Event Ticketing Workshop

19/02/2015
1. Be able to **confidently** tell us why ticketing is a contemporary issue

2. To be able to understand how ticketing has changed and **what issues this has both solved and created, in terms of:**
   a. Sustainability
   b. Crowd Management
   c. Ticket Scalping
   d. Fraud
What do you think the purpose of ticketing at events is?
What is ticketing?

“The ticket is a contract between a user and a service provider. If the user demonstrates his ownership of the ticket, he obtains the right to use the service under its terms and conditions”

(Fujimura and Nakajima, 1998)
WHERE HAVE WE COME FROM?

- **Tessara**
  - An ancient Roman equivalent of a ticket.
    (Smith, 1859)

- **Woodstock Festival Ticket**
  - An example of a traditional paper ticket - purchased from a box office.

- **2015 Rugby World Cup Ticket**
  - An example of the fusion of traditional ticketing and new technology.
WHERE ARE WE NOW?
What is e-Ticketing and m-Ticketing

- Shih and Shim (2002) developed an m-commerce framework that focused on the inside of business scenarios to utilise m-commerce.

- Turban et al. (2004) defined m-commerce as a monetary transaction for goods and services conducted by a mobile device, an operating system specific to mobile devices, and a mobile-dedicated network.

- An m-commerce transaction is any type of transaction of an economic value, which is conducted via a mobile device that uses a wireless telecommunications network for communication with the e-commerce infrastructure (Rao and Minakakis, 2003).

- The adoption of mobile ticketing (m-ticketing) will enhance the flexibility and effectiveness of using electronic ticketing (e-ticketing) due to its inheriting mobility by using mobile devices.

- To sustain a significant competitive advantage, innovation and product differentiation are critical for organizations. (Wei and Ozok, 2005, p. 1262)
Benefits to Attendees of Mobile Ticketing

- Convenience of purchase
- Less time and effort exerted to complete the purchase
- More Information readily available

(Perotti and Widrick 2005, p. 50)
Benefits and Drawbacks of m-Ticketing and e-Ticketing...

Benefits

● Usefulness
  ○ “efficiency increase due to new technology use.” (Mallat et al., 2009, p.194)
    ■ Easy to use
    ■ Copy backed-up online/the cloud
    ■ Quicker ticket checks/reduced queuing

● Mobility
  ○ “time and place independence, service access, reduced queuing and substituting for other services.” (Mallat et al., 2009, p.194)
    ■ Saved to a mobile device
    ■ Can be used in multiple locations
    ■ Ticket checks can happen anywhere

Drawbacks

● Loss of revenue (Curtis, 2013)
  ○ more stakeholders fighting for their share of revenue.

● Benefits assumed by the provider and not always shared by the user (Storm-Mathisen, 2014, p. 70)
  ○ e.g. not everyone has access to a smartphone or printing facilities.

● Security concerns (Puhe, 2014)
  ○ Legal situation in case of abuse of data obtained

● Concerns over Data Privacy (European Commission, 2008)
WHAT ISSUES HAVE YOU EVER COME ACROSS WITH TICKETING?

PADLET.COM/PT310/TICKETISSUES
E-ticketing in Events.

What is SUSTAINABILITY?

“Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” (Farrington & Kuhlman, 2010)

Why is it Important within Events?

Jones (2011) argues that the event industry plays a huge part in harming the environment, and sustainable practises are necessary to enhance environmentally friendly methods and procedures during and after events.
Example: Glastonbury Festival.
How does E-ticketing increase sustainability in events?

- Eventbrite; an Event ticketing company that encourages e-ticketing.
- England Rugby have their own E-ticketing website, for consumers to purchase their tickets for Rugby games that are only accessible on electronic devices.
- Ticketmaster provides an e-ticketing system with a sports guide included for consumers to purchase tickets for sporting events such as football, golf and boxing.
- E-tickets.to; an online ticket platform that enables buyers to sell their tickets that are only available in a e-ticket format.
- Thousands of events and promoters are using e-tickets, and encouraging consumers to use e-ticketing as their ticket option!
Case study; Exit Festival.

- Exit Festival uses E-tickets.to platform to sell their tickets.
- Tickets for the event are only available in e-ticket format.
- Sustainable approach to event ticketing.
- Financial sustainability - reduces ticket printing costs
- Social sustainability - eliminated international postage costs
“Event ticketing is a form of minimising liability through an effective crowd management technique.”

(Chalip, 2006)
Why is there a need for ticketing at free events?

1. **Pre-event planning:**
   a. To anticipate the number of attendees.
   b. Accurately advise how much stock you will need from suppliers.
   c. Encourage marketing tactics.

2. **Manage event operations:**
   a. Health and Safety e.g capacity management
   b. Age restrictions

3. **Post Event Evaluation:**
   a. Obtaining feedback.
   b. Measuring performance of marketing strategies
Notting Hill Carnival - A non-ticketed event.

“One of the largest non-ticketed events” (Met Policing, 2014)

<table>
<thead>
<tr>
<th>Notting Hill 2014</th>
<th>Glastonbury 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.5 million visitors</td>
<td>135,000 visitors</td>
</tr>
<tr>
<td>270 toilets</td>
<td>5000 toilets</td>
</tr>
<tr>
<td>3.5 square miles</td>
<td>8.5 square miles</td>
</tr>
</tbody>
</table>
Should events like Notting Hill Carnival be ticketed, and **WHY**?
The resale of tickets in the secondary market.

- **Authorised:**
  Touters/Scalpers

- **Unauthorised:**
  Secondary Market Agencies
How does this actually happen?
(the good, the bad and the ugly)

- Accidental Scalpers
- Secondary market ticketing agencies
- Touters/Scalpers
- Illegal engagement within authorised organisations,
- false identities
- at the box office
- from the box offices, venues, hotels
- the “blackmarket” place online
This bit is for you...

- the buyer must be able to identify that seat or standing area
- any restriction as to who can use the ticket (e.g., age restrictions)
- the tickets' face value

The Customer Rights Act 2015

The Consumer Protection from Unfair Trading Regulations 2008

The Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013
WE’VE GOT ISSUES HERE...

FIFA World Cup 2006 - sold to an unauthorised ticket reseller

London Olympics 2012 - engaged in unauthorised and illegal practices

Adele Concert, December 2015 - ticketing scalping nearly cost fans £6.3 million.

Robbie Williams Concert 2006 - 2,000 "sophisticated" fake tickets were circulated.
To resell or not to resell, and why?
Fraudulent Ticketing

Fraud is wrongful or criminal deception intended to result in financial or personal gain.

"The assault on StubHub showcases the creativity of the cybercriminal underground" (Prince, 2014).

Seatwave, Stubhub, Viagogo and GET ME IN! have all been affected by some sort of fraud committed to customers using the websites and hoping to get tickets.

The total value of ticket fraud in 2013 was just over £3,700,000 with 4,555 reports. Flights and concerts are the two main ticket types sold fraudulently, with 22% of all reports relating to tickets for flights, and 25% relating to tickets for concerts or festivals.

A person is guilty of fraud if he is in breach of;
- fraud by false representation
- fraud by failing to disclose information
- fraud by abuse of position
TEST YOURSELF

Put yourself in someone else’s shoes
Who on *earth* has intervened in all this *MADNESS*?

- The Police
- **Secondary market agencies** are now requiring sellers to include the face-value of the ticket when selling.
- Agencies are now offering guarantees to attendees.
- Other companies include:
  - The Event Tickex
  - Twickets
  - RFIDentic
The Event Ticket Search Engine

#NoAddedFees
Buy and Sell spare tickets at Face Value or Less