowledgeable staff will be there to help any attendees who need a little extra love to get into the event.



BriteLite: Ben Kramer

Eventbrite Entry Management Pro

As one of Eventbrite's experienced Field Operations Managers, Ben Kramer ensures that some of the biggest festivals and events operate without a hitch. He's also at the forefront of Eventbrite's continual development of new event management technologies and protocols.

Kramer and his team supply event organisers with the hardware, software, and support festival organisers need to make entry and exit flawless. You might see him on-site at mega-events, setting up Eventbrite's Gatekeeper system and enabling event staff to provide efficient and helpful service to attendees.

When it comes to Eventbrite's role in transforming the event business, Kramer says, "It's been amazing to see what happens when a festival goes from selling cash tickets from aprons to an integrated online box office. The sky's the limit for growth potential for organisers"



Choose a ticketing partner with proven entry management experience.

If your fans can't recall their entry experience, then you're doing something right. The lasting impression should be of the great time they had at the show.

When you're considering ticketing partners, go with a tested and proven platform and event management team. Ask your provider about their plans for making your event run as trouble-free as possible. With thousands of events under our belt, millions of tickets sold, and hands-on customer service at some of the music industry's biggest blowouts, Eventbrite has the ticketing and entry management expertise to ensure your attendees get in and out with as little fuss—and as much fun—as possible.

About Eventbrite

Eventbrite enables people all over the world to plan, promote, and sell out any event. Eventbrite has processed more than 200 million tickets and €1.6 billion in ticket sales in 187 countries. In 2013 alone, Eventbrite ticketed 60,000 concerts and music festivals. The online ticketing platform makes it easy for anyone to discover events, and to share the events they are attending with the people they know. Learn more at eventbrite.co.uk/music. To speak to a seasoned account executive, give us a call on 0800 652 4993.

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