

Let's face it, paper tickets can be a pain. Secure postage of concert, exhibition or sports event tickets can be expensive. The physical posting of tickets means that sales often stop up to 4 days before an event. Last minute promotions and pushes are hard, if not impossible, to achieve. Paper tickets also get lost in the post or even chewed by the dog! On the other hand, everyone always has their mobile phone in their pocket.

Brand Attention has built a complete, end-to-end m-ticket solution. Tickets can be ordered over the web or over the phone. M-tickets are then instantly distributed to any mobile phone. A database of ticket purchasers is instantly created for marketing purposes.

At the venue, hand-held or pod-mounted scanners read from the mobile phone screen with very fast reading in all conditions. An on-premises box records attendees, ensuring no duplication or forwarding of tickets.

Just think...

How mobile ticketing will alter your revenue potential and open up a world of possibilities. The cost of sending tickets is typically less than 50p. Tickets are fully and instantly trackable. Counterfeiting of tickets is eliminated. Tickets can be sent out right up to the start of the event, or even during the event.

Before the event, you will have built a rich, interactive relationship with customers. You could be asking questions like: need a hotel nearby?, do you want to book parking in advance?, if you like this, you'll love that. Right up to the last minute before the event begins, you can be running promotions: bring a friend, upgrade to first class, golden circle tickets half-price.

Once you know that someone has arrived at the venue you can reach them instantly with upgrades, offers, last minute changes to the program or running order. If they haven't arrived, you could remind them about the event, or even seek their permission to sell their ticket to the reserve list queue that has just formed.

Who might use this?

- Music events companies
- Sports events companies
- Museums, air shows, theme parks
- Airline, railways, coach companies
- Retail stores and shopping malls
- Media and creative agencies
- Anyone with an imagination and a good idea.

