

THE TICKETING SYSTEM INDEPENDENT PROMOTERS TRUST TO DRIVE TICKET SALES



INTRODUCTION

Promoting events is not an easy business. Generating enough buzz to sell tickets requires creativity, but at the end of the day, ticket sales are directly impacted by the number of fans you're able to reach.

Simply put, you can't underestimate the value of a good network. So what does this mean for independent promoters?

Meet Sean Healy, founder and CEO of Sean Healy Presents. As a promoter booking in multiple cities, Sean has a wealth of experience with various ticketing systems. The one he recommends is TicketWeb.

"We're independent promoters and we deal with venues that have different agreements with different ticketing companies," said Healy.

"When we go into a venue, we try to place as many tickets as possible on TicketWeb to sell out faster."

Sean Healy, Founder and CEO of Sean Healy Presents



Reach More Fans



Capture More Data



Sell More Tickets



KEY RESULTS

6

Years Using TicketWeb

6-10

Cities Booked Across the United States at any given time

39%

of Gross Ticket Sales from TicketWeb / Ticketmaster Network

SOLUTION

In fact, 39% of gross ticket sales for Sean Healy Presents come from the TicketWeb/Ticketmaster ecosystem. Having seen first-hand the increase in sales when an event is placed on the TicketWeb system, he credits the Live Nation/Ticketmaster fan network for his success with ticket sales.

“Even if we put our tickets up a week later than the venue, our event goes to the top of Google because it’s on TicketWeb’s extended network.”

While he loves the reach and added exposure that his events get on TicketWeb’s massive network, Healy also loves the personal attention that he and his team receive.

“I don’t know if anyone has as much correspondence with their ticketing company. I’ve dealt with (a competitor) and trying to get a hold of them is horrible,” said Nelson Grisby, Director of Operations for Sean Healy Presents.

As TicketWeb clients, Sean Healy Presents enjoys the attention and dedicated support of TicketWeb’s Client Services and Marketing team. The close relationship with their TicketWeb representatives provides peace of mind- they know that when they need the backup, our team of experts is ready to help.

“We really use TicketWeb because no one can do what they do with their fan network. That’s huge for us as independent promoters.”

Sean Healy, Founder and CEO of Sean Healy Presents