



Eventbrite

Eventbrite Helps a Festival Organizer Sell More Tickets

The Euphoria Festival of Greenville, South Carolina blends food, wine and music into a four-day celebration that's been called "the best little food festival in the South."

Founded in 2006 by singer-songwriter Edwin McCain and chef Carl Sobocinski, the event raises thousands of dollars for their non-profit Local Boys Do Good, which supports charities like the Mayer Center for Special Children and the Greenville Music Club. Euphoria has become the big fall event for the city of Euphoria, bringing publicity, tourists and dollars to the city.

The Challenge: Sell More Tickets

In 2011, the nonprofit's board brought in Gillian Trimboli, a veteran event planner and music industry professional, to take the reins of Euphoria. They challenged her with one big task: sell more tickets.

She knew it wouldn't be easy. Her goal was to boost attendance and raise revenue while keeping Euphoria the intimate experience that it was meant to be. In addition, the Euphoria Festival is a highly complex ticketing operation: tickets are sold individually and in packages to more than two dozen food and music events over four days, with events held in restaurants, on riverbanks and downtown on Main Street.

Solution: Eventbrite's Ticketing Service

For her first Euphoria Festival in 2011, Trimboli chose Eventbrite to replace the festival's existing ticket provider. Eventbrite provided the end-to-end ticketing platform needed to manage the complexity of the event.

"The analytics were what first attracted me to Eventbrite," says Trimboli. "I read that Eventbrite had all these backend measurement tools. I was so excited because for the first time, I could walk into a board meeting and show them exactly where people are coming from, who's buying tickets, and what advertising is working."

Trimboli also wanted the easy buying experience Eventbrite could provide. "People expect things to be seamless these days," she says. "Your website needs to make it easy for them to buy tickets and be done."



Customer: The Euphoria Festival

Overview: The Euphoria Festival is a four-day food, wine, and music festival held in Greenville, SC attracting more than 4,000 people from cities across the U.S. and world.

Benefits:

- Simplify a complex ticketing model for dozens of events over four days
- Seamless branding on a custom ticket and registration page
- Custom questions feature is a great fit for food, music and film festivals
- Better communication and last-minute alerts for all attendees

"People expect things to be seamless these days. Your website needs to make it easy for them to make the purchase and be done."

Eventbrite helped Euphoria in three key ways to sell more tickets and have a successful event:

Making the Complex Simple

Eventbrite handled ticketing on a Euphoria registration page that seamlessly matched their website's look and feel. Eventbrite's team even added Google map links under each ticket, to help attendees feel confident about the many different events and locations.

Trimboli liked the way she could make changes and updates to Euphoria pages and tickets at any time. For the second year of the event, her team simply clicked the "Copy Event" button to replicate their customized ticketing page, updated the event dates, and had it up and running in minutes.

Communicating with attendees was a breeze, even with so many different events in one weekend. "Eventbrite lets us create custom emails based on ticket type for free," says Trimboli. "Before the event, we were able to send out a reminder email to attendees with location, parking info, suggested footwear and so on. It was especially helpful for our VIP ticket holders."

"If it rains, we can email all the attendees to say that we'll be hosting it a different location. It's immediate. That's unbelievable power for an event person to be able to do that."

Trimboli's team also loved using Eventbrite's laser ticket scanners to manage check-ins: "Our ticketing manager said this year was the smoothest check-in process we've ever had." And Trimboli noticed that a full 75% of visitors to their pre-event had downloaded Eventbrite's app to pull up their tickets. "I like that we're more green. We're not lugging printers out there and collecting stacks of paper."

Selling More Online & On-Site

Before Trimboli joined Euphoria, print advertising was key. Now, Facebook is the festival's #1 referring site, thanks in large part to Eventbrite's social media tools. They're built right into all ticketing pages, so attendees can jump straight to Facebook and Twitter after buying tickets for that vital extra word-of-mouth.

Eventbrite also helped drive more purchases of Euphoria's VIP packages. As VIP buyers register online, Trimboli's team asked custom questions about their interests in wine, food or music, allowing them to pick suggested VIP experiences based on those interests. That rescues Trimboli's team from the substantial call-in orders that complicated VIP purchases in the past.

"The VIP experience sets Euphoria apart from other festivals," says Trimboli. "It's you and 20 others on couches in a small vintage guitar store with Edwin McCain and other musicians playing 2 feet away. And at \$659 per VIP ticket, the last thing you want is for it to be complicated for them."

Euphoria also used iPads powered by Eventbrite's At The Door® technology to process day-of-event ticket sales while people waited on line.

"It's feels less pitch-y to me, standing there face to face with someone, mobile, and not behind a desk with a laptop in front of them encouraging them to check out the event



across the street," says Trimboli. "It perpetuates that impulse buy because it's so easy: swipe your card on the iPad and walk in."

Reporting to the Board

"With a small staff you don't always have a lot of time to crunch numbers, so the type of information Eventbrite gives us is a total gold mine," says Trimboli.

"I'm an extremely visual person, so the graphs and charts make it really easy for me to be able to see ticket sales by event and compare year to year. Where did ticket sale spikes happen? We also now know we've had sales from every state, except Montana -- and we're working on it."

Those same tools help when reporting to 15 board members who want to know how sales are going.

"I know the first time I rolled into a board meeting with Eventbrite graphs, it was the first time they had seen anything like that," says Trimboli. "Before that they were still looking at spreadsheets with zip codes. Tools that help you explain and justify your marketing spending are huge."

Results

With her passion and skills, and support from Eventbrite, Trimboli has certainly answered her board's challenge. Since working with Eventbrite in 2011, the Euphoria Festival saw a 400% increase in ticket sales from the previous year with another ticketing platform.

In 2012, sales remained steady compared to 2011, but event day sales increased 40%. The chefs and musicians are excited, the board is happy, and so are Greenville's merchants: Euphoria and the city were even featured in the "Oprah's Favorite Things" edition of O magazine in 2012.

"The worst thing is to get people to commit their time and money and then lose them at the door. With Eventbrite it's been no hiccups, really easy for attendees to get in and out. That's priceless," says Trimboli.

"I don't give recommendations lightly. But I know I've sold Eventbrite's platform to a few people just by talking about the experience I've had. Nonprofits are a close-knit group. When something's working for me, I want to spread the word to others so they can be successful too. Eventbrite works."

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.

Top Features

- Customized ticketing page
- Easy entry management
- Custom questions for VIP packages
- At The Door® to process on-site sales

Other Similar Clients

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

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Eventbrite™

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