



# Partner Go-To-Market Strategy

Ticketing | Marketing | Discovery

DATA-DRIVEN EVENTS DISCOVERY

Publisher Summit  
October 2, 2020

# Your *event* Opportunity

It's not “just” a revenue stream

**It's a business.**

Own an event marketing franchise  
in each of your markets!!!!

# Planning for Franchise Success

Plans are nothing

# Planning is Everything

This is a 2021 new business opportunity that offers you access to a \$16bn market.

# Establish a Clear Vision

**For Consumers:** Become the 'go-to' for what's on and what to do in your local market.

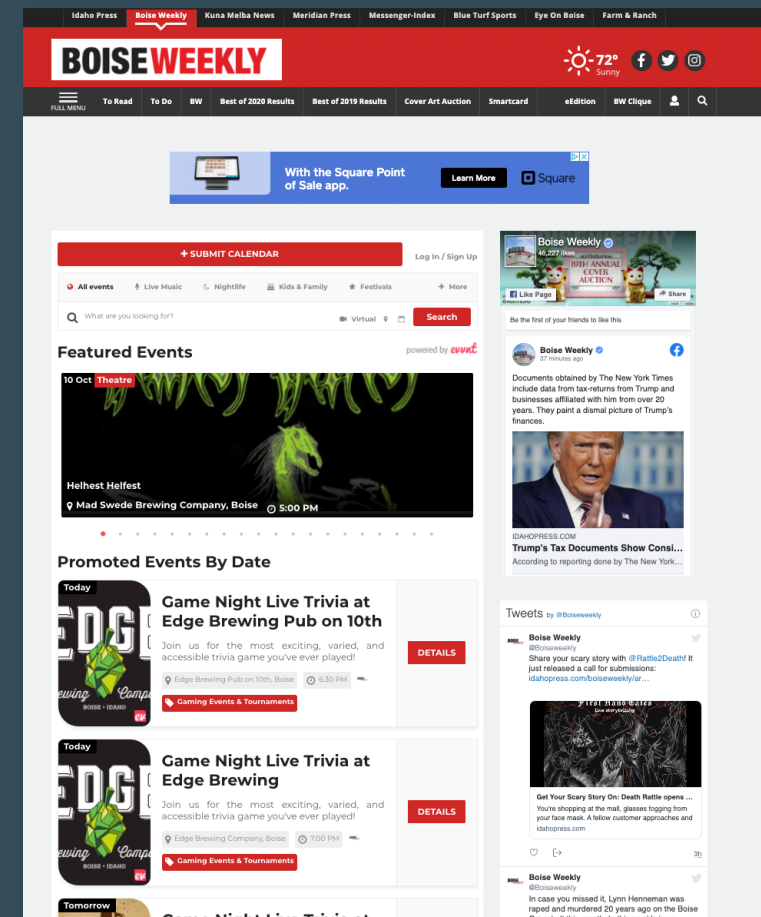
**For Event Organizers:** Become the 'go-to' for how to drive the most attendees to every event

YOU OFFER - Ticketing | Marketing | Discovery

# Self-Transact Workflows

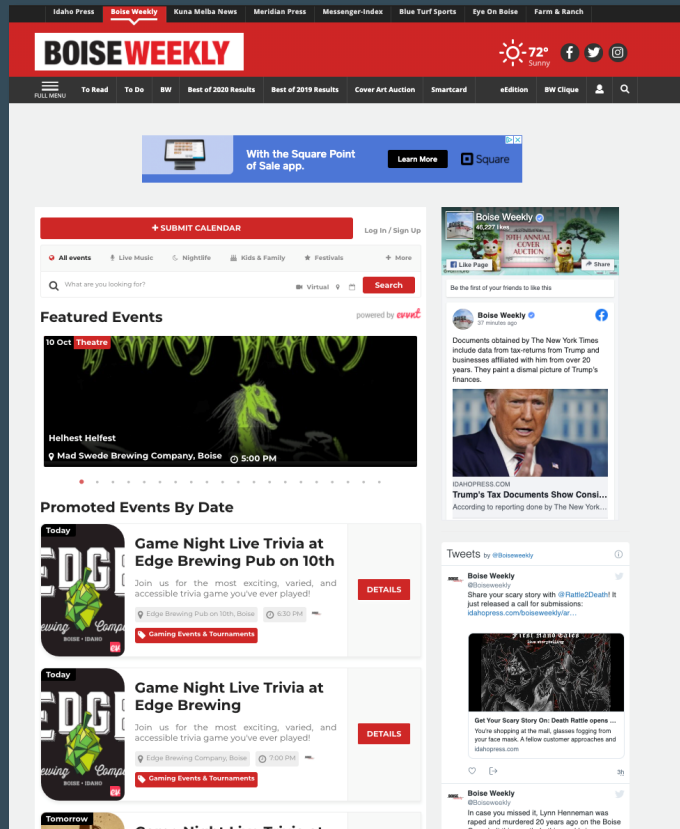
**Activate** Event Calendars that self-service event submissions, data collection, ticket creation, marketing to checkout and payment online.

**Follow up** on highly scored events converted to leads using our Sales CRM for additional sell through opportunity.



# Digital + Print + Mobile + Ticketing

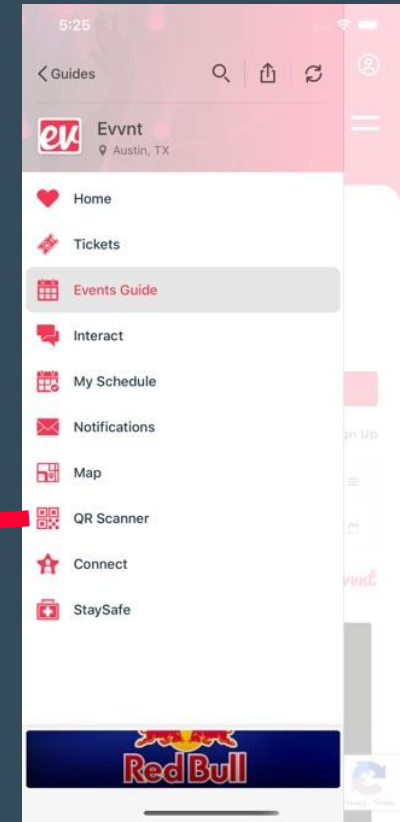
## Digital



## Print



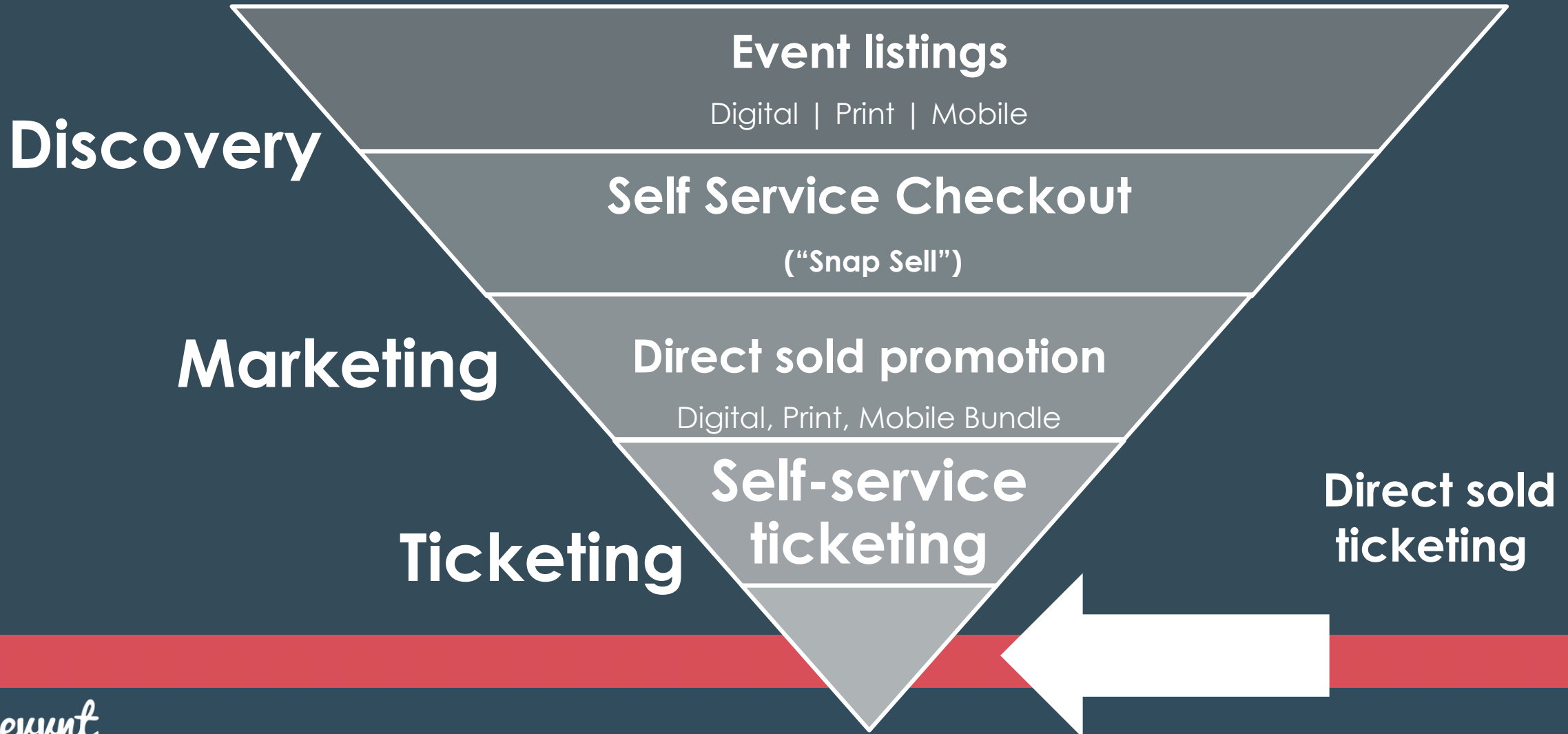
## Mobile



30 Seconds from print to ticket purchase using mobile QR Code scanner



# APG Monetization Funnel





# Early Indicators



Ticketing Brand	Publisher	Launch Date	Total Events	Tickets Sold	Ticket Fee Revenue
MyIdahoTix	Idaho State Journal & Idaho Press Tribune	7/18	107	42,932	\$35,426
My360Tix	Skagit Publishing	8/18	123	6,654	\$8,578
Ruckus Tix	Bozeman Daily Chroni	12/18	72	2,882	\$4,109
SoFunTix	Herald and News	6/19	7	261	\$317

Avg Evnt Paid	
Conversion Rate	3.0%
Top Performers	5-10%
APG to date	0.7%
Boise Weekly	1.9%



# The Go-To Market

1. **Marketing:** Promote your events calendars and add events forms using in-house media.
2. **Self Service:** Drive customers to ‘snap sell’ for self-service sales
3. **Customers:** Create new daily lead pools to nurture to sales and key accounts.
4. **Key Accounts:** Follow up on unsold leads through the sales CRM and grow your business.

The screenshot shows the 'BOISE WEEKLY' website interface for promoting a jazz event. The header includes navigation links like 'How It Works', 'Plans', 'Support', and 'Log In / Sign Up'. The main heading is 'CHOOSE A PACKAGE AND START PROMOTING YOUR JAZZ EVENT SHANNON'S JAZZ IN BOISE NOW'. The currency is set to USD. Three packages are displayed: 'PREMIUM SINGLE \$75' (Entertainment Plan), 'PREMIUM SUBSCRIPTION FROM \$36.25 / EVENT' (52% discount), and 'FREE LISTING UPGRADE LATER'. Each package has a 'BUY NOW' button. Below the packages, there are three columns of text explaining how to promote the event: 'You add your events', 'Sit back while we do all the hard work for you', and 'Monitor and track results'.

**BOISE WEEKLY** powered by **event** How It Works Plans Support Log In / Sign Up

CURRENCY: USD \$

**CHOOSE A PACKAGE AND START PROMOTING YOUR JAZZ EVENT**  
**SHANNON'S JAZZ**  
**IN BOISE**  
**NOW**

**PREMIUM SINGLE**  
\$75

**Entertainment Plan**  
Publish your event in a featured position on Boise Weekly online.  
Syndicate your event on 49 relevant and targeted listings sites.  
Detailed event progress report  
Promotion lasts until your event ends

**BEST FOR OCCASIONAL EVENT PROMOTERS**  
**BUY NOW**

**PREMIUM SUBSCRIPTION**  
FROM \$36.25 / EVENT

**Entertainment Plan**  
Publish your event in a featured position on Boise Weekly online.  
Syndicate your event on 49 relevant and targeted listings sites.  
Detailed event progress report  
Promotion lasts until your event ends

**52% DISCOUNT ON OUR ONE OFF PRICE**

**BEST FOR REGULAR EVENT PROMOTERS**  
**BUY NOW**

**FREE LISTING UPGRADE LATER**

Publish your event in a standard position on Boise Weekly online.  
Syndicate your event on only 1 listing site  
Simple event report  
Upgrade any time  
Promotion lasts until your event ends

**CONTINUE FOR FREE**

**How to promote your event with**

**You add your events**  
Import ready-made events from our partners Eventbrite, Yext etc or simply create a new event.

**Sit back while we do all the hard work for you**  
We put your event where consumers are looking, syndicating your events content across the web, including premium featured placement and beyond.

**Monitor and track results**  
Track and analyse your events from the first submission through to the day of your event.

# Marketing – Grow your business

## Audience Development

- Attract a new type of customer – local events creators with budgets.
- Establish and maintain your brand as the source for local things to do
- Support **healthy** local communities

## Event Organizer Development

- Inspire local event organizers to self-publish 100% of their events
- Upsell event organizers to promote their events via self-transact & make \$\$\$ while you sleep.
- Simply give event ticketing to event organizers via self-transact... SIMPLE !!!

# Marketing – Audience Development

	Pre-Launch			Month 1				Month 2				Month 3				Month 4				Month 5				Month 6				Month 7				Month 8				Month 9				Month 10				Month 11			
<b>Print Ads</b>	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X				
<b>Online Ads</b>	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
<b>E-Newsletter</b>	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
<b>Article/PR</b>		X																																													
<b>Facebook</b>	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
<b>Instagram</b>	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
<b>Twitter</b>	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
<b>Linked In</b>	X	X	X																																												
<b>Email Marketing</b>	X	X																																													

# Marketing Examples

[Click here for more!](#)

## Social

Positively Rome  
4 hrs · 🌐

What the heck is going on?  
Checkout this great community calendar in today's Sunday Rome Daily Sentinel. This is great stuff.  
Oh, and brunch at the The Savoy Restaurant!!

**The Savoy Restaurant**  
26 mins · 🌐

Day Brunch!! Enjoy Mimosas on The Patio!!

**Calendar**

**The Savoy Sunday Brunch**  
Buffet VERY SUNDAY  
11AM - 2:00PM

**Lunch**  
Our Entrees & Sides Always Fresh, Hot & Diff Choices are Chef's Choi Change Weekly

**Soup & Antipasti**  
Fresh Leafy Greens w/ Favorite Antipasto Topp House Dressings As We Homemade Soup Ch

**Chef Carving**  
A Weekly Chef Carved Entré With Appropriate Condimer

**Sunday Sundae Bar**  
Treat Your Self To An Ice Cream Cone With All The Toppings, Featuring Ice Cream Floats. D Forget Our Other Assorted Tr

**Breakfast**  
nbled Eggs & Home Fries on & Breakfast Sausage h Baked Cinnamon Buns oast & Cereal Station

**The Grill**  
Omelets To Order Fluffy Pancakes Golden Waffles

**Beverages**  
ng Coffee & Tea, Along range Juice & Seasonal or Iced Coffee Drinks

**BLOODY mary -OR- Mimosa?**  
21 + Don't Fr Order a Trip Bloody Me & Mimosas BARI

ADULTS 18.95 - SENIOR 16.95 - KIDS 5-10 9.95

MAKE RESERVATIONS TODAY  
**5.339.3166** 255 E. Domin Rome, NY 11

👍 You and 5 others  
8 comments

Like Comment Share

## Print

**SAVE TIME, MONEY AND BOOST ATTENDANCE AT YOUR EVENTS**

Use Blank Slate Media's Event Marketing Service

STARTING AT AS LITTLE AS \$95  
YOU WILL RECEIVE:

- Targeted event distribution to at least 40 websites including theislandnow.com.
- Featured listing on calendar pages appearing in the 6 award-winning Blank Slate Media newspapers the week of the event.
- Featured listing on theislandnow.com.
- Dashboard to track online activity
- Targeted email marketing.
- Posting to Facebook, Twitter and LinkedIn.

Post your event yourself by going to <https://theislandnow.com/local-events/> and pressing the Promote Your Event button at the top.

Or call 516.307.1045 ext. 206 for assistance.  
Please also ask about money-saving promotion packages.

Blank Slate Media's event marketing service will save you time in posting your events to other websites and increase your all-important Google score.

**BlankSlate MEDIA** | 25 Red Ground Road East Hills, NY 11577 [www.theislandnow.com](http://www.theislandnow.com)  
NEW HYDE PARK HERALD COURIER • GREAT NECK NEWS • MANHASSET TIMES  
ROSLYN TIMES • WILLISTON TIMES • PORT WASHINGTON TIMES

## Email

**GREATER LONG ISLAND**

Introducing the new and powerful  
**Greater Long Island Calendar**

Premium Event Promotion

- Event Syndication
- Featured Placement on Event Calendar
- Detailed Analytics Delivered to Your Inbox

We are excited to announce that [Greater Long Island Media Group](#) has partnered with [Event](#), a leading event marketing service, to deliver a seamless way to promote your events to possible attendees at the click of a button.

The new [Greater Long Island event calendar](#) showcases events we know our readers will want to attend. Fill out the submission form to promote your event on our website at [no-cost](#). You can also take advantage of our premium marketing services.

Premium event marketing includes:

- Event syndication to 40+ listing sites, calendars, and targeted music sites to get you on the path to maximum event exposure.
- Search Engine Optimization to ensure your event shows up everywhere your attendees are looking, especially on Google.
- Detailed reporting with information on site traffic and click-throughs to your links. You can see exactly where your attendees came from and how much revenue has been driven from each listing site.

Don't wait, start driving ticket sales today!

[+ Promote Your Event](#)

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Our mailing address is:  
GreaterPatchogue.com  
PO BOX 836

# Marketing – Event Organizer Growth

	Pre-Launch				Month 1				Month 2				Month 3				Month 4				Month 5				Month 6				Month 7				Month 8				Month 9				Month 10				Month 11			
<b>Print Ads</b>	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X				
<b>Online Ads</b>	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
<b>E-Newsletter</b>	X	X	X			X				X				X				X				X				X				X				X				X				X				X		
<b>Article/PR</b>			X																																													
<b>Facebook</b>	X	X	X	X	X				X				X				X				X				X				X				X				X				X				X			
<b>Instagram</b>	X	X	X	X	X				X				X				X				X				X				X				X				X				X				X			
<b>Twitter</b>	X	X	X	X	X				X				X				X				X				X				X				X				X				X				X			
<b>Linked In</b>	X	X	X	X	X				X				X				X				X				X				X				X				X				X				X			
<b>Email Marketing</b>		X		X		X				X				X				X				X				X				X				X				X				X				X		
<b>Webinars: local promoters</b>				X		X				X				X				X				X				X				X				X				X				X				X		
<b>Sales sheets</b>	X	X																																														

# Own Your Marketing

1. **Use Evvnt for 100% of your owned and operated (O&O) events** – eg Reader's Choice, High School Sports awards, etc.
2. **Leverage your sponsorship** of others' events to use Evvnt ticketing eg: Auto/boat/travel/air show, kid/senior/health expo, etc.
3. **Be a Local Events Champion in your markets** - Host best practices webinars for event organizers to become the hub for all thing's local events.
4. **Use it, sell it, be the starting point of every local event** - your event staff should be the evangelist in your market for the platform.

# Organic Sales Approach

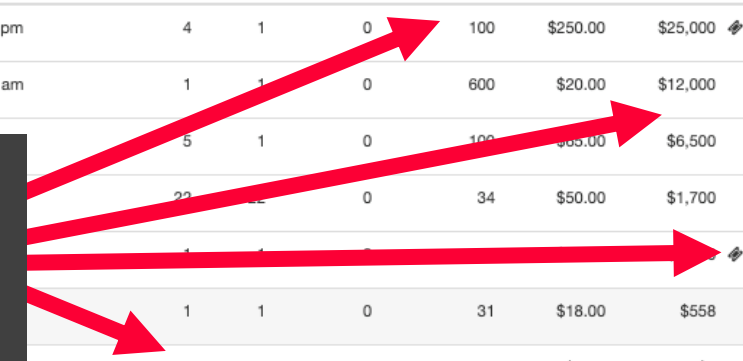
1. **Email & call unsold** undersold leads in via the Sales CRM
2. **Build a new relationship list** of Venues and event creators
3. **Add a contractor** to acquire promotion and ticketing customers
  - Target people with event promotion experience such as local venues, college/university, radio event marketing
  - Small monthly retainer (\$1,000/mo?) with incentive to earn % of all revenue generated
  - Could become permanent employee after 6-12 months if successful



# Sales – Daily Inbound Leads

Use the Evvnt Sales CRM to access highly qualified sales leads and upsell based size of the event / revenue opportunity.

Owner	Status	Home Site	Name	Email	Tel	Signed Up	Last Login	Events	Live	Credits	Capacity	Price	Value
<a href="#">Claim</a>	New	<a href="#">360</a> Skagit Valley Herald	Jessa Loudon	info@skitosea.com	360-746-8861	18 Feb 2020 08:41 pm	19 Feb 2020 09:44 pm	4	1	0	100	\$250.00	\$25,000
<a href="#">Claim</a>	New	<a href="#">www</a> Boise Weekly	KRISTINE BARSUMIAN	kristinegrazian@gmail.com	208-850-0095	18 Sep 2020 03:49 am	18 Sep 2020 03:50 am	1	1	0	600	\$20.00	\$12,000
<a href="#">Claim</a>	New							5	1	0	100	\$65.00	\$6,500
<a href="#">Claim</a>	New							22	22	0	34	\$50.00	\$1,700
<a href="#">Claim</a>	New							4	4	0	31	\$18.00	\$558
<a href="#">Claim</a>	New							20	1	0	100	\$0.00	\$0
<a href="#">Claim</a>	New	<a href="#">360</a> Skagit Valley Herald	Rachel Lambert	rachel.lambert@islandhospital.org	360-299-1309	20 Feb 2020 09:33 pm	10 Sep 2020 02:44 pm	8	1	0	5	\$0.00	\$0
<a href="#">Claim</a>	New	<a href="#">360</a> Skagit Valley Herald	Chris McGee	lisa@pficoach.com	(360) 531-0119	20 Feb 2020 07:54 pm	18 Sep 2020 03:53 pm	6	2	0	15	\$0.00	\$0
<a href="#">Claim</a>	New	<a href="#">www</a> Boise Weekly	jessie proksa	proksajessie@gmail.com	208-342-2268	27 Sep 2020 06:45 pm	Never	1	0	0	-		-
<a href="#">Claim</a>	New	<a href="#">www</a> Boise Weekly	Rachel Flachbart	rflachbart@catchprogram.org	208-297-6887	25 Sep 2020 04:34 pm	28 Sep 2020 04:00 pm	1	1	0	-	\$25.00	-
<a href="#">Claim</a>	New	<a href="#">www</a> Boise Weekly	Lisa Damron	cpr@idahoacademy.com	(208) 614-2258	23 Sep 2020 11:55 pm	25 Sep 2020 03:10 am	1	0	0	-		-
<a href="#">Claim</a>	New	<a href="#">www</a> Boise Weekly	Katie Davis	katie@meteoritepr.com	614-326-9596	22 Sep 2020 10:35 pm	22 Sep 2020 10:37 pm	1	0	0	-		-
<a href="#">Claim</a>	New	<a href="#">360</a> Skagit Valley Herald	Diane Gordon	everettmeaningfulmovies@gmail.com	206-307-6467	22 Sep 2020 08:50 pm	22 Sep 2020 09:24 pm	1	0	0	-		-



# Sales – Building relationships

1. **Advertiser Lists** - Review prior advertiser list
2. **Marketing** - Review marketing partner list
  - Organizations you sponsor or donate to
3. **Develop Relationships** - Review local relationships with potential for ticketing
  - Chambers, CVB, non-profits, small theaters, small venues, restaurants, nightclubs, auto/air/boat/home shows, food/wine/beer festivals, holiday showcase (note dated or poor consumer ticket experience)
4. **Reach out to gain interest** - contact Shannon Hanes as needed for detailed demo

# Next Steps

1. **CHANGE ALL CALENDARS TO EVVNT; Delete legacy calendars**
2. **Start marketing** your calendars to consumers and event organizers!
3. **Planning & Building** - Identify internal resources
  1. Your EVVNT evangelist
  2. Salesperson/contractor for lead follow up
4. **Market review** – size the opportunity, set milestones & goals
5. **Ask Evvnt for help** – Daily accessible training.

# The Evvnt Team

Technical Support  
[SUPPORT LINK](#)



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# APPENDIX

# Competitor Landscape

## Discovery & Premium Services



Facebook  
Targeted ad network that includes events

## Commercials

Social Publishing & Network  
Lots of products, markets and services  
Expensive  
Closed Network

## Turnover

\$ 55.9bn

Eventbrite

Eventbrite  
Market leader

**Weakened By COVID-19**

Ticketing  
Slow customer acquisition  
Complicated to resell  
Expensive

8%

\$298.4m

**Market Share**



Cvent  
Multi service tool, experienced users

Event Management & Ticketing  
Complicated  
Targets experiences events organizer  
Over engineered tools

\$219.5m

# Look for Dated Ticketing Sales

The screenshot displays the MISSIONTIX website interface. At the top, the logo "MISSIONTIX" is prominent, with "MISSION" in orange and "TIX" in black. Below the logo is a navigation bar with "MY ACCOUNT" and "CHECKOUT" links. A search bar contains the placeholder text "Enter artist, event, or venue" and a "SEARCH" button. The search results section is titled "SEARCH RESULTS" and indicates "30 MATCHES". Four event listings are shown, each with a date, event name, and a "Quantity" input field:

Date	Event Name	Quantity
OCTOBER 9 FRIDAY	PINK TALKING FISH @ <i>The Flying Monkey</i>	Quantity
OCTOBER 17 SATURDAY	CRASH TEST DUMMIES @ <i>The Flying Monkey</i>	Quantity
OCTOBER 23 FRIDAY	DAMN THE TORPEDOES @ <i>The Flying Monkey</i>	Quantity
OCTOBER 24 SATURDAY	AL STEWART @ <i>The Flying Monkey</i>	Quantity