

LESS WORK, WORK LESS

The simplest way to manage
ticket based events



Watching cricket matches, concerts, plays etc., is exciting and awe-inspiring; acquiring tickets to attend these events is not. Every time a person wants to attend a concert or a sporting event, he has to endure never ending lines, closed counters and sold out events after all his efforts. As an event organizer, you are already aware of the problems faced by your target audience. You also aware that lack of time and booking convenience, keeps many more individuals that are interested from attending your event. You can alleviate these attendee problems, increase your attendee numbers and enhance attendee satisfaction by launching your ticketing process online. This will enable interested individuals to book tickets for your event at their own convenience, day or night, without leaving their offices or homes.

EventAvenue's Online Ticketing solution is suitable for any type of ticket-based event from sit down concerts to sporting events held in stadiums. It has a flexible, customizable and extremely easy-to-use interface that will enable you to automatically manage inventory, sell ticket online, accept payment in real time, maintain customer information in a single database, generate reports easily and conduct CRM exercises. You can even sell ticket with different levels of admission prices for a single event. Simply put, the Online Ticketing Solution will enable you to launch your ticketing process online easily and manage almost all aspects of your pre, on-site and post event tasks easily and directly online.

EventAvenue[®]



1 REACH OUT

Accelerate ticket sales by going online.

- n Sell tickets for your concerts and sporting events 24 x 7
- n Access attendee and payment information 24 x 7 using any PC with an internet connection
- n Achieve maximum reach and ensure maximum sales with a wide range of payment options
- n Send personalized emails to attendees with concert/match details. The mail can also serve as a booking confirmation mail
- n Make a larger impression on potential attendees during the ticket booking process by personalizing the ticket booking pages.

2 SIMPLIFY

Provide attendees visiting your event website with an enhanced & branded booking experience.

- n No more simple plain looking forms. Create the world's most beautiful and professional booking pages and integrate them to your event website.
- n Confirm attendance easily by collecting payment for tickets directly online through the in-built and highly secure payment gateway.
- n Offer the widest range of payment options - Credit Cards, Debit Cards, Net Banking, Mobile Payments and Cash Cards etc on your website and ensure individuals from all backgrounds can pay for tickets easily.
- n Target global audiences and execute transactions in all major currencies.
- n Modify, unregister or refund payments online.

3 SPEED UP TIMELINES

Start managing your ticketing process online from selling tickets to collecting payments.

- n Eliminate time-consuming manual work processes by launching your ticketing process online.
- n Register hundreds of attendees within minutes.
- n Attendees book at their own convenience. No time consuming data entry and costly data entry errors.
- n Collect payments directly online, no more waiting for cheques to clear.
- n Issue (email) online invoices to your attendees.
- n Auto generate bar-coded tickets with attendee information within minutes. Email tickets to attendees and save on printing and postage/courier costs.

4 NO TECHNICAL RESOURCES REQUIRED

Solution is hosted, secured and maintained by EventAvenue.

- n No recurring high end hardware or server hosting costs.
- n No software licenses or Verisign SSL certificates to purchase.
- n No need to waste time in tie ups with various banks and spend resources in integrating them.
- n No need to hire programmers, webmasters and technical support staff.
- n No upgrade or annual maintenance costs.

PAYMENT OPTIONS

Credit Cards



and more...

Net Banking (Direct Debit To Online Bank Accounts)



and more...

ATM Cum Debit Cards (Authorised through ATM PIN)



and more...

Debit Cards (Visa Electron and Maestro Debit Cards, Authorised through VBV/Secure Code Password)



and more...

Other Payment Options



ONLINE TICKETING - FEATURES AT A GLANCE

Online Ticketing

- n Convenient 24 x 7 online ticket sales from anywhere
- n Centralized attendee database
- n Auto-populate information feature
- n Instantly authorized online payments
- n Automated and personalized emails
- n Automated "tickets sold out" and "wait-list" messages
- n Flexible pricing for different ticket types
- n Complete range of tools to customize your booking pages

Web-based

- n No hardware or software to buy, install or maintain
- n Free upgrades
- n The solution is available 24 x 7 globally
- n Unlimited multi-user access

Ticket Generation

- n Easy to use intuitive design interface
- n Merge attendee information automatically
- n Create and reuse unlimited colorful bar-coded tickets with your event or company's images and logo
- n Print in batches or one-at-a-time

Reporting

- n Unlimited and secure access to standard reports
- n Generate unlimited number of custom reports
- n Export reports: Excel, Text, PDF

Secure Fee Collection & Payment Options

- n Collect payments from attendees easily and directly online
- n Define payment instructions and refund policy
- n No special account required to receive payouts
- n Secure online payment processing
- n Data encryption using 128-bit RSA encryption Secure Socket Layer
- n Verisign SSL Encryption, Verified by Visa, MasterCard

Secure Code Verification

- n Payment Card Industry(PCI) Data Security Standards Compliance
- n Credit Cards: Visa, MasterCard, American Express, Discover, Carte Blanche and Diners Club International
- n Direct Debits To Bank Accounts: 30+ Indian Banks
- n Mobile Payments: PayMate, SBI Freedom
- n Cash Cards: Itz Cash Card, Done Card

Accounting

- n Generate automated invoices and fee receipts
- n Track payments, refunds and other transactions
- n Robust financial reporting tools

Emails & Notifications

- n Send automated ticket booking confirmation emails
- n Create customized (& reusable) email templates
- n Merge attendee and event information into email
- n Insert instant payment RSVP, invoice and other links in emails
- n Email groups directly from attendee reports
- n Automated RSVP facility with tracking functionality
- n Send invite-a-friend emails
- n Upload and manage custom distribution lists
- n Schedule future broadcast and reminder emails

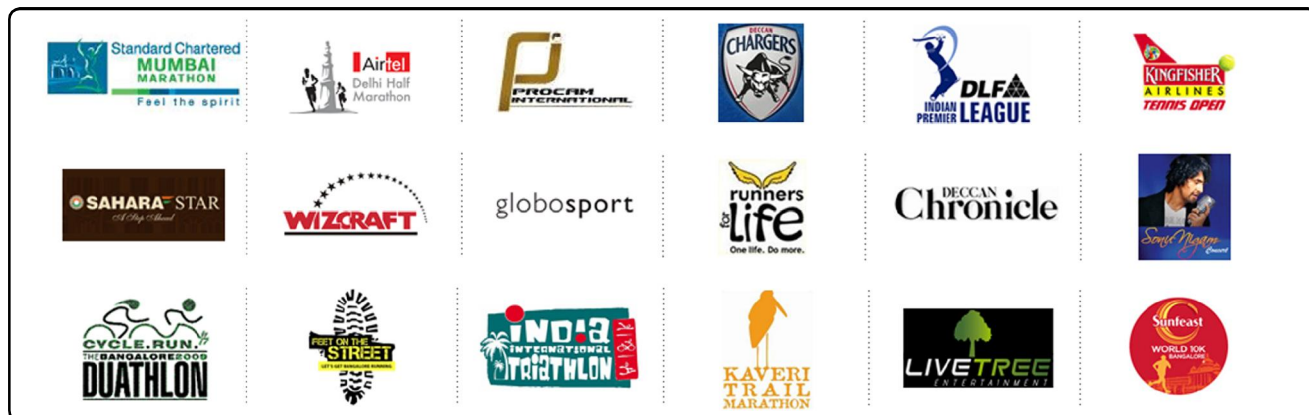
Training & Support

- n Get *free* training & support through email, telephone and chat on a 24 x 6 basis

On-Site

- n Check in attendees and manage event on-site
- n Virtual Terminal to collect real time payments from attendees
- n Print individual tickets
- n Generate attendee rosters
- n Print fee receipts and invoices
- n Access real-time attendee lists

CLIENT LIST



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