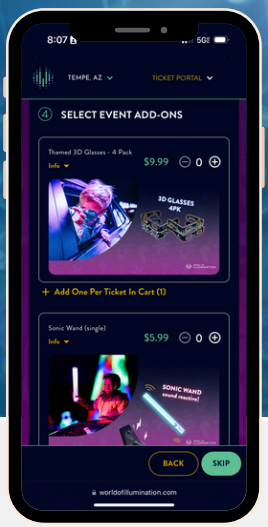
TICKETSOCKET

Case Study

WORLD OF ILLUMINATIONS

Navigating Event Management Challenges with Innovative Solutions



BACKGROUND

A place where bright ideas are born and imaginations run wild. Where light and sound collide to spark innovation and ignite the human spirit. We raise the bar, set the standard, and lead the world by creating uniquely themed experiences that tell stories, bring awareness, educate, and inspire. Built by dream shapers and magic makers, World of Illumination is a place where memories are made.

CHALLENGES AND SOLUTIONS

Purchase Flow

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

Solution:
Eye-catching UI drove purchaser attention to time selection with urgency based on remaining inventory.

Pre-Sales

Problem:
Low pre-sale demand.

Solution:
Unique redemption portal for pre-sale drove a substantial increase in pre-sales, building additional attention for the event.

Onsite Capacity Management

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

Solution:
Utilizing our Advanced Analytics reporting for onsite managers enabled them to oversee real-time attendance and capacity, ensuring a smooth operation and adherence to safety regulations.

White Label Ticketing

Problem:
World of Illuminations needed a 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 World of Illuminations brand.

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.

Purchase Flow Add-On Capability

Problem:
Lacked addon capability during customer checkout.

Solution:
Easy add-on upsell during checkout flow – Purchasing add ons was easily done through the addon flow. It allowed for easy customization and saw a large increase in conversions.

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.

Account Manager Support

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

Solution:
WOI 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.

Post Purchase Add-On

Problem:
Customers couldn't upgrade or purchase addons post ticket purchase.

Solution:
Customers were able to use their account to upgrade tickets to upgrade to VIP tickets on the day of the event or purchase add-ons after checkout.

CONCLUSION

Through the implementation of these solutions, World of Illuminations 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! We cover the marketing costs, so you can focus on what you do best – delivering exceptional experiences. This means more revenue in your pocket.

Unlock the Power of Partnership:

We don't just provide a ticketing platform; we're your marketing partner too. Our commitment to covering your marketing expenses means that your attraction will reach a broader audience without denting your budget. Let's grow together and make every event a resounding success.

CONTACT US TODAY!
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