

Digital Ticketing Success Checklist

Pre-Event Planning

- Centralize all event listings in one easy-to-access digital hub.
- Set up online ticketing early to encourage early purchases.
- Offer multiple ticket types, including general admission, VIP, student, staff, and bundle deals.
- Enable mobile ticketing so guests can store tickets on their phones.
- Customize event pages with details, photos, videos, and maps to excite attendees.
- Promote across channels, including newsletters, emails, social media, and school apps.
- Integrate event listings with the school or district calendar to avoid conflicts.

Fundraising Integration

- Add donation options at checkout to encourage additional contributions.
- Sell merchandise like spirit wear, concessions, or raffle tickets through the platform.
- Offer sponsorship packages with recognition opportunities for local businesses.
- Track fundraising goals in real time using the system's reporting tools.

On-Site Experience

- Enable QR code check-in for fast, touchless entry.
- Equip staff with mobile check-in devices to reduce lines and congestion.
- Use digital signage to display schedules, maps, or fundraising progress.
- Offer cashless concessions to speed transactions and increase sales.
- Provide customer support stations to assist guests with ticket or accessibility issues.

Post-Event Follow-Up

- Send thank-you emails to show appreciation and keep attendees engaged.
- Share photos and videos from the event to boost community pride.
- Send surveys to collect feedback and improve future events.
- Analyze attendance and sales reports to identify trends and growth opportunities.
- Retarget past attendees with promotions for upcoming events.