



116 Ticketing

Doug Booher, CVE



Venue Management School Leadership Institute
June 2026

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Learning Objectives

- History of Ticketing
How it informs today and tomorrow
- Types and Systems
Finding the right fit
- Pricing and Market Forces
Recognizing and seizing our role
- Why Ticketing Matters
Where ticketing fits in our work

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History of Ticketing

The past informs our future

- Origins date back to Greece 600 BC
- The ticket sale forms a basic contract
between two parties
- Most significant changes have occurred
in last 30 years



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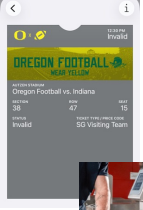
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Types of Tickets

An evolution linked to technology and security



Paper Tickets



NFC Tickets



Mobile Barcode Tickets

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Do not edit
slide to change the
design



What ticketing system do you use in your venue?

6 The Slido app must be installed on every computer you're presenting from

slido

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Ticketing Systems

Three Basic Approaches

- **Full-Service Provider**
Provide box office software, website sales, marketing opportunities, customer support, resale platforms, access management, etc.
- **In-House Self Ticketing**
Sell or license box office software, other limited support.
- **Hybrid System**
In-house software with allocations to agencies and segregated inventory



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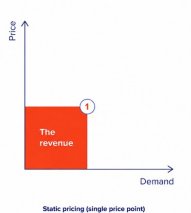
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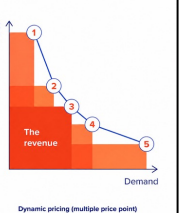
Dynamic Pricing

Enhancing revenue for profit and control

- **Market Based Pricing**
Anticipating and responding the natural fluctuations of supply and demand.
- **Segmented Pricing**
Tailoring pricing and other offerings to the target audience.
- **Time-Sensitive Pricing**
Recognizing the peak and off-peak nature of events and pricing accordingly.
- **Penetration Pricing**
Manipulating pricing to gain maximum attention and audience.



Static pricing (single price point)



Dynamic pricing (multiple price point)

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Why Ticketing Matters

Connecting to each aspect of our operations

- Revenue
- Customer Data, Marketing, and Insights
- Critical Controls for Life Safety and Risk Mgmt
- Venue Operations

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Why Ticketing Matters

Connecting to each aspect of our operations

Revenue

- Revenue generated for the GBOR (gross box office receipts)
- Dynamic pricing
- FMF
- Booking/service fees
- GST
- Payment card surcharges
- Resale fees

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Why Ticketing Matters

Connecting to each aspect of our operations

Customer Data, Marketing, and Insights

- Keeper of the data
- Primary communication channel with customers
- Tracking sales and other KPI's
- Interpreting data to identify trends in sales and customer behavior
- Datamining for season ticket holders, donors, sponsors, suite sales
- Settlement reporting
- Decision support

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Why Ticketing Matters

Connecting to each aspect of our operations

Critical Controls for Life Safety and Risk Management

- Managing seating maps (GA, reserved, pit, premium areas)
- Venue capacity
- Guest tracking
- Financial transactions
- PCI-DSS compliance
- Auditing for accuracy and protecting against loss
- Negotiation and compliance leverage

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Why Ticketing Matters

Connecting to each aspect of our operations

Venue Operations

- First impression for guests
- Provide data to set staffing levels
- Accessibility accommodations
- VIP information and management
- Worker entry
- Production adjustments, relo's and reseats
- Operational analytics and staff deployment

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Ticketing Exercise

Let's Do This Together!



<https://go.iu.edu/8w73>

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Ticketing Exercise

Box Office Statement

Trevor Noah
Box Office Statement
4/27/2018

Instructions:
1. Based on the information in the provided reports, fill in the shaded cells.

Total Tickets Sold	3114
Total Tickets Comp	20
Total Tickets Issued	3134

Income

Gross Box Office Receipts	158,146.00
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Less TM Commissions

	Count	Revenue	Total Revenue	Total TM Commission
TM Internet	723	36,274.50		
TM I/R	2	113.00		
TM Phone	12	648.00		
TM TAP	425	23,692.50	62,628.00	7% 4,376.96

Less Credit Card Commissions

	Revenue	Total Revenue	Total CC Commission
MC	211,130.00		
Visa	49,343.50		
Amex	6,872.50		
Discover	4,100.00		
Other	12,941.00	95,423.00	5% 4,771.16

Net Adjusted Gross Box Office Receipts

148,997.88

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Don't forget to make notes on your Action Item form.

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MY ACTION ITEMS

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JUNE 2026

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Name: _____

Use this form to record one or two items that you can take action upon that are inspired by the presentations and courses. Your completed Action Items form will then serve as a follow-up "TO DO" list for when you return to your venue.

301 DIScovering Your Leadership Style

302 Emotional Intelligence

303 Project Management

304 Communications

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Thank You!

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Events and Brand Experiences

Indiana University

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BOX OFFICE

TICKET

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