

Your exclusive preview to the sector's #1 global gathering...

It's the 13th annual

TICKETING BUSINESS FORUM

28-29-30 APRIL 2025 • EMIRATES OLD TRAFFORD, MANCHESTER

Connecting eCommerce
for entertainment
& experiences!

Incorporating the 9th annual

**TICKETING
BUSINESS
AWARDS**

RAISING FUNDS FOR

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TICKETING BUSINESS FORUM

MANCHESTER 28-30 APRIL 2025

Join us for the 13th annual gathering of...

...the live entertainment and experience sector's key thinkers, leaders and disruptors.

Launched in 2013, *The TicketingBusiness Forum* is the sector's only high-level, truly international networking and knowledge exchange event designed to address the specific needs of key executives engaged in the development and implementation of ticketing and eCommerce solutions for entertainment, events and experiences.

Drawing a C-level audience of 500+ experts from 40+ countries, the *Forum* is the world's leading business meeting for the sector.

This year's edition includes lots of discussion and demos at the *Forum*; plus an evening of celebration at *The TicketingBusiness Awards* - the industry's only awards to recognise leadership, innovation and achievement in entertainment ticketing.

Each year, we assemble a world-class speaker line-up to share, debate and navigate the future of live entertainment ticketing. In this preview, we've prepared a taster of what's planned for our 13th annual meeting.

We look forward to meeting you in Manchester this April!



Ian, Angelina, Christine, Hans
& *The TicketingBusiness* team

PS. Book your delegate pass before Friday 28 Feb for the Earlybird discount – saving £100 on the full rate. And don't forget that the onsite Hilton Garden Inn is the best place to stay if you want to reduce costs and maximise networking. But it always sells out! Flip to back page to book.

Share your attendance and news
with our 11,800+ LinkedIn colleagues
on @TheTicketingBusiness



Timeline & Overview

	The Marketplace	East Stage	West Stage	Special Events
Monday 28 th April	Event Setup	Event Setup	Event Setup	18.30-20.00 Ticketek International Welcome Reception
Tuesday 29 th April	08.00-18.00 Open for Networking	09.00-17.00 Conference Sessions		17.30-18.30 The Ticketing Business Awards 2025 18.30-20.00 Winners' Party
Wednesday 30 th April	08.30-15.30 Open for Networking	09.00-15.00 Conference Sessions 15.00-15.30 Prizes & Competitions		

The Marketplace



The place to do business! Our mini-expo and networking area where all breaks are hosted. We circle this busy space with interactive demo-pods to showcase the latest ideas and innovations.

The Conference



With 60+ speakers across multiple stages, the two-day conference is the key element of the *Forum*. The programme addresses the specific needs of leading executives in live entertainment ticketing – across sport, arts, music, cinema, festivals, attractions and experiences.

The Awards



Join us – with the shortlisted finalists – as we announce and celebrate the best of our industry at the ninth annual *The Ticketing Business Awards*

The Networking



Networking is at the heart of the *Forum*. We've programmed plenty of time to catch up with old friends and make new ones.

Who's Coming?

As ever, the *Forum* will host an outstanding audience of senior figures from the world of entertainment ticketing, alongside the industry's most innovative product and service suppliers. Here's a snapshot of the hundreds of organisations which attend the *Forum*:

- 3D Digital Venue
- Abbotsford Trust
- Assoc of Cultural Enterprises
- Acquired.com
- AEG Presents / AEG Live
- Alloc8/FourthWall
- Alpha Agency
- APT SKIDATA
- Arenamatrix / Tech4Team
- Arts Council England
- ASM Global
- Assembly Festival
- ATG
- Axess AG
- AXS Europe
- Baltic Ticketing OU
- Bath Rugby Club
- Bayer 04 Leverkusen
- Bemils srl
- Bilesu Paradise
- Birmingham City FC
- Blackpool Grand Theatre
- Blue Light Card Tickets
- Blue Man Group
- Brighton & Hove Albion FC
- Brighton & Hove Museums
- Burgopack
- Capital Theatres
- Cedar Packaging
- Chester Race Company
- CMSA Consultancy
- Colours of Ostrava
- Cover Genius
- CTS Eventim Netherlands
- CTS Eventim
- De Singel Arts Centre
- Deezer
- Dewynters
- Digonex
- Dora Jakob
- easy-connect / Ticket Gretchen
- E-Kent Com
- Edgbaston Stadium
- Elbphilharmonie Hamburg
- Elite Ice Hockey League
- EMG Media & Marketing
- England Netball
- Entrio
- ERGO Reiseversicherung
- Estac
- EVENTIM UK
- Events54
- Everton FC
- Expian
- FC København
- Fever
- Feyenoord Rotterdam
- FIFA
- Fixr
- Frameless
- Future Ticketing
- GET Protocol
- Glosancon - Sports
- Goldenvoice
- Grande Experiences
- Harry Potter & the Cursed Child
- HID Global
- ID&C Band
- Intix
- Janam Technologies
- Justtikit
- Juventus FC
- Kaizen Ticketing
- Kilimanjaro Live
- Kulturplanner
- KX Tickets Ltd
- Lancs Cricket
- Layered Reality™ Experiences
- Leicester City FC
- Line-Up
- Live IT
- Live Nation
- Liverpool FC
- Lovetovisit
- LW Theatres
- MatchPoint Group
- Mike Burton Group
- Music Venue Trust
- MYCOMM
- National Museum of Royal Navy
- Natural History Museum
- nolock
- Nuvei
- Odeon
- On Location
- Onebox Ticket Distn System
- Opus One SA
- P1 Travel
- PACIFA decision
- Paris La Defense Arena
- Philharmonie Luxembourg
- pmthibault Consultants
- Proactiv Entertainment
- Professional Darts Corporation
- Protect Group
- Queue-it
- Raymond Gubbay (Sony Music)
- Redeam
- Reservix
- Revolugo
- ReWork Consulting
- Roboticket
- Rockhal
- Roncalli
- Royal Museums Greenwich
- Royal Opera House
- Schmidts Tivoli Theatre
- Scottish Event Campus
- Seat Unique
- SeatGeek Enterprise
- SeatMap.Pro
- Seats.io
- SecureMyBooking
- SECUTIX
- Singapore Sports Hub
- SKIDATA
- Society of London Theatre
- Software Country
- sonder.mut
- Sonia Friedman Productions
- Sound City
- Southbank Centre
- Sport and Music Limited
- Sports Events 365
- Sports Travel & Hospitality UK
- Stage Entertainment NL
- Stuttgarter Kickers
- Sunderland AFC
- TEAMcard
- The Mission
- The O2
- The Postal Museum
- The Tate Gallery
- Ticketblaster
- Ticketek - UK
- Ticketmaster Sport
- Ticketmaster UK
- Ticketmaster
- TicketOne
- TicketPlan
- Tickets for Good
- Tickets.com
- Tiketti
- tixbase
- Tixel
- Tixly
- Tixr
- Tixstock
- TixTrack
- TJChamber
- TLS - Boca Sys
- Tomorrowland
- Total Ticketing
- Travel Connection Leisure
- UK Parliament
- Utilita Arena Newcastle
- Valencia Basket Club
- Valencia CF
- viagogo
- VisitOne
- Vivaticket
- vivenu
- Walton Arts Center & Walmart AMP
- Warwickshire CCC
- Wiremind
- WRU (Welsh Rugby Union)
- Xperiology
- XS2Event
- Yacooba
- Yuno Travel





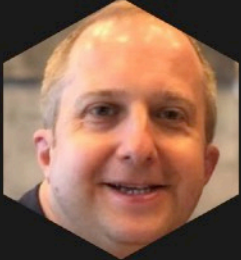











Get on
the list at
#TBF25

...and so many, many more

Check [here](#) for attendance updates

A Host of Experts & Leaders

We're thrilled to host such a fantastic line-up of expert advisors, speakers, panelists and judges for this year's *Forum*

 <p>Kat Voss Ticketing Manager Canberra Theatre Centre</p>	 <p>Claire Bartley General Manager Ticketek UK</p>	 <p>Gabriela Gandolini Director of Customer Strategy and Retail UK Parliament</p>	 <p>Will Page Founder Pivotal Economics</p>
 <p>Nigel Shipley Head of Commercial Performance ODEON Cinemas</p>	 <p>Pauline Williams The Eden Park Trust Ticketing Manager</p>	 <p>Fran Campaña Ticketing Director Proactiv Entertainment</p>	 <p>Jimmy Adams Marketing and Partnerships Manager Professional Darts Corporation</p>
 <p>David McKay Co-Founder & CEO Seated</p>	 <p>Jack Kenn Managing Director Blue Man Group</p>	 <p>Cat Nunes Ticketing & Insight Manager The Postal Museum</p>	 <p>Kevin Wright Head of Commercial Projects London Natural History Museum (NHM)</p>
 <p>Shah-Zeib Ahmed Director Glosancon - Sports</p>	 <p>Tobias Fernau Head of Ticketing & Customer Service RB Leipzig</p>	 <p>Su Jella Director of Data/Insights Tennis Australia</p>	 <p>Willem-Jan Brabers Owner Yuno Travel</p>

Advisors, Speakers & Judges



Lucy Chillingworth

Global Director
Ten Lifestyle Group



Manuel Barberá

Senior Manager; Ticketing, Hospitality
& Customer Experience
EuroLeague Basketball



Brian Fenty

CEO and Co-Founder
TodayTix Group



Ingrid Sutej

CEO & Founder
Idilli Live and Temple Live
Entertainment



James Charrington

CEO
Dewynters



Suzi Arkley

Group Managing Director
Temple Live Entertainment and Idilli
Live



Vikram Rajkumar

Account Director
Satisfi Labs



Lesley Zhang

Managing Director
The Creative China



Steve Zapp

Live Booking Agent
International Talent Booking



Min-Jung Lin

Product Designer
ATG Entertainment



Jerome Thibaud

Fractional Engineering Leader
Independent Consultant



Griselda Foguet

Director of Corporate Hospitality
Dorna Sports (MotoGP)



**José Ignacio Sanchez
Butragueño**

Managing Partner
Braintrust Hospitality



Jasper Hope

Opera & Broadway Advisor
The Royal Commission for Riyadh City



Jim McCarthy


Founder
Impresario Strategic Growth Service



Simon Weber

Co-Founder
vivenu

Advisors, Speakers & Judges

 <p>Emily Tuffin General Manager Sports Travel & Hospitality UK (STH UK)</p>	 <p>Blake Tatroe Blake Tatroe Theatre & Touring</p>	 <p>Tim Chambers Mentor, Advisor & Consultant TJChambers Consultancy</p>	 <p>Carolyn Sims Director CMSA Consultancy</p>
 <p>Hugh Gledhill Marketing Strategy Director Layered Reality™ Experiences</p>	 <p>Chris Carey Founder FastForward (FFWD)</p>	 <p>Edwin Suk Group IT Director Stage Entertainment NL</p>	 <p>Georgia Bekyra Event & Ops Consultant Independent</p>
 <p>Katy Raines CEO Indigo</p>	 <p>Mark Brooks Head of Commercial Operations Elite League</p>	 <p>Martin Austin MBE Managing Director Nimbus Disability</p>	 <p>Paolo Monguzzi Head of Stadium Revenue & Entertainment Juventus FC</p>
 <p>Sarah Bagg Founder and CEO ReWork Consulting</p>	 <p>Phillipa Hicks Head of Product & Co-Founder Seat Unique</p>	 <p>Tom Dawson Director of Digital Association for Cultural Enterprises</p>	 <p>Matt Rothman International Business Development Satisfi Labs</p>

Sessions & Topics

Here are a few examples of some of the unique sessions, panel discussions and case studies at this year's #TBF25 but first meet a fantastic band: *The Advisors*...

Introducing... THE ADVISORS

Building the playlist. Spinning the tunes



This year, we're handing the reins to our newly-formed Programme Advisory Panel – aka *The Advisors* – an elite band of industry leaders who bring unrivalled insights into every facet of discovery, sales, and customer engagement. They're shaping an agenda that's bold, practical, and future-focused:

- Carolyn Sims, Director, CMSA Consultancy;
- Chris Carey, Founder, FastForward (FFWD);
- Edwin Suk, Group Director IT, Stage Entertainment NL;
- Emily Tuffin, General Manager, Sports Travel & Hospitality;
- Griselda Foguet, Director of Corporate Hospitality, Dorna Sports (MotoGP);
- Hugh Gledhill, Marketing Strategy Director, Layered Reality™ Experiences;
- Jasper Hope, Opera & Broadway Advisor, The Royal Commission for Riyadh City;
- Jerome Thibaud, Independent Consultant;
- Jim McCarthy, Co-Founder & CEO, Impresario Strategic Growth Service;
- Katy Raines, CEO, Indigo;
- Lesley Li Zhang, Managing Director, The Creative China;
- Mark Brooks, Head of Commercial Ops, Elite League;
- Martin Austin MBE, Managing Director, Nimbus Disability;
- Paolo Monguzzi, Head of Stadium Revenue & Entertainment, Juventus FC;
- Sarah Bagg, Founder, ReWork Consulting;
- Shah-Zeib Ahmed, Director, Glosancon-Sports;
- Su Jella, Director of Data/Insights, Tennis Australia;
- Tim Chambers, Managing Director, TJChambers Consultancy;

And the list continues >>>

KEYNOTE: THE FUTURE OF TICKETING

Taking a Customer-Centric Approach

The most memorable experiences start with a simple easy-to-use ticket purchase journey. Through their choice of partner and platform, too many organisations are losing out on the opportunity for more revenue, customer data and, ultimately, control of their brand. This presentation explores how event owners can be empowered by their very own primary platform. 🟡



Register online at #TBF25

DYNAMIC PRICING: REAL RESULTS

Getting it Right. First time. Every Time.

Twenty-five years on from the first iterations in entertainment ticketing, dynamic pricing solutions have now 'come of age' across our sector. These automated and customised platforms have consistently delivered strong results across a variety of markets and business conditions. Double-digit percentage growth in revenue in the first year of dynamic pricing is common.

But effective pricing strategy is about more than just near-term revenue maximisation. There is a need to balance revenue growth with your other business objectives such as community accessibility, managing attendance to desired levels, and long-term customer loyalty. What are the last remaining barriers to industry-wide adoption? 🟡

Sessions & Topics continued

PANEL: DRIVING DEMAND AT THE GET-GO

Why presales are the new onsale

In today's live landscape, presales have become more than just an early ticket-buying opportunity—they've fundamentally reshaped how artists, venues, and promoters make critical decisions about their events.

This panel will explore how presales are effectively becoming the "new onsale" by leveraging data, driving marketing strategies, and fostering deeper fan engagement.

From using presale registrations to gauge demand and optimise pricing, to identifying and rewarding top fans with the best seats and blocking touts, to enabling sponsors to create high-value marketing opportunities, presales have evolved into a key decision-making and revenue-driving tool.

Additionally, presales provide an unprecedented opportunity to collect first-party data, empowering stakeholders to reengage fans who don't convert during the onsale period. Join industry experts as they share real-world examples of how presales are transforming the ticketing industry. 🟡



FIRESIDE TALK

Culture, Tech and The Mousetrap

Brian Fenty, CEO & Co-Founder, TodayTix Group



We are delighted to announce that Brian Fenty, CEO and Co-Founder of TodayTix Group is one of our keynote speakers this April.

TodayTix Group is a global media and cultural eCommerce company that powers connection between audiences and the world's best live entertainment. Using rich data, human technology and an unparalleled network of members in both scale and texture, Brian has overseen and directed how TTG is redefining how audiences discover and connect with culture around the world.

For over 10 years, Brian has explored the intersection of technology, commerce, and culture, leading a portfolio of brands including TodayTix, Secret Cinema, Show-Score, Encore and more.

A lifelong entrepreneur, investor, and Tony-Nominated Broadway producer, Brian has a passion for unlocking greater access and diversity for the arts and culture sector.

He started his career with the New York Yankees, where he launched innovative marketing and ticketing initiatives, and later became Managing Director at Hamilton Investment Partners, a New York-based Private Equity firm.

Brian is also the Owner and Producer of Agatha Christie's *The Mousetrap* – the world's longest running show. And we'll be asking him about that too! 🟡

Sessions & Topics continued

And meet... THE ADVISORS: PART II

More players on this year's line-up



Latest additions to the 30+ band members of *The Advisors* all-star line-up include:

- James Charrington – CEO, Dewynters (the kings of entertainment brands and marketing);
- Georgia Bekyra – Ticketing, Event & Ops Consultant (drawing on her work with clubs and major events including Panathinaikos FC, Warwickshire CCC, UK Athletics, Everton FC and Arsenal FC);
- Min-Jung Lin – Product Designer, ATG Entertainment (a UX mentor and expert on those booking flows);
- José Sanchez Butragueño – Managing Partner, Braintrust (pricing and yield management expert);
- Blake Tatroe – Independent Theatre Consultant (years of commercial theatre touring in new markets);
- Steve Zapp – Live Booking Agent, International Talent Booking (bringing the artist perspective to gig sales and marketing);
- Jeanene Valentine – Vice President of Ticket Sales, San Diego Seals (with an unparalleled track record of opening – and selling out – new stadiums across North America);
- Ingrid Sutej – CEO & Founder, Temple Live Entertainment and Idili Live (the boutique events promoter, theatre producer and exhibitions presenter – including *Mamma Mia! The Party*, *ABBA Super Troupers the Exhibition*, and a variety of theatrical musicals in the UK and internationally, both traditional and immersive);
- Suzi Arkley – Group Managing Director, Temple Live Entertainment and Idili Live (the live entertainment specialist that's worked with Barclays ATP World Finals, The Sundance London Film Festival, Country 2 Country and even launched the world's first arena roof climb).

With their combined knowledge, we're delving deeper than ever into the entire ticketing and entertainment eCommerce ecosystem. Our thanks to them all! ●

INSIGHTS: FROM RESEARCH TO REALITY

User-Centric Ticketing Experiences

This year's *Forum* will include rare insights into building the best booking flow.

This session will draw on the latest customer research and industry comparisons which informed the customer journey design for one of the world's foremost live entertainment producers and venue operators.

Your learnings from this will include:

- The importance of user-centred design in ticketing.
- Common UX challenges in the ticketing journey.
- How UX research uncovers user needs and pain points.
- Balancing user experience with business objectives.
- Real-world case study: Transforming digital ticketing through research-driven design.
- Future trends in ticketing UX and actionable takeaways. ●

Optimising booking flows and smoothing eCommerce



INSIGHTS: THE PSYCHOLOGY OF PREMIUM

What Drives High-Value Ticket Buyers?

We'll be exploring the emotion (and the economic) rationale of premium customers. What really drives these high-value ticket sales?

We'll also look into pricing strategies that maximise revenue without alienating customers, the add-ons that really help convert – and update on the power of FOMO (Fear of Missing Out) to balance exclusivity. ●



Sessions & Topics continued

GUEST SPEAKER: DATA & AI

Learnings in Business Transformation



Off the back of record-breaking attendance at its Australian Open, Tennis Australia has amassed even more data on its audiences, sponsors and partners. But how does an organisation collate, store and utilise this information to improve its offers, its relationships and its own business processes?

Who better to provide some answers than **Su Jella, Director of Data/Insights at Tennis Australia!**

At #TBF25 Su will delve into the lessons of driving data and artificial intelligence (AI) projects to reshape modern businesses. Her talk will cover the following key areas:

- **Introduction to Data and AI:** An overview of what data and AI are, including definitions and basic concepts.
- **Importance of Data in Business:** How data is collected, managed, and utilised to make informed business decisions.
- **Case Studies:** Real-world examples of businesses that have successfully transformed their operations using data and AI.
- **Challenges and Solutions:** Common challenges faced by businesses in implementing data and AI solutions and strategies to overcome them.

We're delighted to have Su's experience and expertise at this year's Forum: she's a visionary leader and has received numerous prestigious awards, including being named among the *Global Top 100 Innovators in Data and Analytics*, winning the *Women in AI (Asia Pacific)* award, and being listed as one of the *Top 25 Leaders in Australia*. 🟡

INNOVATION SHOWCASE

Six new ideas. Seven minutes each.

This ever-popular session showcases the latest technology innovators – all delivered in the proven *Pecha Kucha* quickfire format to maintain the pace and energy in the session.

What's around the corner for ticketing and eCommerce for entertainment? These speedy presentations offer a glimpse into the latest developments and those to come in the future. 🟡



TOURISM, TRAVEL & TICKETING

Flight. Hotel. Insurance. Entertainment?

TheTicketingBusiness.com continues to report extensively on the rise of partnerships between airlines, discovery sites, online marketplaces and entertainment ticketing inventory. We've seen API development *en masse* by leading online travel destinations which offer the opportunity to sell tickets to a world of travellers and tourists.

How do we best maximise the enormous opportunities around global sports and entertainment tourism? 🟡



Sessions & Topics continued

TICKETING WITH A HEART

The growth of 'ethical ticketing platforms' and the rise of the B Corp entertainment business



Everybody looks for someone to blame when things go wrong – and invariably the ticketing provider is there to take the heat and headlines.

Our sector has long been the 'lightning conductor' for all fan frustrations, ticketing dilemmas and service issues.

But recently, we've seen the growth in 'platforms with a purpose': ticketing software that does more than sell tickets. From 'ethical resale' and carbon offsetting to charitable and community donations, the proponents of these platforms argue that they are 'doing good by ticketing'. Alongside these developments, we've witnessed more organisations embracing the broader performance measures of B Corp certification.

B Lab certification is a third-party standard requiring companies to meet social sustainability and environmental performance standards, meet accountability standards, and be transparent to the public according to the score they receive on the assessment. B Lab certification applies to the whole company across all product lines and issue areas.

What differentiates these businesses from the rest of the market? Is such certification beneficial to business growth? Or is this just a branding exercise in how to differentiate one platform from others out there? ●



MEMBERSHIP, LOYALTY & REWARDS

Building Communities. Connecting Customers. Gaining Insights

The fanbase is the foundation of any sports or entertainment business. Today, enlightened organisations are embracing the data-driven culture of other consumer businesses and turning their attention to knowing their fans better, communicating more effectively and re-energising their memberships. ●



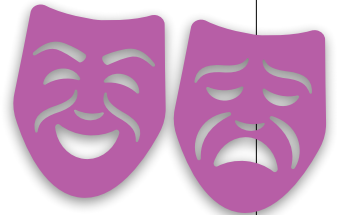
THEATRE & PERFORMING ARTS

From Transaction to Storytelling

Today's audiences (and our future customer base) are increasingly defined by people who are digital first.

These customers demand and expect a slick, mobile-first shopping experience across their lives – and buying a ticket to a show is no exception.

But how do you reconcile this growing band of *digitati* with the shrinking demographic of traditional buyers? Are we looking in the right places for our future loyal customers? Or do we have to accept that the 'old ways' of arts marketing are behind us now. ●



Sessions & Topics continued

PANEL: MEASURING FOR SUCCESS

(How) Do You Know What's Working?

The pressure on ROI from marketing budgets has never been greater – and there is a vast array of tools available to track and measure marketing effectiveness – from clicks to conversion. But how do you determine what's really working? How do you cut through the data and noise to get tangible, actionable insights that will deliver improvement? Our panelists share their approaches and views on:

- How ticketing platforms are equipping clients with tools to improve their marketing without the costs of external agencies or third-party channels;
- How performance-based automation platforms are efficiently (and effectively) allocating cross-channel advertising on social media and search – delivering measurable results in real time;
- Case studies where creativity and analytics have been combined in marketing campaigns to maximise ticket sales. ●



THE BIG DEBATE: PRICE - THE FINAL FRONTIER *Yield Management, Dynamic and Surge Pricing*

How are you setting prices? It's ever more apparent that there's no single, industry-wide, standardised approach to pricing. This session examines the different approaches available to pricing and the sector's where they are most prevalent. What can the entertainment sector learn about pricing from its counterparts in retail, travel and hospitality? We'll look at revenue management frameworks, and commercial strategy optimisation to maximise revenues. And when/how should they be deployed? ●

SPECIAL: CONVERSATIONAL COMMERCE

Applying AI Chat to Touchpoints

Conversational AI marketing is transforming how customers interact with your events and offers. A range of solutions now provide consistent and scalable conversations across multiple digital channels. This allows your guests to receive on-brand messaging that builds trust and fosters loyalty towards your brand. As we move away from FAQs, AI Chat solutions can empower your sales and marketing teams. By doing the repetitive, mundane and heavy lifting of customer service – especially during peak events and seasons – these platforms can boost staff morale and enhance productivity. ●

Explore conversational commerce at #TBF25

PANEL: AI-DRIVEN MARKETING

Power to the People?

We return to one of our most talked-about sessions from last year to revisit the growing role of AI in entertainment marketing. From the creation of visuals and campaign messages, through to segmentation and pricing tools, a huge range of AI-powered tools now exist for the entertainment marketeer.

Which of these platforms and solutions are working? Which ones should be given a wide berth? Where is the most effective ROI on implementation? And are we all out of a job in the next few years? ●



And this is just a taster of what's planned this April

The Ticketing Business Awards 2025

We'll be recognising the finalists and announcing the winners of *The Ticketing Business Awards 2025* at the end of the conference sessions on Tuesday 29th April – and then celebrating with them all at the Winners' Party

THE #TBA25 CATEGORIES

CAMPAIGN OF THE YEAR

IMPACT AWARD

DISRUPTOR AWARD

GUEST EXPERIENCE

PRODUCT INNOVATION

INSIGHTS & ANALYTICS

MOVERS & SHAKERS

UNSUNG HERO

EXECUTIVE OF THE YEAR

TICKETING BIZ OF THE YEAR

OUTSTANDING ACHIEVEMENT

Check [here](#) for further details.



Last year's Awards recipients celebrating at *The Ticketing Business Forum*

AWARDS TIMELINE

The Ticketing Business Awards 2025 key dates:

- Wed, 8 Jan 2025 – #TBA25 Judging Panel announced
- Mon, 13 Jan 2025 – Nominations Open - with a *Donation* for every Nomination to Emergency
- Fri, 31 Jan 2025 – Nominations Close (midnight GMT)
- Mon, 17 Feb 2025 – Shortlists announced
- Tues, 29 April 2025 – Winners Announced at #TBF25

The Marketplace

The Marketplace is our mini-expo area showing all the latest innovations and solutions for the entertainment ticketing sector. Each year we curate a selection of specialist suppliers to showcase what they do on our Plug'n'Play demo pods. Featuring product demonstrations, lots of interaction and open debate, *The Marketplace* hosts all of the coffee, lunch and networking breaks. It really is the best place on the planet to grow your ticketing business!

[Apply here](#) if you would like to showcase your product or service in this year's #TBF25 Marketplace.



Sponsors & Partners

With thanks to our world-leading 2025 sponsors, partners and exhibitors including:



The Hot Ticket Guestlist

Our Hot Tickets programme brings to the *Forum* representatives from leading organisations which are evaluating upgrades to their ticketing, CRM, payment, membership or digital marketing platforms in the next 12-18 months – and will therefore be 'shopping around' on site. Here's a selection from our 120+ *Hotties* for 2025:

- Head of Retail, Diageo Irish Brand Homes
- Business Manager, Canberra Theatre Centre
- Head of Audiences, Marketing & Sales, Blackpool Grand Theatre
- Ticketing Services Manager, Usher Hall
- Head of Customer Contact Centre, UK Parliament
- Pricing and Revenue Analyst, ATG Entertainment
- Ticketing Operations Manager, Ryder Cup
- Director of Venue Commercial Development, Leicester City FC
- Ticketing Manager, First Direct Arena
- Group Director IT / CIO, Stage Entertainment
- Partners and Guests Ticketing Manager, European Tour Group / Ryder Cup
- Director of Ticketing & Hospitality, FIFA
- Director of Customer Strategy and Retail, UK Parliament
- Venue Sales Manager, Burnley FC
- Ticket Office Manager, Bath Rugby Club
- Director of Corporate Hospitality, Dorna Sports (MotoGP)
- Ticketing Manager, Kilden Theater and Concert Hall
- Ticketing Manager, Northampton Saints RFC
- Marketing Director, Layered Reality™
- Sales & Customer Engagement Manager, Blackpool Grand Theatre
- CEO & Founder, Temple Live & Idili Live
- Premium Membership Account Manager, Warwickshire CCC / Edgbaston Stadium
- Opera & Broadway Advisor, The Royal Commission for Riyadh City
- VP of Ticket Sales, San Diego Seals
- Head of Ticketing Operations, ATG Entertainment
- Head of Ticketing, B:Music
- Operations Director, Emirates Old Trafford
- Head of Service - Heritage, Cultural Venues, Museums & Galleries, City of Edinburgh Council
- Ticketing Product Management Team Lead, FIFA
- Ticketing Manager, Canberra Theatre Centre
- Head of Sales & Marketing, Cadogan Hall
- Business Improvement, Canberra Theatre Centre
- Business Manager, ATG Entertainment
- Head of Commercial Projects, Natural History Museum
- Ticketing Executive, Silverstone Circuits
- Senior Events and Ticketing Officer, B:Music
- Product Owner, AFC Ajax
- Marketing & Ticketing Director, Northampton Saints
- Head of Technology Delivery, Manchester United FC
- Senior Manager - Ticketing, Everton FC
- Membership Manager, Eden Park Trust
- Product Designer, ATG Entertainment
- Director of Ticketing, The O2
- Ticketing, Hospitality & Customer Experience Senior Manager, Euroleague Basketball
- Head of Commercial, Elite Ice Hockey League
- Ticketing Manager, Silverstone Circuits
- Ticketing & Accreditation Manager, FIBA
- President, Cistula Tulipp Group
- Head of Commercial Performance, ODEON Cinemas
- Audience Experience Manager, Barbican Centre
- Head of Stadium Revenue, Juventus FC
- Ticketing Manager, Eden Park Trust
- Director, Cuffe & Taylor
- Head of Tickets & Memberships, Wrexham AFC
- Tech Lead – All In, Arts Council England
- Ticketing Finance Consultant, FIFA
- Head of Touring Experiences, Grand Experiences
- President, Garden City Pantheons
- Ticketing Manager, England
- Head of Venue IT, Aviva Stadium International
- Senior Teamlead Ticketing, Aviva Stadium International

Explore the latest ideas & innovations @ #TBF25

[Apply here](#) if you would like to be considered for the #TBF25 Hot Ticket guestlist.

Destination Manchester

Youthful, diverse, energetic and bursting with character, Manchester is one of the most exciting places to visit in the UK right now where everybody and anybody is warmly welcomed. And 2025 is the year to visit!

Manchester has been named as one of 25 global destinations to be included in the *Where to Go* list by prestigious US travel publication AFAR, has been named in the *New York Times' 52 Places to Go* list and is the only UK city in National Geographic's influential '*Best of the World*' list which sets out 25 of the must-see places to visit around the globe.

TRAIN – With three mainline rail stations, the city is well-connected with the rest of the UK with trains to/from London in just two hours.

ROAD – Manchester is well-connected to the rest of the UK via excellent motorway links.

AIR – With three terminals handling over 22m passengers each year, Manchester Airport is the global gateway to the North of England, and the third largest airport in the UK. More than 60 airlines ensure Manchester is directly connected to over 200 destinations around the world. For competitive airfare options to Manchester visit [Skyscanner](https://www.skyscanner.com).

To enhance your stay with events and culture, check out [VisitManchester](https://www.visitmanchester.com).



The Venue



The *Forum* and *Awards* will be hosted at Emirates Old Trafford – the world-famous home of Lancashire Cricket. With over 3,600m² of floor space, 38 meeting rooms, over 600 on-site parking spaces, excellent transport links and a recently-extended 250-bedroom Hilton Garden Inn on site, Emirates Old Trafford has proven to be the ideal venue for the *Forum*.

Free onsite car parking is available for all attendees. A taxi from Manchester Airport takes approximately 20-25 minutes. The Metrolink tram stop at the stadium connects to the city's three key rail stations, with trams every few minutes.

Make the right
connections at #TBF25!

How to Register

Apply for your delegate pass online [here](#). If all's good then we will issue an invoice and email your delegate registration. The invoice can be paid via the credit card payment link or BACS/IBAN transfer.

DELEGATE PACKAGE

The full delegate package includes:

- Access to all Forum conference sessions including breakouts and panels* on (29 & 30 April);
- Access to *The Marketplace* mini-expo, both days;
- A ticket to the Ticketek International Welcome Reception (evening 28 April);
- A ticket to the #TBA25 Awards & Winners Party (evening 29 April);
- Printed programme including full attendance list;
- All networking lunches and coffee/tea breaks across both conference days;
- Discounted hotel rate at the on-site Hilton†;
- Post-event presentation/video downloads;
- Privileged access to online information and discussions pre- and post-Forum.

DELEGATE FEE

- Super Early Bird (before 13 Dec) SOLD OUT
- **Early Bird rate (before 28 Feb):** £695 - saving **£100** on your registration:
- Full rate (from 1 March): £795

GROUP DISCOUNTS

Group Discounts are available for 3+ delegates booked on a single invoice from the same organisation. Request your Group Discount rate [here](#). All prices ex VAT if applicable.

Get in Touch



TicketingBusinessForum.com



Questions? Email us here



+44 (0)1903 741123

[Mon-Fri 09.00-17.00 GMT]



Questions?
Let's talk!