

How web agencies and consultants
can help your hunt for a ticketing system

Hello

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Today

When should you ask for help?

What can we help with?

Our learnings and advice

Questions

When to bring in the experts?

- Before you even consider if you need a new CRM/ticketing system
- When you're planning your organisation's business strategy
- Thinking about building better relationships with your audiences



“That’s usually not a good sign.”

Who should you involve?

Everyone!

Kate Mroczkowski

@katemroczkowski

SUPERCool.

When and how to
bring in web agencies

SUPERCool.

How important is the website?

How important is the website?

- ... it depends
- 60%+ tickets sold online
- More visitors to the website than your venue
- Most people want to buy a ticket

When, what and how?



Consultants



*Talk to
web
agencies*



*Make a
decision*

What do we need to know?

- Core business goals
- Timescale
- Budget

How to get in touch

What are the specific
things we can help with?

We're experts in...

- Technology - integrations, APIs, the web
- Budget - initial and ongoing costs
- Future proofing

▀▀ *We'd like a new website with
a full API integration ...*

... our budget is £15K ▀▀

Integrations

Integrations

What's available?

- Full website solutions
- Out of the box purchase paths
- APIs

Integrations

- Out of the box purchase paths are quick and cheap to implement... but not very accessible
- APIs can do anything you can imagine... but cost a lot
- Complete website solutions save money and time, but aren't very flexible

How much will it cost?

How much will it cost?

- Costs vary hugely, from £12k to £250k for a website
- Don't be drawn in by big shiny websites
- You'll probably be shown top of the range!
- Different integrations cost more
- Costs for APIs/purchase path solutions also vary

Ongoing development

Ongoing development

- Consider the support on offer to your web developers
- Is the ticketing system provider thinking about future tech?
- What do updates and changes involve?

Do you really need it?

Get the best
website you can

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**What to consider
before you decide**

Organisation-wide

- Development of an organisation CRM strategy
- The ticketing system is a means to an end not the end in itself
- Led from the top and involving everyone who uses data



Start with scoping

- Defining the objectives and both inclusion and consultation across all areas of the organisation.
- What is the system required to do?
- Every function or link with other functions and systems?

Understand how data is being used

- Understand how staff are using data / systems now and how they will want to in the future
- Map the customer journey
- Consider how a system might help improve business processes and improve the way you do business with your customers

Functionality Specification

- Use staff consultation to inform and define your functionality specification
- Supply that list to potential suppliers - try to identify at least three
- Ask shortlisted suppliers to match their functionality to your list

What systems are being used now?

- What systems are in play how will the CRM system need to link and integrate?
- 360 degree view
- Keep, link or integrate?

Budget

- What is your budget? And is it realistic?
- Costs need to be clearly understood as the cost models vary widely.
- Always map costs out over 5yrs.

Sarah Gee

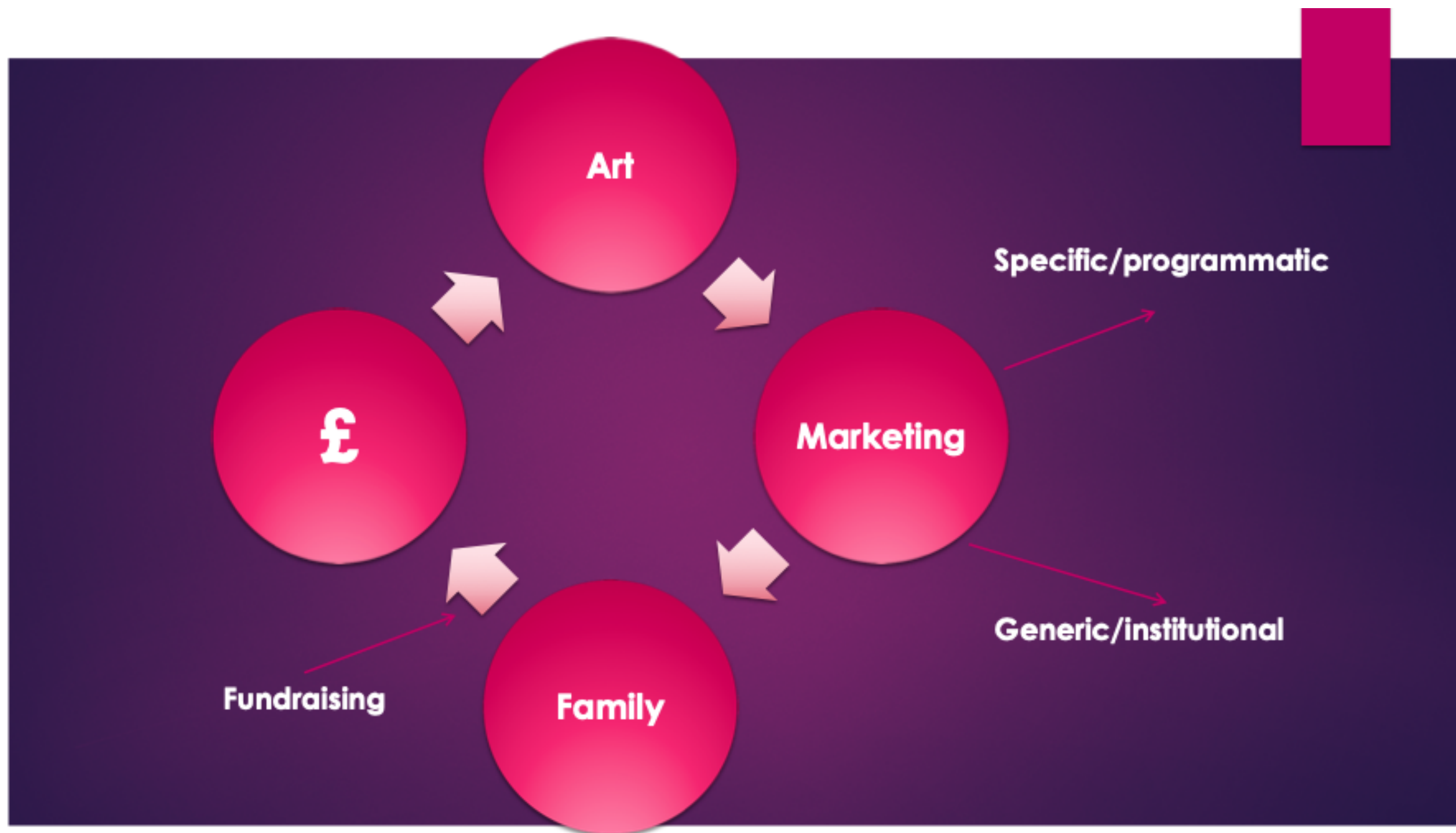
@SarahABGee

indigo

What to consider
before you decide

indigo

**“ Marketing is too important
to be left to the marketing department
Peter Drucker**



Credit: DeVos Institute

Top tips

- Appoint a project manager (*internal or external*)
- What's the dream for each department?
- Draw a spider diagram and map the links
- What's missing? (*GDPR data mapping is your friend here!*)
- Present back to team
- Don't reinvent the wheel! (*OJEU tender process structure*)

Break down silos



How to weight decisions

- Go back to basics *[what do you need the system to do?]*
- VUMI
- Tech won't change culture *[try to achieve consensus]*

I was talking to that
George Clooney yesterday.
He is **SUCH** a name-dropper.



What to Ask

- What are your CRM objectives, functionality needs, who will use the system?
- What systems are out there?
- How will integrations with the website and other systems impact budget?
- What will the cost be not just upfront but critically over 3-5 years?

Key takeaways

- Never be afraid to **pick up the phone**
- Get advice in order to get the best-fit system for you and your organisation – **one size doesn't fit all**
- **Define your core goals**, so you can make smart decisions
- Don't make this **a vanity project**
- Everyone in the sector wants you to achieve

Questions?

Thank you

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