



## Eventbrite

### *Eventbrite Speeds Up Ticket Sales and Entry at Sold-out Festivals*

*The successful owner of popular food and beer festivals in Los Angeles, San Francisco, Chicago and soon more U.S. cities switched to Eventbrite in 2010 for faster ticket scanning and entry management*

Drink:Eat:Play is an event management and promotion company that stages more than a dozen sold-out events, and is most well known for their LA Beer Festival, Septemberfest, Chicago Beer Festival, and Bay Area Brew Fest. From beer festivals and block parties to '80s prom-themed nights and cupcake tasting competitions, Drink:Eat:Play's popular events attract a growing number of young, energetic people looking for fun, well-organized social events at an affordable price.

#### *Outgrowing their previous ticketing service*

Over the years, Drink:Eat:Play's events have gained popularity, and often draw several thousand attendees in a single day. As attendance soared, the logistics of entry management for their events became a real challenge.

These issues came starkly into focus during the 2010 LA Beer Festival, one of their biggest events, when an alphabetized manual check-in process left 7,500 ticket holders standing in lines for 45 minutes and longer. Dan Silberstein, the owner of Drink:Eat:Play, estimates he lost about \$4,000 that day on refunds.

"But worse than the money is the loss of our reputation," Dan says. "That was really the turning point that made us realize we needed to find a new ticketing vendor."

#### *Finding an efficient ticketing and entry solution*

With attendance booming at its California events and plans to soon open more in Chicago, New York and other cities, Drink:Eat:Play needed a better way to handle its ticketing. After witnessing another promoter's event run smoothly, Dan decided to try Eventbrite.

He started out by using Eventbrite at a smaller event. "It worked so well that I tried it at a larger festival, and it

## DRINK:EAT:PLAY

*Customer:* Drink:Eat:Play

*Overview:* Drink:Eat:Play is an event management and promotion company that stages more than a dozen sold-out events, including LA Beer Festival, Septemberfest, Chicago Beer Festival and Bay Area Brew Fest.

#### *Benefits:*

- Faster, easier gate entry for large crowds
- Real-time ticket validation across multiple gates
- Improved margins through greater sales insight
- Real-time reporting and access to orders
- Reliable, 24/7 customer service



worked great there as well!" Drink:Eat:Play now exclusively uses Eventbrite to handle online ticket sales and for onsite entry management at all of its events.

### *Reducing wait times and long lines*

To tackle Drink:Eat:Play's biggest challenge, event entry management, Dan purchased 10 Apple iPods and downloaded Eventbrite's free Entry Manager mobile app. The camera on the iPod scans each ticket's unique barcode and verifies that the same ticket isn't being used twice, saving the company money and time.

Drink:Eat:Play's staff can now also quickly look up guest names at the gate, and confirm orders instantly right within the app. Even for events like the LA Beer Festival that draws more than 5,000 people, Dan's small team of 20 staff and volunteers can quickly scan people in with little-to-no wait time.

"In the past, everything would have to be handled at Will Call and you'd have to trust that it wasn't a duplicate ticket," recalls Dan. "The check-in process is so much easier now." As a result, Dan can now focus on other aspects of running his events.



### *Making changes on the fly*

Drink:Eat:Play takes full advantage of their ability to access their Eventbrite account and make changes at any time. This includes adding new ticket types, extending sales deadlines, updating event details, and processing customer refunds immediately – a big win over past headaches.

Eventbrite's 24/7 customer service hotline has also been a huge plus. "In the past, I wouldn't be able to contact anyone when people would email me at 8 p.m. asking for a change to their ticket orders," says Dan.

"Now, I know how to do all that stuff on my own with Eventbrite, but being able to call and talk to someone at night or over the weekend is really helpful."

### *Predicting demand and maximizing profits*

Experience has taught Dan that planning and executing an event is formulaic. "I have that equation where I can plan a beer festival in three days if I needed to. But the

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*"We can predict exactly how much an event will sell based on the first week's sales, or based on a month out before an event."*

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additional transparency of what I can now see on the backend is very important," he says. Dan tracks sales in real-time and can make an early prediction on numbers based on the first week's sales, and then know exactly where the company will land a month out before any event. Using this data, he determines order quantities for beer and food, increases or decreases staffing, and makes adjustments to ticket prices and marketing to sell out Drink:Eat:Play's events.

These efficiencies allow the company to streamline processes and better manage margins to maximize their profits.

### *Growing and selling out their events*

Drink:Eat:Play continues to see its events grow in size and attendance. "The LA Beer Festival went from 3,500 to 7,500, and now with Eventbrite we have to cap it at 10,000 people because the venue can't accommodate more. The Orange County event is sold out every year and San Diego keeps getting bigger." Dan says.

With Eventbrite's help, they can manage to get thousands of people quickly through the doors and enjoying their events. "It's inexpensive, it's flexible, and it's reliable," Dan says, summing up his positive experience working with Eventbrite.

*"Eventbrite is inexpensive, it's flexible and it's reliable."*

- Dan Silberstein

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### *About Eventbrite*

Founded in 2006, Eventbrite is an online ticketing company with more than 80M tickets sold and \$1B in gross sales. Festival promoters around the world turn to Eventbrite for its flexible, cost-effective ticketing platform and all-star festival team to help them set up, manage and sell out their events. To learn more, go to [www.eventbrite.com/festivals](http://www.eventbrite.com/festivals).

#### *Top Features*

- Entry Management scanners and mobile app
- Anytime access to data
- Customer order management
- Interactive sales tracking charts

#### *Other Similar Clients*

- American Craft Beer Fest
- The Great Googa Mooga
- Drink the District
- Feat Portland
- Charleston Brewvival

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*Contact our experienced account management and event strategy team at 888-541-9753.*

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