

# THE TICKETING BUSINESS AWARDS 2019

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Recognising leadership, innovation and achievement in the application of ticketing across sports, performing arts, music, cinema, live entertainment and visitor attractions.

**TICKETING  
BUSINESS  
AWARDS**

# 2019 WINNERS

9 April 2019 • Emirates Old Trafford • Manchester

**WINNER**  
**TICKETING**  
**BUSINESS**  
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**2019**

## CAMPAIGN OF THE YEAR

*For the most effective ticket sales and marketing campaign – with emphasis on the innovative use of technology and digital channels*

and the award goes to...

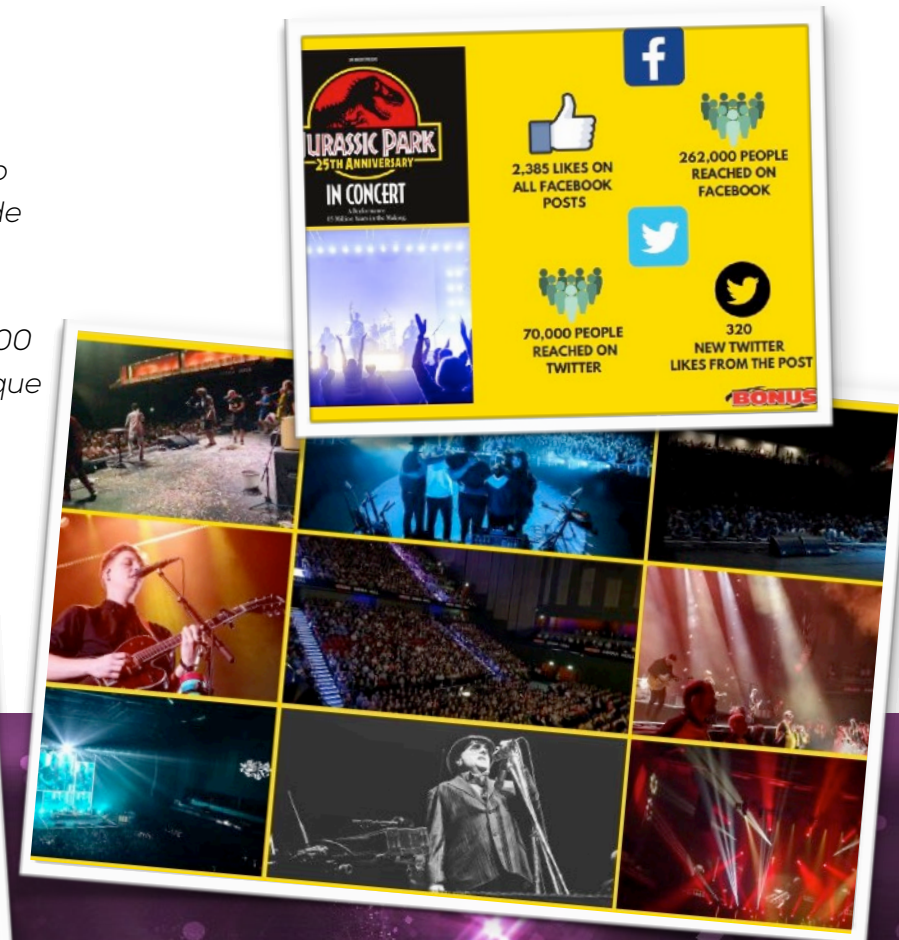
# "Open to All" venue launch - Bonus Arena, UK

### About our Winner

The Bonus Arena is a state-of-the-art, music and events complex with a capacity of up to 3,500 people. It will allow Hull to attract large corporate conferences, exhibitions and trade tours as well as major touring concerts, stand-up comedy, family shows and sporting events. The building is owned by Hull City Council and managed by SMG Europe. Targets were set to be achieved before the official opening last year: 20,000 Facebook likes, 15,000 recipients on the mailing list, 1,000 Instagram likes, 5,000 Twitter followers & 160,000 unique visitors to their website. The end result: 30,100 Facebook likes, 20,000 on the mailing list, 1,600 Instagram likes, 4,500 Twitter followers & 168,000 unique visitors to the website.

### The Finalists

- "Open to All" venue launch - Bonus Arena, UK
- "Calling all Zalgiris virgins" - Basketball Club Zalgiris Kaunas, Lithuania
- "Beautiful, The Carol King Story" - Ticketek/Michael Cassel Group/Her Majesty's Theatre, Australia
- "Ed Sheeran ÷ Stadium Tour Fan Engagement" - Kilimanjaro Live/DHP/AEG/FanFairAlliance/Victim of Viagogo, UK
- "MLS Cup Run: Breaking records to go all the way in Atlanta" - Atlanta United FC / Mercedes-Benz Stadium, USA
- "Amazon Prime Day" - London Theatre Direct, UK



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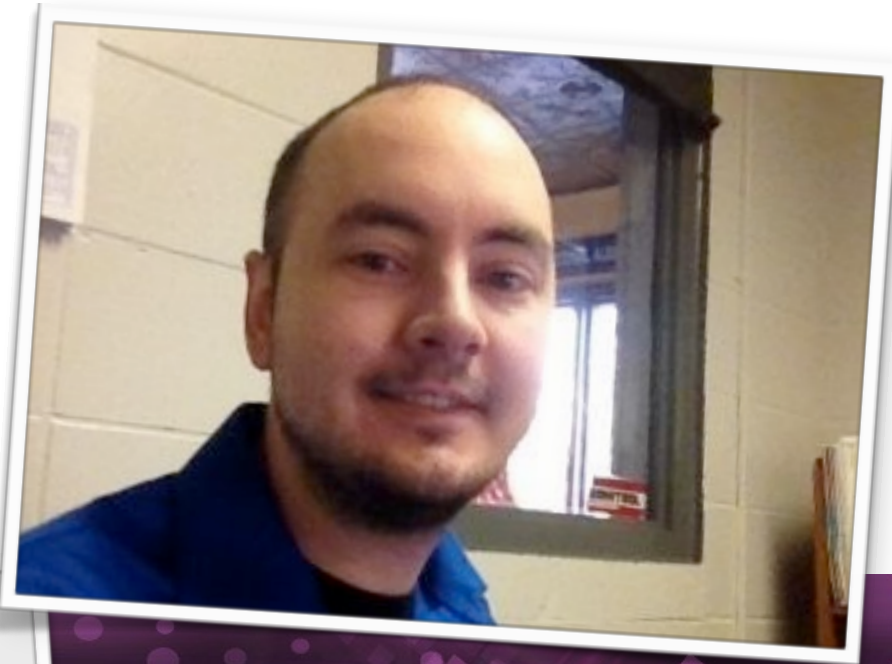
## **Michael Moravick, Box Office Manager, Ticketmaster for Tacoma Venues & Events, USA**

### **About our Winner**

*Multiple concerts went on sale while the Dome was undergoing a US \$31 million modernisation that included replacing every seat in the house. Working with CAD drawings and Excel files detailing the seating manifest, Michael Moravick competently built ticketing charts with seating locations that matched the end product precisely. Michael Moravick was nominated by a cast of appreciative peers at the Tacoma Dome and Greater Tacoma Convention Center. The Tacoma Dome is one of the top attended arenas in the world, presenting concerts, consumer shows, sporting events and more. The Greater Tacoma Convention Center is Washington State's second largest, hosting sporting competitions and trade shows.*

## **UNSUNG HERO AWARD**

*For an individual/team who delivers consistently outstanding service and results for an entertainment ticketing enterprise. Awarded to the quiet achiever(s), the ever-reliable 'behind-the-scenes' fixer(s) and the person(s) who 'just gets on with the job'*



### **The Finalists**

- **Michael Moravick, Box Office Manager, Ticketmaster for Tacoma Venues & Events, USA**
- Linda Mundy, Ticketing System Executive, Adelaide Festival Centre Trust, Australia
- The Customer-Focused Refunds Team - Ticketplan, UK
- Trevor Baughan, Client Service Representative, TixTrack, UK
- Tiggy Thompson, Client Services Manager - Music, Ticketmaster, UK



## IMPACT AWARD

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*For the best migration, upgrade, integration or new implementation project. Who's moved onto a new platform and really seen their revenues and retention rising? Who's really bringing their resources together by using smart tools and digital connectivity to wow their customers?*

and the award goes to...

# National Museums Liverpool's ticketing move - National Museums Liverpool/Gateway Ticketing Systems

## About our Winner

*Establishing an in-house ticketing system for the first time in the organisation's history, the team at National Museums Liverpool worked with Gateway Ticketing Systems in building an effective long term solution for their eight venues with exceptional commercial success thus far. Ticketing at National Museums Liverpool has reached a completely new level within the last 18 months. From establishing a brand new team and box office operation to selling over 600,000 tickets for its blockbuster China's First Emperor and the exhibition at World Museum, the organisation has achieved fantastic success commercially and its Box Office team have a bright future ahead as the ticketing system is rolled out across its eight venues.*



## The Finalists

- National Museums Liverpool's ticketing move - National Museums Liverpool/Gateway Ticketing Systems
- AULA Ticketing Platform - Oxynade/Radio SWH/Ticketingplatform(.)eu
- In-App Season Ticketing - Swansea City AFC
- AS Roma B2C Portal - Viva Tickets/AS Roma/3D Digital Venue
- Lancs Cricket Migration and Enhancements - Lancs Cricket/SecuTix/Two Circles/Pacifa Decision
- RFID & Cashless at AMP's Lost & Found Festival Malta - Event Genius/Ticket Arena

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and the award goes to...

**Stay22 Event**

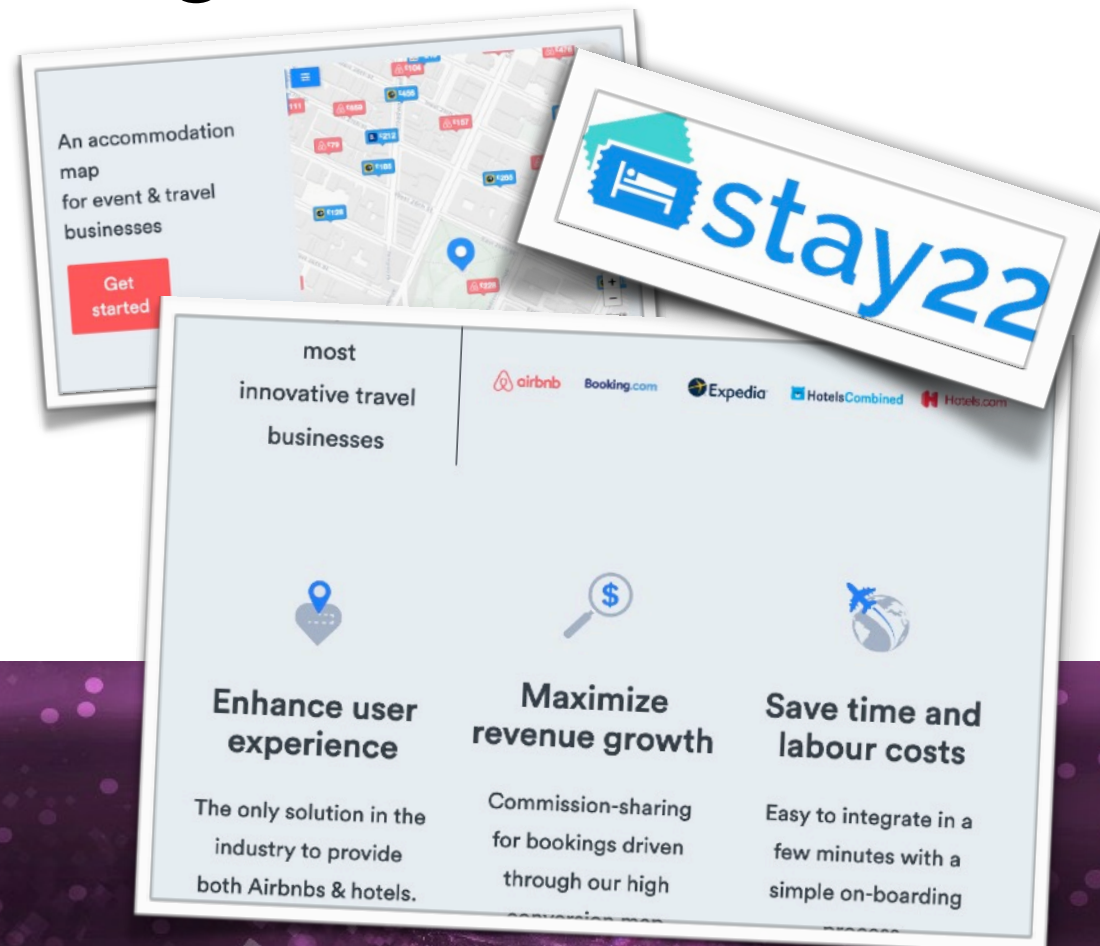
**Accommodation Plugin**

### About our Winner

With Stay22, businesses can provide their customers with over 6.5M accommodation options ranging from hotels provided by Booking.com, HotelsCombined, Expedia and many more, to houses, castles and igloos thanks to their partnership with Airbnb. We envision a seamless and simple experience, where booking a place to stay is as quick and easy as booking an Uber. Stay22 is the ONLY solution in the entertainment industry showing both Hotels and Airbnb side by side on one map. This unique feature allows Stay22 to drastically improve the user experience of event-goers looking for their perfect accommodation nearby the event's venue. Despite Stay22 being just two years old, their booking volume increased by 330% in 2018.

## DISRUPTOR AWARD

Disruptors share a common purpose: to create businesses, products and services that are better – less expensive, more creative, useful and impactful – as well as being scalable. Which new business is set to disrupt, or has already destabilised, the established ticketing order?



### The Finalists

- Stay22 Event Accommodation Plugin
- Aventus Public Blockchain Ticketing Protocol
- Tracer's Smart Ticket platform
- TicketSocket's Ice Cream Social affiliate promoter tool
- Nliven Partner Platform by TixTrack

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## CUSTOMER EXPERIENCE AWARD

Awarded to the service, initiative or enhancement to the ticket-buying customer experience – be that at purchase, on arrival, during or after the event. Who has the 'best box office' out there? What is really improving the way our customers purchase and consume their entertainment experience?

# Enhanced Stadium Entry with Digital Tickets and Mobile Wallets – Everton FC, UK

### About our Winner

Everton launched a campaign at the start of 2018/19 to revolutionise the way in which fans entered the stadium in order to provide an enhanced match-going experience, increase stadium entry speeds and deliver a notable reduction in fulfilment costs. It has delivered a 79% Season-on-Season increase in the usage of digital ticketing solutions – with mobile access alone delivering a 97% Season-on-Season increase. A focused communication campaign highlighting the expanded range of digital ticketing options was delivered through web, mobile app, SMS and email marketing at the outset of the 2018/19 campaign to raise awareness and change the ticket-purchasing habits of a well-established and loyal fanbase – with the objective of delivering a 50% increase in utilisation of digital ticketing options.



### The Finalists

- **Enhanced Stadium Entry with Digital Tickets and Mobile Wallets – Everton FC, UK**
- Fiserv Forum digital-first ticketing – NBA Bucks/TM Presence/Fortress, USA
- Our (Constantly Enhanced) Customer Journey – BookMyShow, India
- Customer Support team at Ticketswap – Mitchell van der Aar, Head of Support & The Support Team – TicketSwap, The Netherlands
- Simplified UX for Disney Tickets – Disney Tickets/Tixtrack, UK

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# Amazon Alexa Ticket Skill - London Theatre Direct

## About our Winner

*The London Theatre Direct skill on Amazon Alexa is a world first - the ability to book West End tickets using voice alone. Pushing ticket technology into the future, London Theatre Direct has done a terrific job creating and promoting the new Amazon Alexa skill. London Theatre Direct have pioneered ticket technology for almost 20 years and still continue to lead the way forward. This exciting new sales platform has been extraordinarily well received, as customers can now purchase theatre tickets to the biggest shows in London's West End using Amazon Pay for Alexa Skills.*

## PRODUCT INNOVATION AWARD

*Awarded for a product or service that has uniquely transformed and improved the way ticketing entities do business*



## The Finalists

- Amazon Alexa Ticket Skill - London Theatre Direct
- Cashless Venue Solution - PayinTech
- ExpoWare hybrid B2B/B2C Event Registration Solution - The Ticket Factory
- Integrated ticketing on Instagram - Eventbrite
- Fullhouse single seat re-targeting tool - TEG
- Yoti trusted identity platform - Yoti

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## INSIGHTS & ANALYTICS AWARD

For the best integration or application of data analysis and insights to an entertainment ticketing challenge...

and the award goes to...

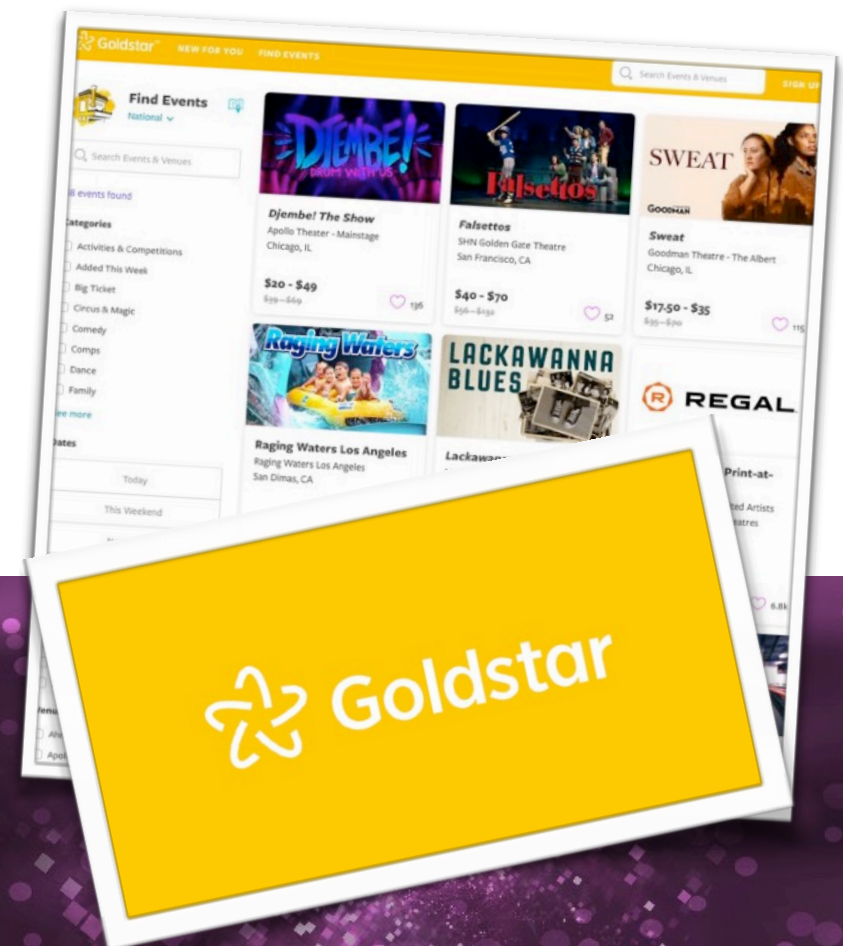
# Goldstar's Matchmaker AI, mass customisation of event recommendation

### About our Winner

Matchmaker is the most advanced A.I. engine for live entertainment, enabling mass customisation of truly individualised event recommendations at mass scale. Goldstar was the first organisation in the world to use AI for event recommendations all the way back in 2006, and they've since modified that initial engine for over a decade, learning an immense amount about what goes into effective recommendations to consumers for events. This year, leveraging that knowledge, they replaced the engine with a more flexible, more powerful engine that is the culmination of almost 2 years of testing and experimentation. The result is an engine that produces even more personalised and individualised suggestions from among the 4,000 or so events that Goldstar is selling at any given time.

### The Finalists

- Goldstar's Matchmaker AI, mass customisation of event recommendation
- TickX AI-powered, personalised discovery platform
- Activity Stream's Data Insights for Customer Interaction
- TicketSwap's Predictive models to identify fraudsters
- Smart Pricer date-driven pricing tools
- Ticketek Ignition™ API platform



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## EXECUTIVE OF THE YEAR

.....  
*For the leader, pioneer or visionary who has moved the ticketing sector to new heights. Awarded to the individual who has over-delivered in the past 12 months.*

and the award goes to...

# Simon Vickers, Director, Sales & Ticketing, Disney Tickets, UK

### About our Winner

*Simon's vision was for Disney to create its own direct to consumer platform that would ensure brand loyalty, provide the best guest experience and the highest level of Guest Services. In the space of two years Disney Tickets has become one of the market leaders in selling live entertainment product from across the Walt Disney Company portfolio - this includes Disney, Pixar, Marvel and Lucasfilm. The platform is one of the highest selling sales channels for its West End productions (The Lion King, Aladdin and Mary Poppins), for its UK arena tours of Disney On Ice and Disney In Concert, exhibitions and special events (across the UK). Simon is now looking at the global roll out of the Disney Tickets business. Additionally, in his other capacity Simon has led the way with Disney Theatricals revenue management and analytics work to maximise yield, maintain attendance levels and to grow the business.*



Disney

### The Finalists

- Simon Vickers, Director, Sales & Ticketing, Disney Tickets, UK
- Sonia Friedman, Producer & Founder, Sonia Friedman Productions, UK
- Donovan Ferreti, CEO, Eventim Brasil, Brazil
- Paulius Motiejunas, Director, BC Zalgiris Kaunas, Lithuania
- Julia Hartz, CEO & Co-founder, Eventbrite, USA
- Jonathan Lack, Senior Director of Ticketing, Milwaukee Bucks/Fiserv Forum, USA

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# TEG Australia

## THE TICKETING BUSINESS OF THE YEAR

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*The big one! Awarded to the best ticketing business in the business – be that a ticketing platform, service supplier, box office, venue, team, promoter, visitor destination, festival or rights holder. Which organisation has really taken its ticketing to a new level in the past 12 months?*

### About our Winner

*TEG is an integrated Ticketing, Live Entertainment and Data Analytics business and a market leader in the sports and entertainment industry. Every day TEG connects fans to experiences and customers with brands. TEG's foundations stretch back over four decades when Ticketek and the Dainty Group first began operations. Today, TEG has expanded into new markets, genres and capabilities. TEG has operations globally and is headquartered in Sydney, Australia. Most recently the firm has embarked on a journey to become the leading integrated ticketing business across Asia-Pacific.*

### The Finalists

- TEG, Australia
- BookMyShow, India
- TickX, UK
- SecuTix, Switzerland
- Gateway Ticketing Systems, USA
- Eventbrite, USA



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## OUTSTANDING ACHIEVEMENT

*This award recognises individuals who have shown exceptional commitment, service and leadership to the entertainment ticketing industry over a sustained period of time. (And no, they don't have to be retiring any time soon!)*



**Neils Henrik Sodemann, CEO &  
Co-Founder, Queue-it, Denmark**



**Camilla Ley Valentin, COO & Co-  
Founder, Queue-it, Denmark**



with thanks to...

## OUR JUDGES

*Thank you to our international judging panel for their support and commitment to TheTicketingBusiness Awards 2019...*



### Our Judges

- Georgia Bekyra, Head of Ticketing Operations, UK Athletics
- Akos Remetei-Filep, Head of Sales, Sziget Cultural Management
- Helen Hoban, Head of Ticketing, Silverstone Circuits
- Sian Hoggett, Head of Membership & Customer Relations Management, British Museum
- Ian Nuttall, Founder, TheTicketingBusiness
- Edwin Suk, CIO, Stadion Feijenoord
- Tim Chambers, Managing Director, TJChambers Consultancy