

# Eventbrite

## Your Guide to Eventbrite's Onsite Tech & Staffing Solutions







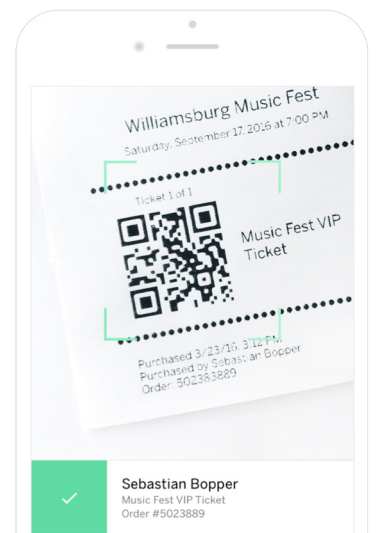
Maker Faire, a global festival of innovation and creativity, welcomes as many as 100,000 people over two days. To ensure a smooth customer experience at the gate, Maker Faire equips staff with high-speed, secure scanners. When large crowds of pre paid ticket holders arrive all at once, staff are able to walk down the line with the scanners, validating tickets. This speeds up the entry process once ticket holders reach the gates.

To achieve a similarly seamless entry process, start the planning process as early as possible — at least three to four months before your event. This will give you enough time to vet and secure technology and staffing resources.

Let's start with technology. When you're considering ticketing partners, you need a tested and proven platform with an expert onsite logistics team to help make your event run as seamlessly as possible. When your event has tens (or hundreds) of thousands of attendees, you'll want a provider that is prepared to turn chaos into calm, no matter the scenario. Here's how Eventbrite can help:

### **Eventbrite Organizer app**

Whether you're managing the box office or coordinating day-of logistics, your ticketing solution should be able to help you out by doing more than only manage sales and entry. It should also help you handle hiccups with customer service, such as transferring tickets or issuing refunds. On the big day, you'll want to accomplish these tasks fast to keep lines moving and festival-goers happy. Eventbrite's on-the-go solution gives you the power to oversee sales, manage entry operations, monitor attendance, and maximize revenue, all from a single app that you can download on your iOS or Android device.



### **Watch ticket sales live on your phone**

You don't have time to pull out a laptop to check in on sales during the middle of your festival. With the Eventbrite Organizer app, you can get accurate sales data in the palm of your hand. There is a ton of uncertainty involved in running a festival, but when you arm yourself with reliable, real-time data, you can mitigate as many potential pitfalls as possible before they become a problem.

### **Give your guests a flawless entry experience**

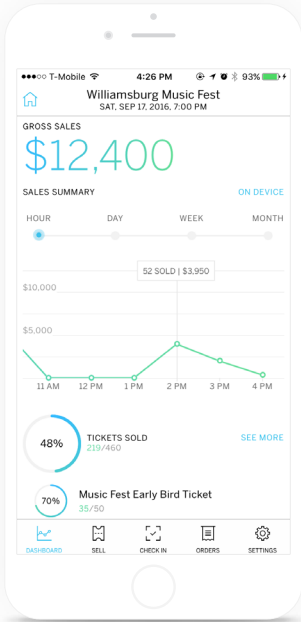
Paper lists and in/out clicks are a hassle for your team and your guests. Instead, rely on Eventbrite's easy-to-use, secure ticket scanning and check-in tech to get the job done. The training process for your team will be a breeze, and they'll even be able to streamline customer service functions, like looking up orders and issuing refunds.

### **Never miss a chance to sell**

Take a cue from Southern Makers, and keep accepting secure payments onsite even after the event starts. Whether you're selling last minute tickets at the door or branded festival merch throughout the event, you can feel confident that you never miss out on an opportunity to maximize your revenue. You can even track cash sales and other offline payment methods like checks, vouchers, PayPal, and more through the Eventbrite Organizer app.

“ We were able to sell more tickets with Eventbrite. We used to stop selling tickets onsite because we weren't sure where attendance was relative to venue capacity. Now, we can pull up the Eventbrite app, see how many people we've checked in, and keep selling tickets longer.

Andrea Jean, Southern Makers



## Stay up to speed with live attendance tracking

Use your mobile device to track real-time attendance data. If you know how many people are at your event, and what time they are arriving, you gain critical insights that you can use to optimize your attendee experience during the event and make confident decisions on the fly.

## Eventbrite Box Office solutions

When it comes to large-scale events, you need onsite technology that you can trust to handle high volumes of attendees — fast. For example, Eventbrite scanners can complete 20,400 scans on one charge and up to 20 scans per minute. With about five hours of performance from one device, you won't need to swap out devices, which is especially critical during your busiest entry times. Consider completing your box office with the following tools that are available to buy or rent from Eventbrite.



### Card Reader

Want to create an easy buying experience for your attendees onsite? The Eventbrite Card Reader integrates with your onsite hardware to process credit card transactions in the blink of an eye. Your attendees will be able to securely and quickly pay for last-minute tickets, festival merch, or food and drinks with their credit cards.



### Printer & Ticket Stock

It's great to be green with mobile tickets and email receipts, but sometimes your attendees want this in print. With the Eventbrite Organizer app, you can connect a BOCA or Star printer to your device wirelessly to print tickets or receipts on the spot. You can even get your ticket stock compatible with BOCA for Eventbrite printers.



## Equipment Rentals

Not ready to buy all that hardware for your festival? No matter the size of your fest, you can rent the tools you need from Eventbrite. From iPads and scanners for check-in, to gates for entry management, and Card Readers for onsite sales, you can get it all without the commitment of a full purchase.

### How to know how much equipment is right for your festival.

The size of your venue and number of attendees you are expecting are important things to think about when you are determining how many scanners and point of sale devices you need, but they shouldn't be the only things you consider. Here are a few other variables you want to account for:



**Speed of Entry** - How quickly do you need to get your attendees in? Do you have a deadline for entry to be complete? If you have to get 10,000 people into an event in two hours, you are going to need more scanners than if you have six hours to get everyone in.



**Battery Life** - How long will you be scanning? Eventbrite's scanners can generally operate for 4-5 hours on a full battery charge. If your event lasts for 16 hours, you will need to account for the need to swap out devices for power charging.



**Check-In Area Capacity** - What is your physical space? Having twenty scanners available won't be much help if you only have six feet to create lanes. Be sure to create a game plan that works for the space you are in, and order equipment accordingly.



**Staffing Resources** - How many people do you have on staff at one time? If you only have four people staffed for entry, it won't help that you have 12 scanners available.

## Eventbrite RFID solution

Whether you're in charge of customer service or spearheading your festivals branding efforts, you know that attendees today want engaging, interactive event experiences — and RFID delivers. From getting attendees inside faster to streamlining behind-the-scenes operations, the tech transforms the experience for both your attendees and your team. Once only accessible to the world's largest music festivals, events of all types and sizes have started to put the tech to use.



### **What is RFID**

Radio Frequency Identification (RFID) is a wireless technology that works by enabling a chip to communicate with an RFID scanner via radio signals. At festivals, the RFID chip is usually embedded in either a wristband or badge, and scanners (or “readers”) are positioned at entrances and exits, as well as VIP zones and other areas inside the venue. You could have people paying for food or drinks with the tap of their wristband, using their badge to get into a VIP area, or speeding through an event entrance thanks to their RFID chip. Your guests can even use their wristband to post updates or photos on social media at your event.

### **Get fans inside quickly**

No one enjoys waiting in lines. One of the best things about RFID is that it can seriously speed up event entrance. When SnowGlobe music festival switched to RFID, they were able to scan in more than 20 people per minute at each gate. With RFID, attendees simply wave their wristband over a sensor to get in.

The tech can seamlessly handle re-entry for multi-day festivals, or provide easy access to multiple zones in your event, like a VIP area.



Instead of training your team to operate and interpret scanning equipment, the RFID equipment lights up green for “go” or red for “stop” when scanned. You don’t have to worry about the human error of ticket scanning anymore, and you can cut down on staff needed at the gates too.

### **Reduce wait times (and stress) with flexible access control and reliable tech**

Seamlessly manage entry and exit to multiple areas, over multiple days — all while reducing wait times. Lightweight portals mean you can easily re-configure gates to get attendees in or out as quickly as possible. Plus, Eventbrite’s solution is fully operational offline, so when the power or network goes down, your event doesn’t.

### **Delight your attendees with cashless payments**

Forget long lines at ATMs, or attendees taking out their wallets time and time again. Now your attendees can pay for food, drinks, or festival merch with a simple tap of their wrist. They can add their payment information to their RFID tag before the event, making it easier than ever to buy.



Unlike most event technologies, RFID has the potential to transform every aspect of your festival. Beyond streamlining entry, RFID enables attendees to connect with you, your sponsors, and each other in new ways. Attendees can register their RFID wristband or badge to link it with their emails, social media profiles, and even their wallet — opening up a whole new world of possibility onsite.

Learn more about what you can do with RFID at your festival in the [Event Organizer's Comprehensive Guide to RFID](#)

## How to know if RFID is the right investment for your festival.

While the technology is rapidly becoming more affordable, it still takes commitment to succeed with RFID. Here's how to know if you're ready to take the leap now, or if you should wait a couple of years before investing.

### First, check all of the below boxes that apply to your festival:

- The benefits of using RFID (listed above) are important to your goals
- There are more than 10,000 attendees at your festival — or you're willing to invest in your smaller, fast-growing festival
- You're willing to spend at least \$3 per attendee on the RFID technology (or pass on the cost in the ticket price)
- You have the budget for additional RFID-related investments in staff and infrastructure
- Your festival has multiple zones or sessions (for example, General Admission and VIP)
- Attendees re-enter your festival multiple times (eg. over multiple days)

### Did you check most of the boxes?

Congratulations — your festival is ready for RFID!

### Did you check fewer than three boxes?

You may be able to achieve your goals more efficiently with the Eventbrite Organizer app and box office solutions. You may not be quite ready to invest in RFID yet, but you should reevaluate in a year or two. Technology can progress a lot in a year, and so can your festival.

Once you've chosen your technology, make sure you have the right people in place to use it! Ensuring a good experience for your attendees is critical to the success of your event — and experienced staff, from the box office to the gate, are critical to creating the perfect first impression.

Solid onsite staff planning is crucial for the SF Vintners Market. This semi-annual wine festival needs to quickly and efficiently handle crowds by the thousands. At entry, each line is staffed with three volunteers. The first person is a security guard who checks IDs. The next person scans tickets with an Eventbrite mobile scanner. The third person gives attendees wristbands or hand stamps. Each team member is responsible for only one task to focus on and execute repeatedly.

Feeling overwhelmed? Eventbrite is here to help! Our expert Field Services team has combined decades of industry experience, professional relationships, and flexible technology to provide an all-in-one onsite staffing solution.



### **Eventbrite Field Services Consultant**

Want to talk to an expert about your onsite plan? You can work with Eventbrite's experienced Field Services team to design a custom onsite strategy created for your festival's needs. Your Field Services expert will help you prepare before event day, design custom materials for onsite, and provide support wherever else you need it.



### **Eventbrite Field Services Expert Onsite**

Ready to take things to the next level? Bring in Eventbrite to help you in-person on event day. Your Eventbrite Field Services Manager will partner with your team to identify the best solution possible for your festival site. You won't need to worry about getting your equipment to your venue, conducting the installation, troubleshooting the equipment, or training your staff. Your Field Services expert will take care of that for you, and will be there with you throughout the entire event, personally overseeing the technology while providing best practices to your box-office and entry management staff.



### **Eventbrite Full Service Staffing**

Don't have an onsite team on staff? No problem! Along with helping you plan and prep for your event, your Field Services specialist can hire, train, and manage your entire onsite team. Eventbrite has hand-picked two trusted, third-party partners, Shiftgig and Kinetic, to provide skilled, trained, experienced, and reliable event professionals to take care of any of your staffing needs.

#### **Gate Staffing**

From ticket scanning, ingress management, and managing ticket disputes, Eventbrite's staff arrive trained and ready to provide the best possible entry experience to your attendees.

#### **Box Office Staffing**

Eventbrite's certified box office managers have extensive experience selling tickets, assigning wristbands, and resolving customer service issues using the Eventbrite Organizer app.

#### **Hospitality Staffing**

You expect the best from your talent, so you know they deserve efficient and attentive service on arrival. Trust Eventbrite's staff to handle all your check-in and hospitality needs.

**You only want the best for your fest**

Eventbrite's Field Services team has decades of combined experience managing thousands of food & drink festivals, conventions, expos and the like. We've been on the ground at Tribeca Film Festival, Chicago Gourmet, Gilroy Garlic Festival, Maker Faire, Anime Expo, and Rose City Comic Con, to name a few.

**You need technology you can rely on**

Eventbrite's technology is battle-tested and trusted by thousands of event organizers. 100% uptime (from our website to your gates) isn't just a stat at Eventbrite — it's a mandate. Eventbrite's turnkey solution, with unerring reliability and flexibility, sets the industry standard for onsite event tech.

**You know that innovation is essential for growth**

Eventbrite's best-in-class engineering team is 150+ strong and leading the industry in technological innovation for onsite services: from building versatile hardware that can be deployed in the most challenging event settings to providing a robust developer platform and open APIs. With Eventbrite you know you've got the best tech on the market.

## Conclusion

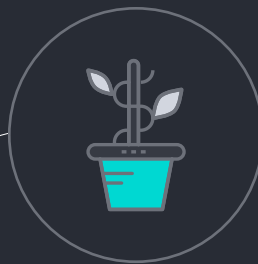
With the right strategies and tools in place, you can run a smooth, professional event and set yourself up to grow every year. But you can't go it alone! From technology to staffing, Eventbrite has a turnkey solution that empowers you to provide a high-quality, memorable experience for your attendees that will keep them coming back year after year.

To speak to an expert about how Eventbrite's battle-tested tech and experienced Field Services team can help you grow your festival, give us a call at (866) 902-2531 or visit us at [Eventbrite.com](https://www.eventbrite.com).

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Powering more than two million events each year.

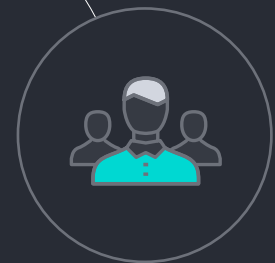
Eventbrite is the world's leading event technology platform. Hundreds of thousands of organizers use Eventbrite to boost ticket sales, promote and manage events, handle on-site operations, and analyze results across multiple sales channels.



Grow your event  
Sell more tickets  
to Eventbrite's nearly  
50 million active  
ticket buyers.



Simplify your planning  
Promote, manage,  
and analyze your event  
from any device.



Impress your attendees  
Delight with ease of  
purchase, convenient  
ticket access,  
and speedier entry.

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