

PLATFORM OVERVIEW

*Ticket sales should always come first, but event organizers experience **event ecosystem challenges** that get in the way.*

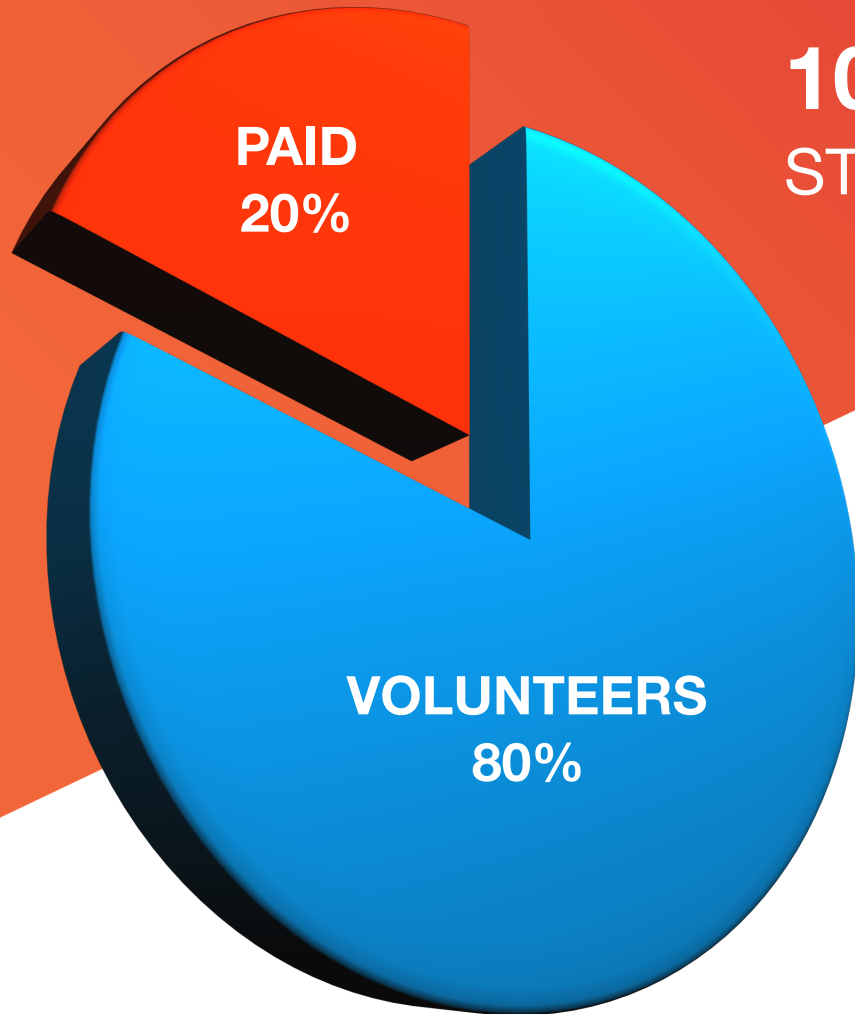


CHALLENGES:

1. Lack of resources
2. Lack of event expertise
3. Standing committee org style
4. Lack of reach
5. No centralized team management
6. No centralized database
7. Low ticket sales
8. Sloppy on-site event execution
9. Redundant/rudimentary processes

QUICK CASE STUDY: UBC

EVENT ORGANIZATION: CAMPUS SEGMENT



100%
STUDENTS

Paid Staff Lifetime: 1 Semester - 4 Years

Recruitment:

Typically elected into position with defined tenure

Objective:

Manage groups of high-turnover volunteers to **sell out events**

Volunteer Lifetime: 1 Semester - 4 Years

Recruitment:

Search and discover which volunteer positions are available that make the most sense for a student's resume

Objective:

Use rich volunteer **experience as leverage in resume** by wearing as many hats as possible in a limited timeframe

~~PROMO/MARKETING~~

~~GATE ADMISSIONS~~

~~PRODUCTION STAFF~~

~~VENUE STAFF~~

EVENT ORGANIZATION

~~ON-SITE VENDORS~~

~~PARTNERS/SPONSORS~~

Coordinate volunteer teams
as you would a standing
University Project

Volunteers take standing
roles in ecosystem's
traditional event functions

~~STREET TEAMS~~

VOLUNTEERS

Tradition Sales Approach

Since the institution has its own **internal distribution opportunities** (clubs, social events, career fairs) volunteers typically (and successfully) use traditional selling approaches like booth sales, campus contests, and feet-on-the-street.

Nonprofit/Student Goals

Because the goal of the E.O. is to sell out events and break even, volunteers work to **complete participation requirements** by selling all of their tickets, focusing on ticket counts over generated revenue, by hardcopy-in-hand

Low Learning Curve

Because each role is dedicated to the simplified task of selling out by ticket count, with low-complexity and low shelf-life, all processes for end-to-end event execution must entail **low learning turnaround time** and simple adoption

PROBLEMS & SYMPTOMS

Problem 1:

Happy with traditional ticket sale approaches (internal dist. infrastructure)

Symptoms 1:

1. Sees Showpass as a ticket printer
2. Sees Showpass as inventory tracker
3. Sees Showpass as hardcopy register

Problem 2:

Campus Segment is an anchored *feature complete* market (only needs ticketing)

Symptoms 2:

1. Vulnerable to ticketing competition
2. Not long-term committed
3. Acct MGMT/Service Sensitive
4. Ticketing register focused

Problem 3:

Smart Device disconnect from overall event management platform

Symptoms 3:

1. Adoption limited to high level members
2. Console acts as admin pull mechanism
3. Seems as afterthought add-on

Problem 4:

Students can't connect platform use with individual volunteer participation objectives

Symptoms 4:

1. Volunteer uninvolved in platform
2. No platform adoption
3. No platform commitment

Problem 5:

Learning curve too long for volunteers with short-term tenures

Symptoms 5:

See symptoms 4

SUPPORT CYCLE OVERVIEW

ON-SITE/ACCOUNT MANAGEMENT LIFECYCLE

PRE-ENGAGEMENT

ENGAGEMENT

POST-ENGAGEMENT

SALES REP / SOFTWARE INTERACTIONS

ONBOARDING / IMPLEMENTATION

RUNNING ACTUAL EVENT

ACTIONS FROM SHOWPASS

Prioritized Features

1. Universal Barcode
2. Search Event Emails
3. Improved Ticket Bundling
4. Voucher codes

Customizations

1. 4 scripts from scratch (6 hours each)
2. 30 script variations (30 minutes each)

Acted as a Service Company:

- Set up events
- Set up features with preferences/settings
- Voucher code setup
- Universal barcode setup
- Troubleshooting these setup features

Customizations:

- Created a specific slack channel for

Acted as a Service Company:

- Selling tickets
- Scanning check-ins
- Ongoing account feature setups
- Strategic business decisions on setup
- Business managing

OBSERVATIONS FROM SHOWPASS

- Prioritizing feature releases is understandable here!
- Running variations requires unpredictable number of proofing stages = compounding requirements /customized service processes

- Event hierarchy/ecosystem affected overall account setup processes and training gaps
- Key E.O's could do better with use-cases to understand and empower themselves in business processes
- Major decision-maker had complete influence and delegation power from end-to-end
- Is our client too stupid?
Is our client too lazy?
Are we too lenient?
Do we set them up to fail?
Do we give them enough understanding to at least ask the right questions (baseline understanding required)

- Volunteers did not communicate high level important information they had at all
- Event org required help from team on a business decision level asking questions that steer future events
- Poor communication across the board due to poor understanding of priority information to share
- Poor communication across the board due to scattered tools in communication

OPPORTUNITIES/PROJECTS FROM SHOWPASS

Pre-Onboarding Checklist:

- Completed by AEs (casually) and handed to AMs
- Provided to on-site support people for context
- Identify business needs
- Key features of interest to customer/market
- Key people who will use the software
- Key people to be onboarded
- Any notes
- Identifies different branches/departments of ecosystem

Customer Success Role Evolves

- Provides Account Management

Master High-Level Demo:

- Watered down based on checklist reqs
- Sections chose to go through by checklist reqs
- Performed by Customer Success Team
- Followed up on

Teaching Culture:

- Assist in tasks for feature setups etc, but with a teaching capacity to ensure full feature utilization and independence

Long-Term Future Considerations:

- Setup wizard that isn't too granular (gives them handle of concepts in system so they know the right questions to ask AM)

If properly evaluated and onboarded, On-Site role will stay true to its intended scope:

- Troubleshooting software issues
- Taking on fraud issues
- Providing and inventory managing scanning equipment
- Advice / Training of event staff

Long-Term Future Considerations:

- Admin role push communications from system (not two-way) to push custom messages to specific teams
- Tiered notification setup (for duties reminders or event schedule rollout reminders)

SALES OPS OPPORTUNITIES

EXERCISE

SALES CUSTOMER LIFECYCLE

WHAT ARE WE DOING WRONG AND WHAT DO WE NEED?

PRE-ENGAGEMENT

Everything that happens before sales engagement with prospect

ENGAGEMENT

All interactions with lead to complete a sales transaction & set up for post-engagement stage

POST-ENGAGEMENT

All interactions and processes post-contract close to prepare customer for relationship phase

RELATIONSHIP

E.G. LEAD GENERATION

E.G. CRM STUFF

E.G. ACCOUNT MANAGEMENT

UPSELL/PIVOT

ANOTHER WAY TO BREAK IT DOWN

	Lead Generation	Sales Cycle Management	Sales Resource Management	Product Differentiation	Pricing Strategy
Current State	<p>How do we reach and qualify leads?</p> <p>Are there channel/partner opportunities?</p> <p>Are there integration opportunities that will produce leads?</p>	<p>How long does it take for us to close a deal?</p> <p>Why does it take this long?</p> <p>How can we adjust velocity?</p>	<p>How many hunters and farmers do we have?</p> <p>Can we start using other parts of the organization for account management</p>	<p>We sell ourselves as a ticketing company</p>	<p>Ticket Sales Dependencies?</p> <p>Is this something to be considered?</p> <p>Is this something to be considered right now?</p>
Internal Options	<p>Trial Campaigns</p>	<p>Adding Markets: - Add sports - Travel Verticals</p> <p>Eliminating Markets: ?</p> <p>Adjusting Markets with New features: ?</p>	<p>Opportunity for sales organization breakouts?</p>	<p>Market Need Features: Team mgmt features - push notifications</p> <p>Market Evolving Features: Seller Network Universal Barcode AR Box Office FB Integration</p>	<p>Revenue Protection / Ticket Sales Enablement Program - Critical Acct Mgmt - On-Site Support - Ticket Sales</p> <p>[Alex & Jess M?]</p>
External Options	<p>Industry Events</p> <p>Approach integration companies for cross-promotions?</p> <p>Approach software solutions in related spaces</p>	<p>Dip into small volume sales with better product marketing for inbound</p>		<p>Offshore call centre?</p>	<p>R.O.I. against E.B - Ability to serve analysis</p>