

FESTIVAL AND EVENT PRODUCTION

Ticketing and Credentials Guide

Depending on the size and type of event, you may not have any needs for credentials or tickets; however, any ticketed event will need to have at least simple type of ticket for entry, and any event or festival that has separate, secure areas that the general public shouldn't access will need some credentials.

Determine your ticket price points / levels for your event

Take into account your market, the level of talent you have, your break-even point, and if you wish to have promotions like early bird / pre-sales, and deadlines of certain periods of time before the event, with the price going up after passing each deadline.

Case Study: SXSW's chart of price points and deadlines for purchasing badges for their 2016 festival.

Badge Type	thru Sep 11	thru Oct 23	thru Nov 20	thru Jan 15	thru Feb 12	Walk-up
MUSIC BADGE	\$650 Buy Here	\$695	\$725	\$750	\$795	\$895
FILM BADGE	\$525 Buy Here	\$550	\$575	\$625	\$650	\$695
INTERACTIVE BADGE	\$825 Buy Here	\$925	\$1025	\$1095	\$1195	\$1295
GOLD BADGE (FILM + INTERACTIVE)	\$1025 Buy Here	\$1125	\$1225	\$1295	\$1395	\$1495
PLATINUM BADGE (MUSIC + FILM + INTERACTIVE)	\$1345 Buy Here	\$1425	\$1495	\$1575	\$1645	\$1745

Early registrants benefit from discounted rates, which expire at 11:59pm CT on the deadlines shown above.
NOTE: Platinum and Gold badges DO NOT provide priority entry to events over other badges.

Determine your credentials - for staff, guests, crew, and vehicles

How many different access points will there be?

Back of house

Front of house

VIP areas

Stage access only

Ancillary areas (i.e, camping)

All Access

Daily Passes

Weekend passes

Parking passes

ADA Access

Vehicle Access passes for secured areas (i.e. backstage)

Example of a guest / patron / staff passboard - Red Fest, 2014:



Determine what VIP amenities there will be, if any, and how much to charge

Separate restrooms

Separate viewing area

Special entry

Special parking / closer to front gates

Separate bar (cash or open)

Festival swag

Decide whether or not to hire a third party ticketing firm (such as TicketFly or Front Gate Tickets) to handle all ticket purchasing transactions and fulfillment onsite

Using a third party firm is a sound investment when the size and ticketing complexities of your event warrant it - they can turn-key your ticketing needs by handling printing,

online sales, fulfillment on-site, and any refunds / chargebacks that may occur.

For smaller, simpler events, many will turn to have their online needs fulfilled by companies like **EventBrite** and then handle the on-site fulfillment and management on their own.

Decide on the technology / security features you wish to put into your credentials:

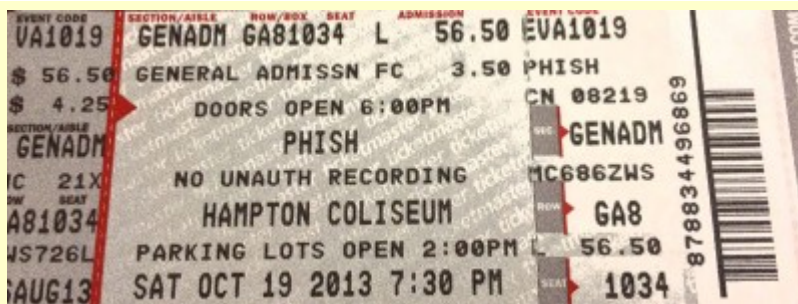
RFID badges or wristbands

Bar codes for manual scanning

Holograms

Unique wristband designs

Simple one color wristbands



An example of a standard ticket with holographic anti-counterfeit features, and a scan-able UPC code

Ensure that ticketing has everything they need to accommodate all will-call, VIP, comp, guest list, and so on during run of show

Communication between Marketing, Sponsorship, and top leadership is key, so no one gets left out and there are no last minute scrambles to accommodate a particular guest or group.

Determine the proper placement and size of your on-site box office - usually this will be just outside of the main gates but it's also important to take into consideration how easily accessible it is in general. It may make more sense to place it further out, but closer to parking.

Ensure there is a plan for refunds / complaints as it relates to ticketing

While most events are rain or shine / all sales final, there are legitimate reasons to refund tickets (list some examples)

Ensure that any ADA ticketholders understand where any ADA elements will be, including viewing platforms, ADA compliant ramps / elevators, and ADA restrooms.

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