

— Eventbrite —

Director's Guide

TO

EVENT EXPERIENCE

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Memorable experiences create relevant events.

A great event isn't something people want to experience just once. When an event is truly great, your attendees will want to come back, bring their friends, and relive those moments and feelings year after year.

Last year, four out of five Americans attended a live event, ranging from entertainment focused experiences like music concerts and beer festivals, to more cause-related events like marches and rallies.¹

But not every event promises an intriguing enough experience for discerning event-goers. The recent failures of several new festivals have proven this to be true.

“At the end of the day, you can't just book the best acts or have great headliners,” says Tommy Goodwin, the director of global field services at Eventbrite.

As an event producer with 20 years of experience who currently helps hundreds of events each year run smoothly, he knows what makes an event experience stand out — or fall flat. “People want to invest in a space they feel connected to for a long period of time — that's how you achieve longevity as an event.”

For your event to be a lasting success — whether in its first year or its tenth — you need to think beyond entertainment. You need to forge a connection with your attendees. If you don't, the future of your event is at risk: In a survey of 1,000 festival fans, 53% said the “uniqueness of the experience” is a key factor in their decision to attend an event. ²

But the downfall is even worse if you attract people to your event and then let them down with the experience onsite. If your marketing sells more than you deliver — or, just as dangerous, if you don't deliver more than you've sold — your brand and your business won't survive in a competitive events market.

So, how do you create an event experience that nurtures an attachment with attendees? First and foremost, you need to make sure you nail the elements attendees need: short lines, easy payments, clean bathrooms.

Once you eliminate the most common sources of frustration, you can start to think about what attendees want out of the experience. How can you provide what they want before they think to ask for it? It's only once you've put the finishing touch on these elements that you can dream big and ask: what will make attendees love your event?

This guide is for:

Event directors, founders, and owners who want to secure their event's future for years to come, by delivering attendees a truly differentiated experience.

You'll learn how to:

- Build the foundation for a frustration-free event
- Craft customized, hyper-relevant event experiences
- Fund an advanced experience through innovative, mutually beneficial sponsorships
- Become an event that attendees come back to every year

The best experience in the world doesn't matter if your attendees are stuck in long lines and can't enjoy it. Even if they have a fabulous time once they're inside, it's the long line that they'll remember — and post on social media about.

Before you go above and beyond crafting your event experience, you need to make sure you nail the basics. “The first question every organizer should ask is, ‘What do my attendees need?’” Goodwin says. “They need to get in fast, to buy drinks and food quickly with whatever payment method they have, and watch their favorite acts and entertainment without the area feeling overly crowded.”

Here are the foundational elements you need to have in place.



**PRO
TIPS**

If you're building your onsite strategy from scratch, learn how to identify your event's requirements, choose your resources, and execute in this complete guide to [creating a winning onsite logistics strategy](#).

Get attendees inside quickly

Paper lists and in/out clicks are a hassle for your team and your guests. Instead, rely on [ticket scanning and check-in tech](#) to get the job done. The training process for your team will be a breeze, and they'll even be able to streamline customer service functions, like looking up orders and issuing refunds.

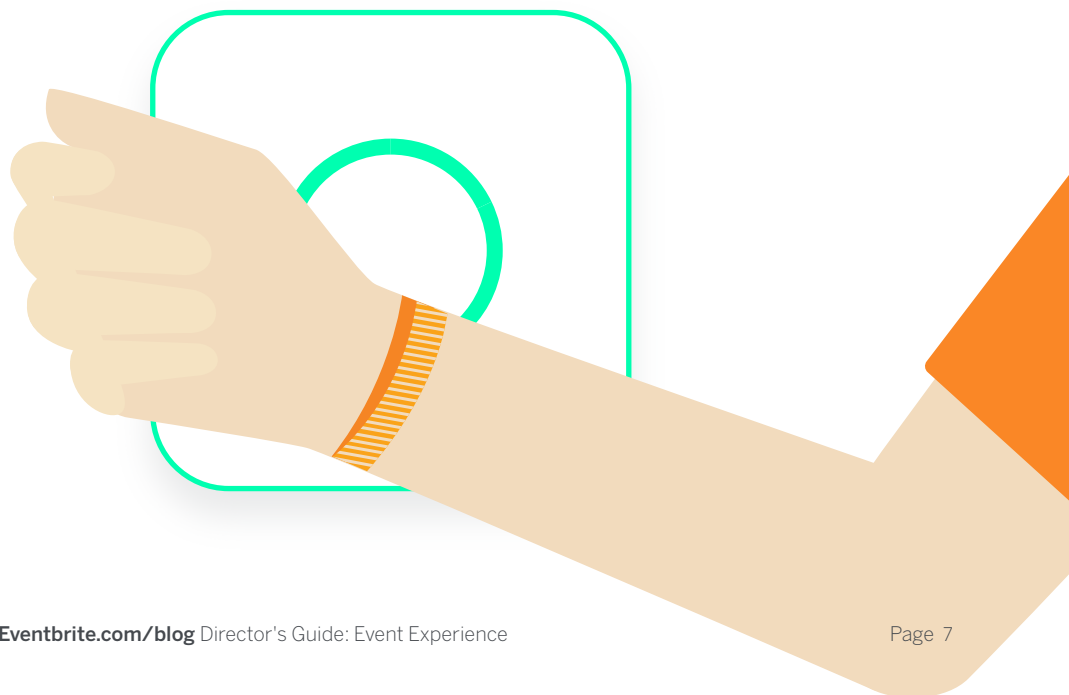
Selling tickets on site?

A good rule of thumb is to have one window for sales for every 500 walk-ups you anticipate. If you expect a large number of onsite sales, make sure you have dedicated lanes for purchases. Paid ticket holders shouldn't be held up by last-minute attendees, and long lines could turn away potential buyers. Likewise, make sure you have a separate lane or booth for will call and customer service.

Interested in RFID?

RFID (radio-frequency identification) wristbands can seriously speed up your event entrance. The tech can seamlessly handle re-entry for multi-day festivals, or provide easy access to multiple zones in your event, like a VIP area.

Instead of training your team to operate and interpret scanning equipment, the RFID equipment lights up green for “go” or red for “stop” when scanned. You no longer have to worry about the human error of ticket scanning, and you can cut down on staff needed at the gates, too. Learn more in [The Event Organizer's Comprehensive Guide to RFID Technology](#).





Organizer spotlight:

How SnowGlobe Music Festival made entry easy for fans

Long lines. Box office issues. Ticket fraud. These challenges will be familiar to any growing event, but for Jeffrey Lesan, the chief marketing officer for [SnowGlobe Music Festival](#), they were very real problems he had to solve — fast.

“Entry was all visual, which was a mess,” Jeffrey said. “At pinch points, it became a mad dash with multiple layers of security. It wasn’t effective, it wasn’t efficient, and there was so much room for error.”

To give fans a smoother experience, the team used RFID to get fans inside quickly. “At peak rates, a single RFID portal handled more than 20 scans per minute,” Jeffrey said. “It was everything we could have asked for. We were a little anxious, like you are with any untested technology. But the first day, everything ran so smoothly that we didn’t even think about it for the rest of the three days.”

Make it easy to pay

Decide upfront how vendors will accept payments onsite. If you're using cash, you'll need a secure location to store it and a system to manage reconciliation, and should make sure there are ATMs available for attendees. If you accept credit cards, use [a mobile payment technology](#) for heightened security and flexible payment locations.

If your event involves multiple vendors (like a food and drink festival), you'll want to make payments as fast as possible. Otherwise, attendees will spend the entire time waiting in lines to make purchases. The best way to do this is with [cashless payments, enabled by RFID technology](#). This way, your attendees can pay for food, drinks, or merch with a simple tap of their wrist. They can add their payment information to their RFID wristband before the event, making it easier than ever to buy.



PRO TIPS

Don't forget about the purchase experience

The event experience doesn't begin when attendees arrive onsite — it begins when they first interact with your event online. And, for most, that means the purchase experience.

Your most dedicated fans might push through a difficult purchase experience, but many website visitors won't (especially on mobile). People with shorter attention spans — or less commitment to attending — will give up as soon as buying a ticket becomes difficult. Find out how to improve the purchase experience — and sell countless more tickets as a result — in [Work Smarter, Not Harder: How to Turn More Website Visitors Into Attendees](#).

Plan for crowd control in your site map

No area of your event should feel uncomfortably crowded. Go over your [site map](#) and look for potential bottlenecks: areas of high foot traffic without adequate room. Paths to the bathroom, popular stages, or the food area could all be potential problem points. Wherever possible, widen and create additional paths to these areas to avoid excess crowds.

If your event is centered on stages, try to estimate how many attendees could fit in the audience around each stage. Look at your lineup: will any acts at that stage attract a bigger crowd than could comfortably fit? If so, upgrade them to a larger stage, or move surrounding booths around to create more space. If it's right for your space, use [reserved seating](#) to make sure you only sell as many seats as are available, and attendees know upfront what their surroundings will be like.



PRO TIPS

Feeling overwhelmed? Your ticketing partner can help.

If you use Eventbrite, you can make your onsite planning simple. Use the free [Eventbrite Organizer app](#) to manage check-in, or buy or rent card readers and scanners for your event.

If you want to talk to an expert about your onsite plan, you can work with Eventbrite's experienced Field Services team to design a custom onsite strategy created for your festival's needs. You can even bring in an Eventbrite Field Services specialist to help you in person on event day, or go through us to hire, train, and manage your entire onsite staff.



ANIME EXPO
2017

Organizer spotlight:

How Anime Expo cut line-time by 83%

[Anime Expo](#) is the largest anime convention in North America. For four days each July, over 90,000 passionate fans fill the Los Angeles Convention Center to celebrate Japanese animation and manga.

The previous year, fans had to wait in 2 or 3-hour lines even on the fastest day, and fans were so frustrated that #linecon started trending on Twitter. The next year, their team chose to partner with Eventbrite's Field Services team, who used their previous experience working with more than 2,000 world class events to predict when fans would arrive.

For cons, they knew that about 10% of fans show up before the gates even open, and an additional 40-60% tend to show up within the first three hours. By estimating the number of fans a volunteer could scan in a minute, they created a sitemap to prevent bottlenecks.

This year, it took only thirty minutes for all the fans that camped out overnight to get through the door. The rest of the time, there were no lines at all, which shocked repeat attendees.

Now that you've built your foundation, it's time to get to the fun stuff: what attendees want.

"Once you're certain you're providing attendees what they need, the next question to ask is, 'What do my attendees want?' They want to really enjoy the performances with great sound, they want a wide variety of food and drink options, they want an event that runs well," says Eventbrite's Tommy Goodwin.

At this level of the event experience, it's all about choosing technology that can satisfy these desires. Here are three ways to use tech to give attendees what they want.



PRO TIPS

Not sure what your attendees want? Ask them.

If you're not sure what your specific audience is looking for, the best way to find out is by asking them. Use social media polls to get a feel for what attendees are most excited to see this year. And while event surveys are most often sent after the event, there's no reason you couldn't send one to a pool of ticket buyers beforehand to get a better sense of how to fulfill their wishes.

Personalize the experience with an event app

“An event app is becoming a necessity,” Goodwin says. “You can use it to communicate to attendees about real-time changes on the ground, problems you’re addressing, and awesome activities that are going on that attendees may not know about.”

Once attendees have downloaded your app, you can use it to share critical information — everything from safety info to helpful tips about traffic flow (i.e., “Waiting in line for a drink? Lines are way shorter at the west side of the site!”).

Your event app should be an up-to-date source of information for attendees to turn to. Include a full lineup in the app, with acts, vendors, restaurants, drinks, and more. This way, you can answer attendee questions before they realize they have them, and they can focus on enjoying your event.

Let attendees mark their favorite acts and activities to create a personal schedule for their day. Once they’ve indicated this information, you can serve them personalized notifications when their favorite band is about to go on, or when a food vendor they were interested in is almost sold out. You can also monitor this data to see which elements of the event people were most excited about.

You can also use apps to survey your audience during or after the event. For example, send them a simple push notification after doors close asking who their favorite act or vendor was. If 70% of fans loved the wine tasting best, but you had ten times as many breweries present, it’s an indication that you may need to increase your number of wineries next time.



Organizer spotlight:

How Southern Makers improved their experience with an event app

Southern Makers is a two-day event in Montgomery, Alabama, that brings together talent to celebrate the Southern creativity and innovation. After using an event app for the first time, they saw a drastic increase in engagement with more than 13,000 app visits.

“It was so much easier to navigate the event with everything on your phone,” says Andrea Jean, the founder of Southern Makers. “People used the app to find out where they wanted to go and plan their trip. If there were specific conversations, workshops, or live music acts they wanted to attend, they could quickly look on their phone and create their own personal schedule.”

Southern Makers used Eventbrite’s integration with DoubleDutch to have event information automatically update in the app. “With the combined analytics of Eventbrite and DoubleDutch, we got a complete picture of what attendees loved most about the event,” Jean says.

Some events have taken event apps one step further, using [AI \(artificial intelligence\)](#) in their own app or others. Sound on Sound Fest is a three-day music, camping, and adventure festival at a renaissance fair in Texas. In 2016, they created a customer service plugin through Facebook Messenger to answer attendee queries.

“It was automated, and able to answer a lot of customer questions with a great success rate,” says Morgan Howard, a freelance customer experience manager for festivals who worked on the bot. “Fans got the instant gratification of receiving a response.”

Give attendees something unique to share on social media

Nearly half of millennials say they attend live events specifically so they have something to share on social channels. And 73% believe that attending a live event is the best way to show other people what they’re interested in. ³

So make it easy for attendees to share their experience. Give them unique or exciting content to share by renting a smart photo booth so attendees can take photos, looping videos, and GIFs to post directly from the booth itself. Make it easy for them to show off where they are in photos by [creating a Snapchat geofilter](#) that is reflective of the event experience. And use [a social media display](#) like Everwall to broadcast attendee posts on the big screen so they can share their experience with as broad an audience as possible.



PRO
TIPS

Learn more tools you can use to increase social media engagement onsite in [The Best Social Media Tools for Sophisticated Event Marketers](#).

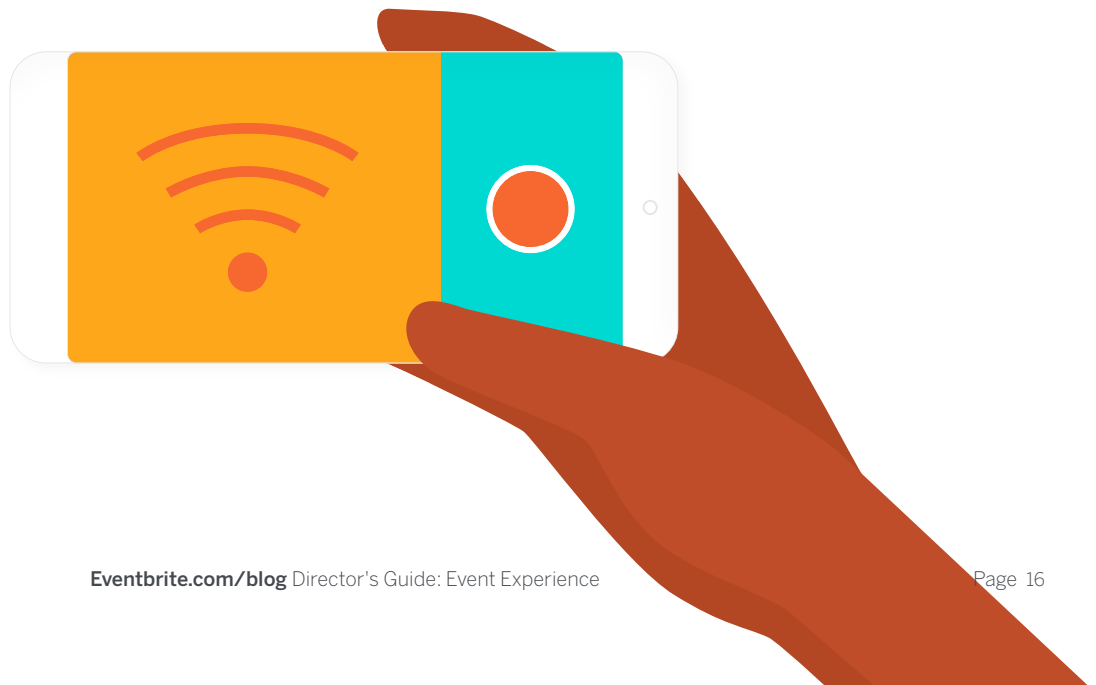
Expand the experience with video

Your event experience can be shared with people who aren't there in person. [Livestreaming](#), [Virtual reality](#) (VR), and [360° video](#) can all be used to extend the experience — either to fans who aren't present, or to a new dimension for fans at the event.

These technologies improve the experience for attendees as well. For example, Coachella's organizers sent out free Google Cardboard VR headsets in every welcome package. A free app let ticket-buyers view exclusive musical content before, during, and after the festival itself.

Plus, attendees want to share the experience with friends who aren't there. "Attendees could send a link or post to someone who's not at the show, so their whole personal community of friends feels like they are participating in the event as well," says Mathew Thomas, the founder of ConcertPass, a mobile rewards and loyalty app for concerts.

While VR still requires significant equipment (and budget) to set up, 360° and live video are both affordable. YouTube, Facebook, and Twitter all support 360° video, so it only requires the purchase of a camera with 360° capabilities, like a GoPro. And with free tools like [Facebook Live](#), you can livestream your event with no additional budget.



The final layer of an event experience is what too many organizers overlook: what your attendees love. Nailing this is what will make your event stand the test of time.

“People love an event when they feel like the event represents their community and their folks,” Eventbrite’s Tommy Goodwin says. “You need to build in a space for them and their family and the people they care about. That creates the love brand that keeps people coming back year after year.”

“What makes or breaks an event experience is having a deep understanding of the community you’re creating — and being intentional about it. Because you are creating a community. I don’t think every event organizer thinks about it that way, but the good ones do. And for the best ones, that’s their goal.”

Tommy Goodwin, Eventbrite’s director of global field services

Nearly three quarters of Americans agree that attending live events makes them feel more connected to other people, the community, and the world — a sentiment that has increased significantly since 2014. ⁴

The best organizers don’t just think about what community they’re creating at their event — they actively create their event with the goal of building community. Here’s how you can foster that sense of connection between attendees — and with your event.

Create spaces for unique communities

If you're hosting a large event, it likely attracts a variety of individuals who are all looking for a different experience. But you don't have to compromise one group's experience to make another happy.

"Create appropriate space for the vast diversity of people who will show up," Goodwin says. For example, High Sierra Music Festival has a family camp with kids' activities, morning yoga classes for early risers, and a silent disco for those who prefer to rage all night. "They support every part of their community," Goodwin says.

Supporting your local community

80% of Americans believe it's essential for people to come together in person to promote positive change — regardless of age, gender, income, or geography. ⁵ You can help create this positive change by partnering with local nonprofits at your event.

"I'm seeing more and more community engagement with local nonprofits, organizers supporting the cities where their events are held," Goodwin says. This often takes the form of a booth for the nonprofit where they can solicit donations, but there are ways to involve local causes further.

For example, many large festivals are now offering fast passes or speed entry tickets. At Disco Donnie Presents' festivals, there is a lane where attendees get speed entry if they donate five canned goods. It's low tech, easy to do at any event, and it makes your brand one that attendees love.



Organizer spotlight:

How Lightning in a Bottle built a community at their festival

[Lightning in a Bottle](#) is a three-day festival in Southern California with music, yoga, workshops, camping and more. Founded by brothers Josh, Dede, and Jesse Flemming, along with childhood friend Jesse Shannon, Lightning in Bottle is a true transformational festival experience.

In building their experience, the team has prioritized the festival community over the business. They don't sell different tiers of tickets because they don't want to drive wedges between their audience. And they don't sell one day passes either.

"We want people there for the full experience," Dede says. "Going for one day is cheating yourself a little bit, and also other people because you can't create the greater community. The intentions and attitude are different.

"Community is super important to us. It's a business, but it's not just about how many tickets we sell at all costs. It's about getting a loyal following, and maintaining the integrity of our core values. Our audience is an open-minded community of people that challenge norms and are accepting of others."

Supporting families

Did you know that 53% of millennials are now parents?⁶ In fact, two thirds of millennials are attending more daytime, family-suitable events on the weekend now than they did five years ago.

Don't exclude this active generation just because they have kids. "Lots of major camping festivals offer a family camp option, a community within the general community to support families," Goodwin says. "This extends to entertainment and activities that can take care of the kids."

Kid-friendly programming is less expensive than you might think — after all, a magician or face painter likely costs significantly less than your other talent. And making your event family friendly could even increase your profit margins. Adding a family pass or kids ticket type to your event for a discount could encourage even more parents to show up.



53% of Millennials are parents

Supporting VIPs

This one is a little different — but catering to your VIP ticket holders is a key part of your event experience. [VIP and tiered ticket programs](#) are a great way to offer attendees the exact experience they're looking for — at the exact price they're willing to pay.

In fact, if you don't offer a VIP option for these attendees, they may choose not to attend at all. In a survey of 1,000 music festival attendees, a third of VIP ticket buyers say the lack of a VIP package influences whether they'd attend the festival at all.⁷ There are also significant differences in what these attendees look for when deciding to attend events — “uniqueness of the experience” is their second most important factor.

So, what enhancements will attract VIPs to your event experience? Typically, people will pay more for VIP tickets to get access to an exclusive community. In a recent study, Eventbrite found that VIPs are willing to pay more than double the price of GA tickets for VIP-only lounge areas with the artists or performers. Complimentary drinks and VIP viewing areas were also popular, with 29% of VIPs willing to pay double for each perk. On the other hand, exclusive VIP restrooms or check-in lanes weren't as tempting, with 17% of VIPs unwilling to pay more for the perk.





Organizer spotlight: How Oregon Air Show offers VIPs a differentiated experience

[Oregon Air Show](#) is a 28-year-old air show with plenty to see (and do) on the ground, too. There's a historically accurate WWII-era singing troupe, artisanal food and drink vendors, and meet-and-greets with the actual pilots. It's an immersive experience that the organizers hope will attract a younger and more eclectic audience than ever before.

Oregon Air Show offers many different ticket types and price points to make sure each attendee's experience is differentiated.

[“Reserved seating”](#) has let us take things from a general admission environment to a VIP environment,” says Bill Braack, the president of Oregon Air Show. “Everyone has an assigned seat, and the highest paying customer really gets a premium experience.”

For example, VIP patrons can purchase an entire box in a sky chalet for a private, intimate occasion. Patrons to the beer garden or family garden can pick seats at circular tables, which make for a more communal experience. And those less interested in food and drink can still score a front row spot through a non-dining reserved seating area.

Attendees can select the exact level of pampering they want, and Oregon Air Show can maximize profit by charging more for their best seats.

Don't underestimate the power of surprise

One of the most powerful ways to delight attendees is one of the most low tech: a surprise. While it can be tempting to give everything away in your marketing efforts, unexpected elements create the most memorable moments for attendees, driving loyalty and word of mouth.

In fact, hinting at these elements in your marketing can actually be more effective than giving away your secrets upfront. Think back to Taylor Swift's 1989 album concert series, in which a surprise celebrity guest stars came on stage during each concert. Each time, the surprising appearance delighted fans and made people at home even more eager to attend when she came to their city.

You don't need to attract household-name celebrities or use holograms to create the same sense of surprise and wonder at your events. Here are some ways to embed unexpected elements at your event.

Provide entertainment in unexpected locations

Your event may be organized around stages and planned activities — but why not provide entertainment when people are stuck in line?

"I love events that understand they need to provide entertainment outside of the stages," Goodwin says. "At Gilroy Garlic Festival, they make sure they have entertainment at each of their main gates where people are coming in. It could just be a guy on a banjo singing. But if you understand how your event operates and that there will be lines at the gate in the first two hours, put engagement activities at the gate to entertain and create a brand touchpoint while people are otherwise going through an unpleasant experience."



Customer Spotlight:

How Gilroy Garlic Festival brings in new ideas

Entertainment around the festival is far from the only surprising quality about [Gilroy Garlic Festival](#). Surprising combinations (like garlic ice cream) are what they're famous for.

In fact, Gilroy Garlic Festival has innovation embedded into how their festival is run. As a public association, rather than have their Board of Directors serve for life as many other festivals do, the Gilroy Garlic Festival Association created a system where members can only serve in any unique leadership role for only two years. This has inspired a dynamic environment, where invigorated members bring fresh ideas to the boardroom every festival season.

“While it can be chaotic, electing new board members every two years enables us to work with energized people who are motivated and want to make an impact,” says Brian Bowe, Executive Director. “I understand not every festival organizer has the flexibility to change its organizational structure — but it’s been incredibly effective for us.”

Use art to bring out attendees' playful side

“People are curious and playful, and in the last ten years we’ve been so focused on new tech and media, that we haven’t paid attention to the full person,” Alex Beim, creative director at Tangible Interaction, says. “We are creatures moving through space, and you can really engage people with their senses. [Events] can make a real impact just by understanding this.”

For example, at Lightning in a Bottle they had an art experience called “The Barber Shop.” It was a little stage with barber shop chairs that operated as a transformation station, where courageous attendees could spin the wheel and walk away with a whole new look.

“Maybe you didn’t realize you would get a mohawk today,” Lightning in a Bottle founder Dede Flemming says. “It challenges people to relinquish control. Instead of just having something to stare at, we want to draw you in and make you a part of it. In turn, that helps stimulate the growth of the community. People start to feel involved in the process, working together or side by side — it enables that personal interaction.”

These unexpected art elements become memories attendees will cherish — and will drive them to come back next year for the next surprise.



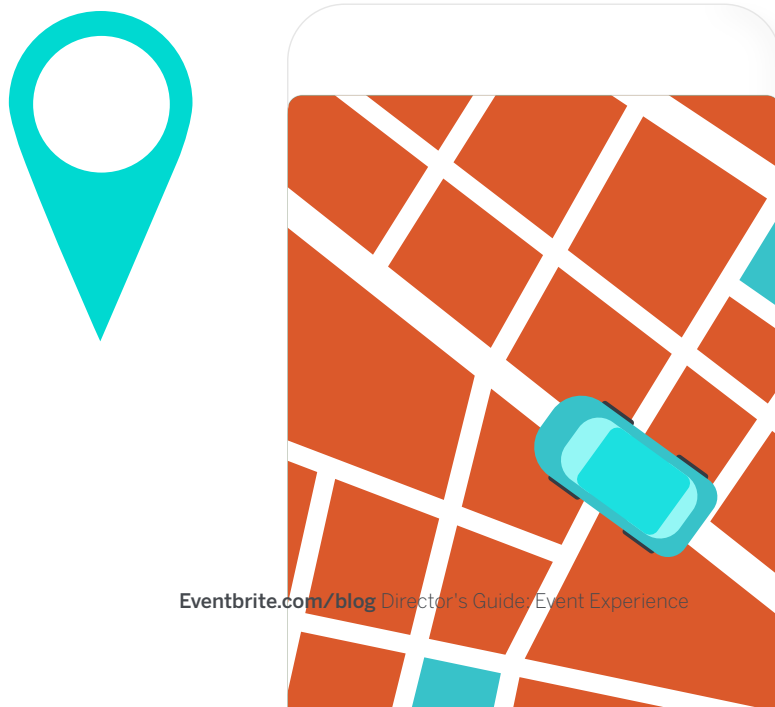
Extend the experience beyond the event

The event experience doesn't have to begin onsite. Think about how you can extend the experience, if only to the ways attendees arrive or leave the event.

These experiences are so rich that Lyft has invested in them at both SXSW and Outside Lands. "I started a program at Lyft called 'Magic Mode,' where we take a fleet of cars and turn on a new mode in the app," says Ethan Eyler, the ride experience lead at Lyft. "For Outside Lands, we themed out a bunch of vans in fun and unexpected ways. One was a recording studio, one was a disco karaoke club. And you could ride in these things to and from the festival."

You don't have to go all out to make a big impact on fans' experience getting to your event. Think about local services that would make it easier or more affordable for fans to get to shows.

For example, Nick Lippman, a partner at Lippman Entertainment and manager for Matchbox 20, recently organized a partnership with Lyft and the babysitting app UrbanSitter for the band's upcoming tour. Both services will be offering a discount on the website and app for Matchbox 20 fans.



Stage 04

What organizers need: How to make brands a part of your experience

There's no denying it — improving your event experience doesn't come cheap.

To offset the costs, you can use VIP packages to charge more for deluxe experiences, or you can use the experience enhancements to fuel your marketing and sell more tickets. But one of the best ways to fund a more advanced experience is to turn to [sponsors](#). Specifically, you can offer sponsors opportunities beyond the usual logo placement, and tap into experiential marketing.

Brands love [experiential marketing](#) at consumer events. These mini-experiences (in the form of sponsorship activations) add richness and unexpected elements to your event, with your partner footing the bill. This could be anything from an art installation to a lounge for attendees.

“Experiential will show up more and more at moments of mass congregation,” says Anyi Raimondi, the global head of brand activation at Airbnb. “Even for events like SXSW or Sundance — places where people traditionally went for one reason — brands and their experiential offerings have actually become a part of the event’s reputation. They can potentially add as much value as the event programming itself for the consumer.”

79%

of brand respondents said they would execute more experiential programs this year compared to last.⁸

The magic really happens when sponsors can provide an experience that feels native to the festival. For example, at BottleRock Napa Valley, wineries build out and host areas with hardwood floors, chandeliers, and white leather couches in which their patrons can sit back and sip wines.

“Our winery sponsors really help turn our GA space into what I would consider a VIP experience,” says Jason Scoggins, who manages sponsorships at BottleRock. “Winery sponsors are the perfect fit in terms of our brand and our experience.”

Or, at Sound on Sound Fest, at a Renaissance Faire Park, a cider company took over the ax- and knife-throwing area. “We stuck apples into those walls, and folks were trained how to throw an ax or a knife to hit the apple,” says Adi Anand, the director of business development at Sound on Sound Fest. “There were prizes: if someone hit the apple, they could win an instant upgrade to VIP, or tickets for next year. There was a long line the whole time, and it was one of the most popular things we had. It was about learning a new skill, and it was very on-brand and done in a very safe, monitored setup.”

Big-name brands all over the world are investing more and more marketing dollars in experiential strategies. In fact, in a recent industry study, 79% of brand respondents said they would execute more experiential programs this year compared to last. To capture these sponsorship dollars, you need to illustrate to brands that their activation will reach more eyes than just the attendees.

“It’s about crafting experiences for real people — not just so they can have a great experience, but so [brands] can capture content of them having that experience, and share it through advertising or social,” says Raimondi. “My philosophy at Airbnb for experiential has always been ‘lived by some, shared by many.’”

The Takeaway

When events decide to focus on their event experience, they often skip straight to the most glamorous elements — and fall behind on fundamentals. Without a strong foundation and trusted technology, the breathtaking moments in your event won't make an impact — because your attendees will be too frustrated by long lines to properly enjoy them.

It doesn't matter how remarkable your event experience is if attendees are spending their time searching for an ATM to make a purchase or uncomfortable at over-crowded stages. Learn how you can use technology to speed up entry and partner with event experts to streamline your onsite planning by [contacting us here](#) or calling (866) 902-2531.

¹ [The Experience Movement](#): Eventbrite April 2017 Research Report

² [Hardcore Festies: The Driving Force Behind Today's Growth in Music Festivals](#)

³ [The Experience Movement](#): Eventbrite April 2017 Research Report

⁴ [The Experience Movement](#): Eventbrite April 2017 Research Report

⁵ [The Experience Movement](#): Eventbrite April 2017 Research Report

⁶ [The Experience Movement](#): Eventbrite April 2017 Research Report

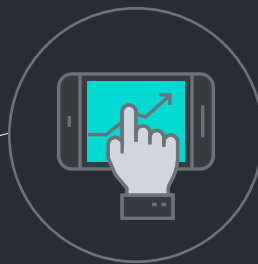
⁷ [Hardcore Festies: The Driving Force Behind Today's Growth in Music Festivals](#)

⁸ [2015 EventTrack study](#) by the Event Marketing Institute and Mosaic

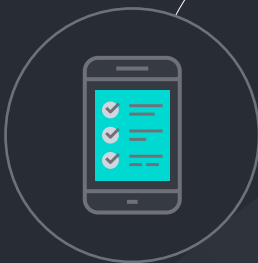
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Powering more than two million events each year.

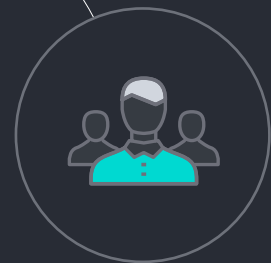
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Delight with ease of
purchase, convenient
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