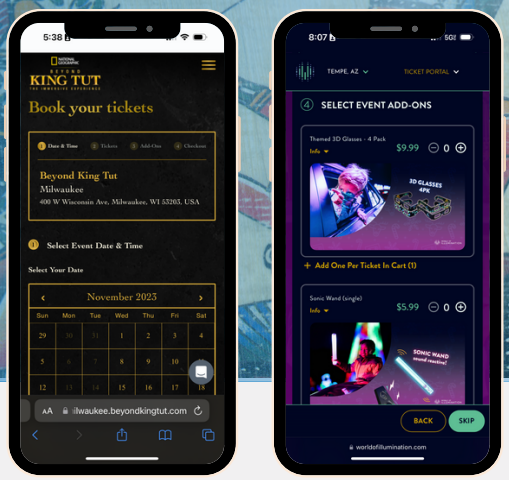
TICKETSOCKET

Paquin Case Study

BEYOND KING TUT

Navigating Event Management Challenges with Innovative Solutions



BACKGROUND

Beyond King Tut is a prestigious event series that showcases the rich heritage of Egyptian history through interactive exhibitions. As the event grew in popularity, it faced several operational challenges that impacted the overall experience and efficiency.

CHALLENGES AND SOLUTIONS

Automated Custom Reporting

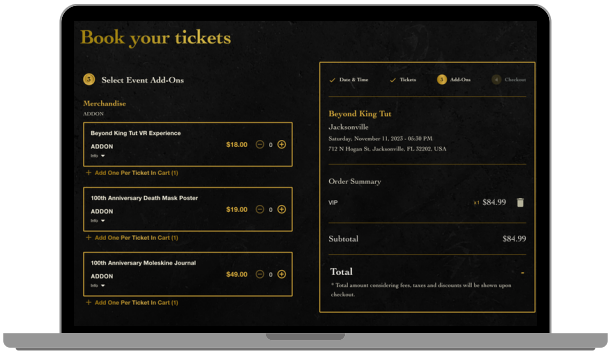
Problem:
Beyond King Tut required a streamlined approach to access event performance data across various locations.

Solution:
An automated system was implemented to generate custom reports each morning, providing detailed insights for all events per location. This allowed for real-time analysis and decision-making, enhancing the management of event operations.

Onsite Capacity Management

Problem:
Onsite managers needed a way to effectively monitor and manage event capacity.

Solution:
A custom export report was developed for onsite managers, enabling them to oversee real-time attendance and capacity, ensuring a smooth operation and adherence to safety regulations.



Apple Wallet Integration

Problem:
The need for a seamless ticketing experience was essential for customer satisfaction.

Solution:
By leveraging the Apple Wallet integration, ticket buyers were afforded ease of use, with tickets accessible on their mobile devices, thereby improving the customer journey from purchase to event entry.

White Label Ticketing

Problem:
Beyond King Tut desired a ticketing solution that aligned with their branding.

Solution:
A custom white-label ticket buying site and flow were created, offering a branded, cohesive experience for ticket purchasers while maintaining the integrity of the Beyond King Tut brand.

Boosting Social Engagement

Problem:
Social engagement levels were lower than desired, affecting the event's marketability.

Solution:
An "Ice-Cream Social" initiative was introduced, invigorating the ticket buyers and boosting social engagement, which in turn created a buzz and attracted more attendees.

Automated Ticket Buyer Communication

Problem:
Engaging with ticket buyers in a timely and relevant manner was challenging.

Solution:
The integration with an Active campaign automation tool allowed for personalized communication with ticket buyers, enhancing customer experience and engagement.

Square Itemization

Problem:
The lack of detailed itemization in payment processing posed a problem for accounting and inventory management.

Solution:
The payment processing was refined to include detailed itemization through Square, providing clarity for financial management and inventory tracking.

Account Manager Support

Problem:
With the expansion of events, dedicated customer support became necessary.

Solution:
Beyond King Tut was provided with dedicated account manager support, ensuring that any issues were swiftly addressed, and a high level of service was maintained.

API Flexibility

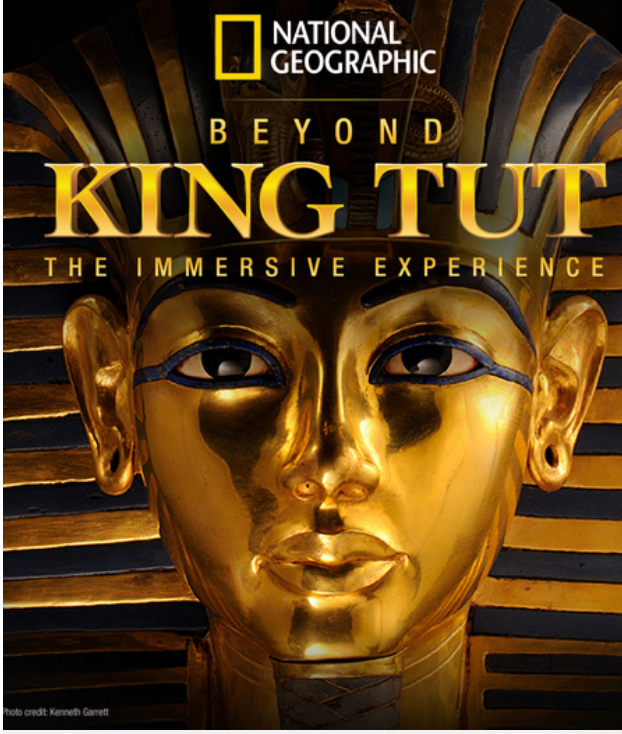
Problem:
The existing platform was rigid and did not allow for the necessary technological adaptations.

Solution:
The event platform was enhanced for flexibility through a robust API tech stack, allowing for seamless integration and scalability.

Onsite Check-In Experience

Problem:
The check-in process was inefficient, with no way to restrict early guest check-ins.

Solution:
The check-in system was upgraded to include time-specific entry, improving flow and reducing congestion.



CONCLUSION

Through the implementation of these solutions, Beyond King Tut not only overcame operational hurdles but also enhanced the attendee experience. The event series continues to thrive, with each solution providing a stepping stone towards creating an event that is as seamless as it is memorable.

ABOUT TICKET SOCKET

REVOLUTIONARY TIMED TICKETING & COST SAVINGS:

With our white label timed ticketing platform, there are no setup, annual, or box office fees. Plus, we take it a step further by investing in your success! Let's talk about how we can assist with marketing costs, so you can focus on what you do best – delivering exceptional experiences. This means more revenue in your pocket.

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