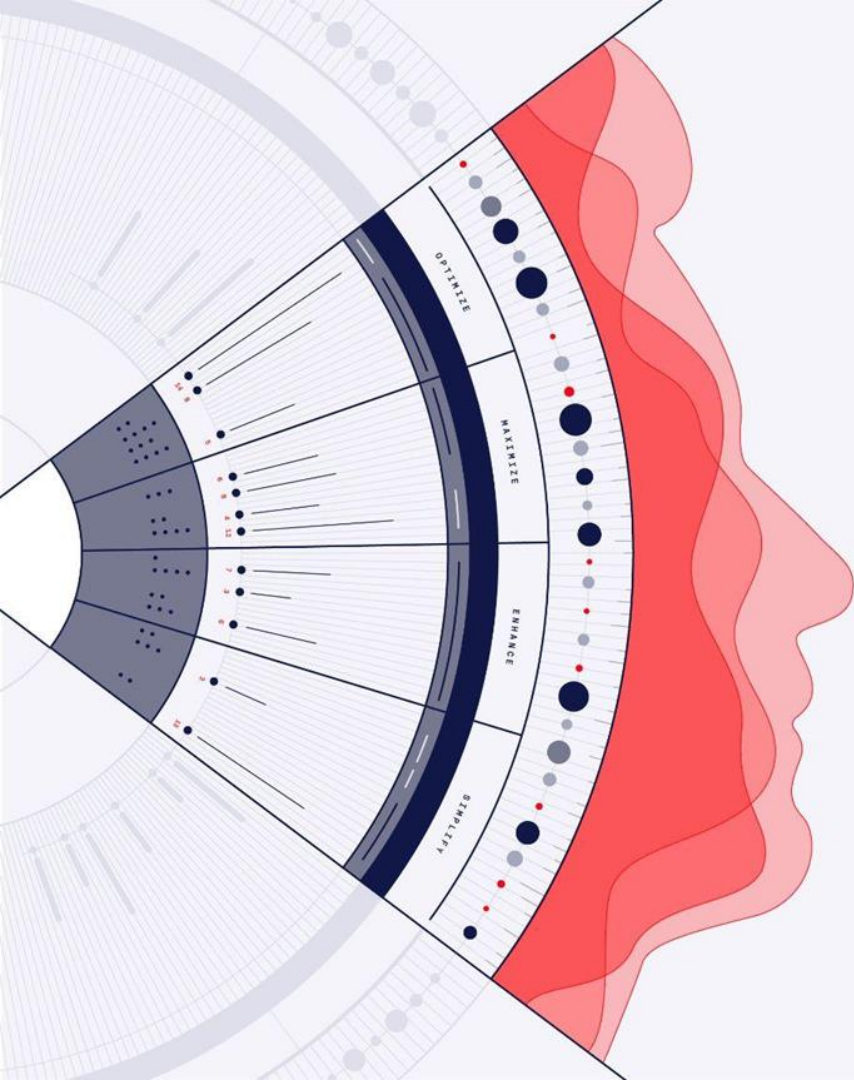




The Value of Cashle\$\$

What that means for your events

May 11, 2022



Cultural
Intelligence





Cashless doesn't mean not having cash sales, it means utilizing a system for all of your admission needs

Most importantly different options for your customers, sponsors and partners to access your event(s) which includes online, phone, AND in person

What to consider:

- Understanding of what constitutes a ticketing system
- What is involved
- How am I going to sell it to my board
- Why is this the way to go
- Reporting, fiscally responsible



Understanding of what constitutes a ticketing system

- Utilizing technology for all your needs
- Advanced sales - securing revenue in advance of the fair
- Better understanding of attendance numbers prior to event, valuable information for the vendors/exhibitors, security, parking etc etc
- Better understanding of who is coming to the fairgrounds, from where, how much they spent etc, particularly important for grants, funders and sponsors
- DATA, not only about your customer but about your revenue and attendance
- Ability to have all your revenue in one place - ticket sales, vendor registration, sponsorship, advertising



What is involved

- Open discussion with your ticketing partner to create the best possible customer experience journey with the goal to increase engagement and revenue
- **Change how you have always been doing things**
 - different tasks for your volunteers ex: scanning
 - different set up of your gates ex: distance between where customers purchase to where they enter, parking first, then entering
 - pricing and types of tickets ex: advance prices vs gate prices
- Understanding there is a cost, ticketing isn't rocket science, but it is a business, providing not only service and support but time, development and resources



How am I going to sell it to my board



Establish what is the organization hoping to achieve

- What are the priorities
- How does the Board feel this is going to happen

Do you have the staff/volunteers, time, energy or expertise?

What is your succession plan?



This has value that you can't put a price on!



Why is this the way to go

- More efficient entry, less cash onsite, less contact, less time
- Reporting - hard data on your customers and your revenue
- Less strain on the Agricultural Society's staff and reliance of volunteers
- Succession planning
 - less reliance on archival data stored in someone's head
 - knowledge of your customer and community
 - moving with the times, long term survival of Ag Societies

Reporting



- Sales reports
 - adjust your marketing, pricing etc based on real numbers
- Audits and financial reconciliation
- Analytics
- **Customer data!**
 - **Knowing your customers**
 - **Talking to them directly**
 - **Engaging them not only for your events but all those who use your fairgrounds or other organizations in your community.**



TOTAL TICKETS ISSUED

1213

[SOURCE REPORT 100](#)



TOTAL TICKETS REVENUE

\$60,626.67

[SOURCE REPORT 100](#)



OCCUPANCY RATE

55%

[SOURCE REPORT 100](#)

REGULAR
TICKETS SOLD

1199

[SOURCE REPORT 100](#)

CONSIGNMENT
TICKETS SOLD

0

[SOURCE REPORT 100](#)

TOTAL
TICKETS
SCANNED

0

[SOURCE REPORT 100](#)

TOTAL
TICKETS NOT
SCANNED

1213

[SOURCE REPORT 100](#)

NEWSLETTER
CONVERSIONS

N/A

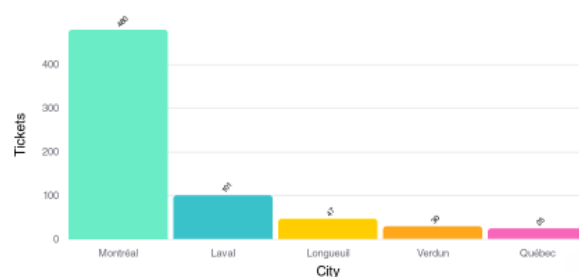
[SOURCE REPORT 100](#)

SALES OVER TIME



[SOURCE REPORT 100](#)

SALES BY LOCATION (TOP 5)



[SOURCE REPORT 100](#)



Experience

- Ticketing providers such as Showpass and Ticketpro have years of experience which they share with their clients.
 - This is a resource for all that work with them.
 - They do events all over the country and beyond and each organization they work with benefits from this.
 - Your ticketing partner benefits from knowledge and experience you provide to them.
- This has value that you can't put a price on!



**Thank you for this
opportunity and for your
participation.**

**On behalf of supplier
members**



We invite you to ask questions....