

# THE BEST SUPPORT IN THE INDUSTRY: THE BACKBONE OF A SUCCESSFUL TOUR



Reach More Fans



Capture More Data



Sell More Tickets

## INTRODUCTION

With more than 26,000 exhibition games in 122 countries, The Harlem Globetrotters are a household name.

The mix of athleticism, theater and comedy draws crowds to venues ranging from arenas to high school gyms to experience this family-friendly event.

Behind the tour's ticketing is Ticket Operations Manager, Melanie Jaroszewicz. She uses the platform on a daily basis to build events, set up promo codes and track sales; however, what she loves most is the hands-on support that she receives from TicketWeb.

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“Working with TicketWeb on this tour made my life so much easier. Having a fallback team I could count on when I had a question or events were underselling was a game-changer.”

Melanie Jaroszewicz, Ticket Operations Manager, Harlem Globetrotters



## KEY RESULTS

91

Years of History

20-30

Games per Tour

19%

of Gross Ticket Sales  
from TicketWeb / Ticketmaster  
Network

## SOLUTION

“Having that fall back person in case something happens makes our life a lot easier”, said Jaroszewicz.

With TicketWeb, she can count on a dedicated Client Services Representative and a Marketing Team to help ensure the success of their business and events.

TicketWeb’s Client Services Representatives help bring events to life by providing training and supporting clients from the event build to the on sale and beyond.

“We’re really an extension of our client’s team. We’re there to help them onboard and make sure they get the most out of our tools and services,” said Zeb Resman, Client Services Representative for the Harlem Globetrotters, “In Melanie’s case, she’s very self-sufficient so we’re there as a backup during on sales and helped her settle customer service issues during the tour.”

In addition to TicketWeb’s Client Services Representatives, the Harlem Globetrotters also took advantage of TicketWeb’s in-house event marketing services to solve a common roadblock common in event marketing: fan outreach.

By working with the TicketWeb Marketing team, the Globetrotters were able to devise a marketing plan that stuck to their budget and implemented additional marketing pieces including TicketWeb’s seasonal campaigns.

These marketing tactics helped them reach new and existing fans resulted in increased event awareness and ticket sales. 19% of gross ticket sales for the 2016-2017 tour were traced back to marketing initiatives targeting reach expansion.

“People just didn’t know we were there”, said Jaroszewicz, “The little things help make people aware that we’re coming to your area.”

The Harlem Globetrotters count on TicketWeb’s team when they need it most.