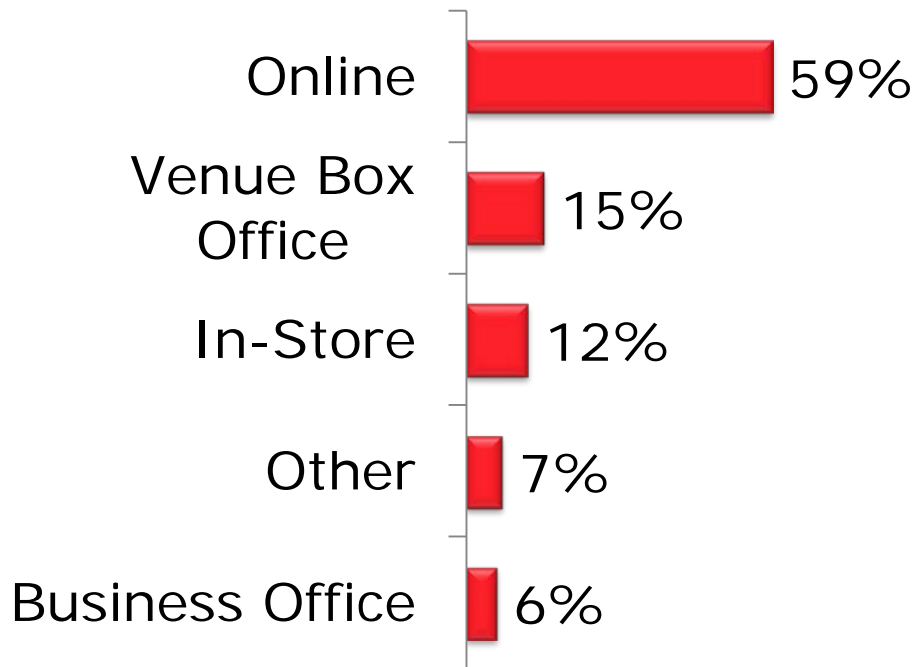


Selling Tickets Online

Cooking School Attendees Prefer to Purchase Tickets Online

Preference For Purchasing Tickets



80%
of Spring 2015
Partners Sold
Tickets Online

Source: Spring 2015 SRI Attendee Survey

Online Ticket Sales = 100 More Attendees on Average!

Sold Tickets Online?	Average Attendance
No	427.03
Yes	527.65

Source: Spring 2015 Taste of Home Cooking School Results

More Reasons to Sell Tickets Online!

1. Run sophisticated ticket strategies easily
 - Group packages
 - Early pricing discounts
 - Flash sales
2. Know how many tickets have been sold at any time
3. Capture attendee contact information automatically
4. Reach a wider customer base
5. Require fewer staff members to manage ticket sales
6. Sell through multiple channels: in-store/office & online

Common Misconceptions About Online Ticket Sales

SITUATION

We don't have a credit card processor.

SOLUTION

Use Brown Paper Tickets' Credit Card Processor

Brown Paper Tickets' credit card processor is the easiest way to collect money for your ticket sales. The entire payment process is managed by the Brown Paper Tickets system. Payment for the face value of your ticket sales is sent to you within 10 days after the end of your event.

SITUATION

Our local sponsors sell tickets at their stores as a part of their sponsorship package.

SOLUTION

You can sell tickets in store AND online through Brown Paper Tickets.

You can create a special perk for purchasing tickets at a sponsor's location, such as a discount or special drawing for a giveaway, as an incentive for people to visit their location.

You can also add your local sponsor logos to your ticketing page online to give them extra promotion.

SITUATION

Our attendees are used to purchasing tickets in person, over the phone or through the mail.

SOLUTION

You can sell tickets in person, over the phone, through the mail AND online through Brown Paper Tickets. It can do it all!

SITUATION

We want physical tickets for our show.

SOLUTION

You can still have physical tickets for your show, either mailed to each attendee or purchased in bulk from Brown Paper Tickets.

SITUATION

Our attendees don't want to pay a service fee.

SOLUTION

Brown Paper Tickets charges a \$0.99 service fee, plus 3.5% credit card processing fee.

Not many people are willing to drive to skip this small online fee.

If needed, you could independently offer a mail-in, phone or in-person option to eliminate the service fee for attendees.

SITUATION

We don't have a website/webpage for the show, so we can't sell tickets online.

SOLUTION

47% of attendees hear about shows from TasteofHome.com where we have a customizable page on your event.

Your event listing on Brown Paper Tickets can also serve as an online presence for your show.

You can easily link your Brown Paper Ticket page to your company's website or Facebook page.

Brown Paper Tickets

- No fee for event partners
- Easy set up
- Very customizable
- Great customer service (24-hour support from real people!)

www.BrownPaperTickets.com

Test Site:

Taste of Home Cooking School Seattle, WA

<http://TasteSeattle.brownpapertickets.com/>

Tips to Make the Most of Your Event Listing

1. Use Taste of Home Logo for Brand Recognition
2. Detailed Description
3. Use Keywords
4. Include Show Photos or Videos

Online Ticket Sales Set-Up Kit

Available on Planning Website:

<http://www.tasteofhomeschools.com/ticket-sales/online-ticket-sales-kit/>



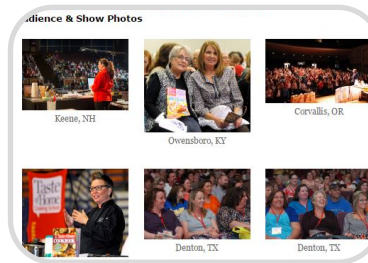
Descriptive Language



Logo for Brand Recognition



Promotional Video



Show Photos