

Valuable Insights on Ticket Supply Chain

Ticket Summit® Conference & Trade Show in New York, January 2012

Arts Management Network spoke with Molly Merez, Executive Director of Ticket Summit®, about current global ticketing trends.



AM: How do you cover the latest trends in ticketing on a national stage, but in a nearly global market? Do you have foreign visitors or exhibitors, too?

MM: The *Ticket Summit®* conference and trade show is a unique networking event that combines industry-focused panel sessions, product demonstrations throughout the trade show, and a variety of networking evening events. In the industry panel sessions, topics discussed have included dynamic pricing, sports and entertainment, season ticketing, fan club organizations, travel bundles, the state of the primary and secondary ticket market, among others. While much of the discussion focuses on the U.S. ticket

market, the forum has progressively grown to include an overview of the global ticket market, looking specifically at the western European market as well as the Latin American market. Attendance has also become more global in nature, attracting attendees from countries, including: Australia, Austria, Brazil, Canada, Denmark, Germany, Israel, Mexico, The Netherlands, Singapore, Slovenia, Spain, Sweden, and United Kingdom.

AM: Is there a connection between ticket management trends and audience development issues at your summit? For example strategies to target the hispanic speaking audience?

MM: The range of panel sessions at *Ticket Summit®* is designed precisely so that attendees can gain valuable insight on all sides of the ticket supply chain. This includes hearing from promoters, producers, venue managers, entertainments, ticket distributors, pro-sport team executives, fan-based organizations, and many others. Therefore, issues related to ticket sales trends as well as customer-focused issues are all covered at the show.

Interview

... Ticket Summit®

AM: How is the current economic situation in the market - following the feedbacks by the exhibitors?

MM: In spite of certain economic setbacks experience by the U.S. as a whole, overall, the entertainment industry has managed to successfully grow steadily. As for *Ticket Summit*®, attendance has continued to grow now boasting an average of 600-700 attendees at each of its bi-annual events.

AM: What are the leading topics discussed by the experts?

MM: Panel topics for the upcoming conference include: The Hispanic Ticket Market (focused on an overview of Hispanic consumer trends and market strategies), Legislative Preview (a discussion focused on recent legislative changes in the U.S. and abroad that affect ticket sale and distribution), Search Engine Marketing (during which marketing strategies will be shared as to how to effectively target audiences on the various search engines), and many others.

AM: Which commons and differences exist between the ticketing in the live entertainment and the sports business?

MM: Each entertainment segment is its own unique “creature”. Decisions regarding operations, distributions, ticket pricing, and others, are determined each in their own unique way. There is no basic formula followed by entertainers, sports leagues, nor sports teams. That is why conferences such as *Ticket Summit*® provide a valuable learning and networking opportunity for all these difference segments of the ticketing world, so each may be able to come together and share insight on what they do, and everyone can learn from the other.

SIDE STEPS

The full schedule of events can be found here:

www.ticketsummit.org/nyc/schedule.aspx