Eventbrite

How to Use Event Automation to Scale Your Events Business
Your event technology should do work for your team — not cause your team more work.

When you first launched your event, you didn’t need much to keep it running. A small team and basic technology got the job done.

But as your event has grown, you’ve had to hire more staff to keep up with seemingly endless tasks. You’ve invested more in technology that seems to create as many problems as it solves.

Along the way, you’ve run out of time to think strategically about how to grow your business. As similar events penetrate your market, your event risks becoming irrelevant if you don’t make innovation a priority.

Sound familiar?
Continuing to scale your event doesn’t require endless investment and growing complexity. It just requires more efficiency. That’s where event automation comes in.

Using technology to automate tedious tasks will save your team time — so they can focus on the strategic work that drives your business.

Automation won’t only make your team more efficient. It also provides deep insight into your business — the kind of insight that empowers you to scale your event to multiple dates or cities.

Of course, it does take some work to automate future tasks. New systems are often accompanied by a learning curve and real costs.

Here’s how event directors use automation to minimize risks and maximize time saved — so their staff can focus on scaling their event for the future.
Who this guide is for:

This guide is for event owners and directors who want to empower their team to think more strategically as they scale to bigger experiences and new cities.

You'll learn how to:

• Streamline your staff to become more strategic in all areas of your business
• Automate your website management, promotions, paid advertising, customer experience, and more
• Scale your technology to gather more insights and grow your event
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As the frequency or complexity of your event grows, web development can quickly become the biggest line item in your budget. But there’s no need to pay the big bucks for original development when automated solutions can be just as customized.

Before you add more event dates to your calendar, make sure your online presence is consistent. Here’s how you can streamline your development work to reinvest in more strategic initiatives.

**Automate website creation**

Instead of hiring pricey developers to build custom websites from scratch, start with a tool like [WordPress](http://WordPress.com), [Spacecraft](http://Spacecraft.com), or [Weebly](http://Weebly.com). By using these platforms for the backend of your site, you can cut down on technical issues and streamline design.

Use one of their hundreds of customizable templates or create your design from scratch. Either way, it’s easier to hire a web developer or marketer with experience coding for these platforms than to teach someone the ropes of your original site.

**Beyond ease of site creation, a site on these platforms is built to integrate with your other technology.** If you’re selling tickets or registration through Eventbrite, you can pull your listings and calendar directly into your website. You can also embed a registration widget directly into your website, enabling fast checkouts without leaving the page.

**Automate event publishing and scheduling**

Launching your on-sale can become a chore if you’re a frequent event creator. And if you host an event with multiple sessions — like
a conference, a multi-day festival, or a consumer expo — you’re also familiar with the administrative hassles of schedule management.

Don’t make your team spend its time on manual button pushing at obscure hours. Instead, automate on-sales and session scheduling via:

- **Automated event publishing**, which will allow your staff to schedule multiple events at once or plan your go-live down to the second.

- **Automated session scheduling** with a tool like Sched. Sched allows attendees to build out their own agendas on your website — and allows you to control session availability based on ticket type. If you’re using Eventbrite, you can automatically publish updates to your schedule, speaker, and sponsor directory on Sched.

- **Automated booking calendar** syncs with a tool like Eventbrite Venue, which allows you to confirm holds and put events on sale in a matter of minutes.
Focus your marketing team on strategic work

Whether you’re targeting double-digit attendance growth or launching your first event in a new market, marketing is key. But if your marketing team is wasting its time manually pulling email lists, optimizing ads, or scheduling social media posts, you’ll only fall behind.

Technology is the differentiator between brands that are “meh” at marketing and those that take it to the next level. Automating promotions empowers your marketing staff to invest in new ideas and makes your spend more effective.

In terms of marketing efforts... it's just me. I have limited bandwidth to make sure literally everything happens, so I need to put my energy where it matters.

Danielle Launders, Community Events Manager, MozCon

To better attract and convert new attendees — without the extra workload — have your marketing staff investigate these tools.

**Automate your organic social media marketing**

In this day and age, manual social media management is simply not sustainable. It’s necessary not just to save time, but to keep up with the always-on nature of numerous social media platforms.

Hootsuite is a trusted automation tool that lets your team schedule all of your social feeds at once. Instead of logging in and out of social networks multiple times a day, your marketing team can use its time to plan new growth levers.
Organizer Spotlight

How Learn with Bricks scaled their marketing

Learn with Bricks hosts a LEGO convention that draws thousands of people to events across the country. As they grew to hosting massive events every other weekend, founder Chad Collins knew he had to scale his technology to match.

Using Eventbrite’s seamless integrations with Facebook, Google Analytics, and the Learn With Bricks email platform, Collins’ team has automated their marketing machine. And using Eventbrite’s self-service tracking pixels, Collins can see at a glance how the team’s promotions are performing, which means smarter allocation of time and money.

“Facebook is our number one marketing channel, and Eventbrite’s tight integration with Facebook is huge,” Collins says. His team can create a new event on Eventbrite and immediately push it to create a Facebook Event in one click. On the reporting end, Eventbrite pushes its sales data to Facebook Ads Manager so the team can adjust the spend to the best-performing ads.

“We don’t have to manually export and import, it’s all just done. Using all the tools that are built into Eventbrite, we can implement our sales strategies easily.”

Chad Collins, Founder, Learn With Bricks Inc.
Automate your paid advertising

In a 2017 Eventbrite survey of nearly 500 organizers who manage marketing for their events, almost 70% said they spend between $1,000-10,000 on paid ads annually. But if you don’t use automated technology to manage those ads, you may be wasting your money.

Historically, your team may have managed ads directly from platforms like Facebook. But as you launch into new markets with more and more events, your team will need to create and monitor campaigns on a bigger scale.

Make sure your money is driving the most revenue by placing a tracking pixel on your ticketing or registration page. Then, your team can automatically track return, optimize spend, and retarget buyers based on behavior. This automation can drive an average 6X return on investment for events, with one music festival seeing 14X ROI.
Here are four top-shelf, paid advertising platforms your marketing team can use to maximize ROI:

- **AdRoll**: Your team can use AdRoll to manage and optimize your ads across the web from one platform. Use their retargeting tech to display your ads to people who have visited your page but didn’t purchase.

- **Boostable**: Create sophisticated custom ad campaigns on Facebook and Instagram. Just choose your budget then Boostable creates the ads, finds the best target audience, and monitors the campaign, sending you weekly email updates.

- **ToneDen**: ToneDen’s self-serve platform helps you target the right people on Facebook and Instagram. The tool uses a smart algorithm that helps you build and test different segments of your attendee audience. When you’re ready, the system will create and manage your advertising campaigns and automatically optimize your ads, day and night.

- **Radario**: Radario’s ad retargeting extension hones in on Facebook users who’ve been to your events before. You can capitalize on that proven audience to increase repurchasing and customer engagement for your next event.

Manage your ad campaigns through your Eventbrite dashboard

If you’re using Eventbrite to sell tickets or registrations, Boostable and ToneDen have built-in integrations that you can manage without leaving your Eventbrite Dashboard. Use these integrations and tracking pixels to identify your top performing campaigns and adjust spend.
Before, all we did on our platform was sell tickets. It was just a tool in our toolbox. We didn’t realize what was out there — that we could rely on a ticketing brand to help us sell tickets.

Dede Flemming, Co-founder, Lightning in a Bottle
Automate your email marketing

Email automation platforms like MailChimp, AWeber, and Emma automate your email campaigns. No more juggling lists, no more spreadsheets.

These platforms also give you the ability to design customized emails and feed you reports on which campaigns perform best. For example, you can automatically send personalized emails when customers take specific actions. This is key, because emails tailored to a target audience improve conversion by 355%.

Sync new attendee data into your email platform

If you use Eventbrite, you can import your attendees directly from your ticketing platform into your MailChimp lists. Don’t want to import everything? No problem. You can set parameters so that only attendees who meet certain criteria will be added to your email lists. This takes the manual work out of weeding and pruning lists.

Prefer Emma or AWeber? Eventbrite’s integrations let you add events right to your email campaigns and track the resulting ticket sales.

Automate event discovery and distribution

How do you reach new event-goers, especially in new markets? One strategy is to be featured on event discovery sites — think Facebook Events, Goldstar, and Eventful.
But publishing each event to these listing sites individually is a big time commitment. That’s why your ticketing or registration partner should automate the process. The best technology also places native “buy” buttons on these sites, so customers get a streamlined buying experience.

If you’re using Eventbrite, this promotion will happen automatically to promote your events on these discovery sites — and embed native ticket purchasing. The best part? By allowing people to purchase tickets on partner sites, you can drastically boost your bottom line. In fact, events that sell tickets directly on Facebook drive 2X more sales and free registrations on average than events that redirect to a ticketing page.
Streamline your customer service team

Whether events are part of your greater marketing strategy, or your entire business revolves around them, your customers are the nucleus of your orbit. And as you continue to grow, you’ll need to make the customer experience feel even more personal — without time to personalize it.

A streamlined customer service team is key to keeping attendees satisfied and loyal. Automate tasks like data exports and attendee outreach, so you can grow your attendance without expanding your staff in kind.

**Automate your CRM integrations**

Customer relationship management (CRM) tools like Salesforce, Hubspot, or Kindful keep track of data throughout your attendee lifecycle. If events are an important part of your customer acquisition strategy, CRMs that sync your customer data to your event’s attendee data help you manage all your relationships in one place.

If you’re using Eventbrite, you can connect your event directly to Salesforce or HubSpot CRM. This gives you a more comprehensive understanding of your customers and every brand touchpoint you have with them — including the events they attend. You can also see which companies are represented at your events, and in what numbers.
Organizer Spotlight

How MozCon reduced the need for extra CX staff

The MozCon conference has grown 152% since debuting in 2011. Community Events Manager Danielle Launders has relied on automation to make its growth painless and cost-effective — especially when it comes to customer service.

Because registration is open year-round, MozCon receives many attendee requests as the event gets closer. "A lot can happen in a year," says Launders. "People get a new job and need to update their email, others get married and ask to change their last name."

Thanks to streamlined technology, these typically tedious updates to customer information are an afterthought for Danielle and the MozCon team. The team of four was even able to reduce the need for extra staff as the conference approached.

"It's so quick to do anything, I barely think about it. The amount of time Eventbrite saves me to focus on other things is amazing. It's literally the only thing in my job that I don't stress about."

Danielle Launders, Community Events Manager, MozCon
Automate your mobile event app

At modern large-scale events, attendees expect an event app to help them navigate and customize their experience. But you shouldn’t have to hire developers to build an event app from scratch. Nor should customer service need to populate the information manually.

Instead, encourage your team to work with an event app partner that will integrate with your ticketing or registration system. Point them toward the following platforms to automate your event app:

- **Attendify**: With Attendify, a DIY app-making tool, you can easily replace your printed program. This option also helps you create a private social network for attendees, with a timeline, photo sharing, and messaging.

- **Custom Mobile App by Presdo**: Use Presdo to create a conference app that not only has your event information, but also enables attendees to use LinkedIn profiles for networking.

- **Aloompa**: Great for festivals and consumer events, Aloompa gives organizers access to features like schedule sharing, festival map GPS localization, and beacon technology.
Automate your surveys

As you continue to grow, you can’t risk falling out of touch with your attendees. That’s where event surveys come in.

SurveyMonkey automates the process of polling attendees online. With over 300+ templates and a streamlined survey-building process, your team can set up one survey that can be used across all your events. Then you can parse the results in whichever view answers the business challenge you’re facing — by event or in aggregate.

Send surveys from your ticketing or registration dashboard

If you have an Eventbrite account, you can connect it directly to SurveyMonkey’s integration. This gives you access to certified event survey templates and allows you to send specific surveys to different ticket types to streamline your feedback collection.
Keep your whole team in sync

Even with streamlined systems, your team will inevitably grow as your business does. But a busy staff managing events across the country needs to be even more in sync, not less.

As your team and technology grows, don’t let each team investigate new technology in silos. If you do, even a seemingly great tool for one team can cause every other team pain with manual, error-prone data transfers.

Instead, make sure technology decisions are centralized, so that your tools integrate and save everyone work. It’s unlikely that every single technology you want to use will already sync with your other tools. Luckily, it’s easier than you may realize to have your team set up these integrations. Here’s how.

Automate your data between systems

Even two technologies that aren’t built to work together can be connected without manual coding work. Zapier creates automated workflows that unite your various technologies. It’s a highly flexible, easy-to-customize tool that can connect over 750 apps.

For instance, every time you add a new contact to your CRM, you could create a “Zap” to automatically add it to your email marketing provider, too. Or, sync your SurveyMonkey responses straight to Salesforce.

Like Zapier, Automate.io and Workato both make it easy to connect your existing apps to automate your marketing, sales, and operations. These two options make it easy to sync registrations in your ticketing platform back to your business’s internal systems.
Automate with APIs

If you want to build a connection that isn’t available through the above apps, you can create your own using APIs. APIs (application programming interfaces) are ways of building technology so that it will work with other technology. If you use a ticketing or registration platform with an open API (like Eventbrite), your team can build a system that pulls your attendee data into any system you’re using.

The best thing about APIs is that they don’t necessarily require a team of developers to utilize. Services like Upwork connect you with skilled pros who can help you develop APIs to your exact specs. In the spotlight below, you’ll find one example of how an Eventbrite customer used our open APIs to inspire event automation innovation.

There are so many tools inside Eventbrite. I’m always checking the extensions page to see if there’s something that makes sense to add to our event.

Bill Braack, President, Oregon Air Show
Organizer Spotlight

How PianoFight built a "heat map" of sales

PianoFight started as a small, scrappy theater company in an edgy corner of San Francisco’s SOMA neighborhood. As it grew into a well-respected music and performing arts venue with an upgraded location in the heart of the Mission, PianoFight’s organizers knew they needed more serious technology backup.

Duncan Wold, PianoFight’s head of digital marketing, counts on the open Eventbrite API to automate much of the venue’s marketing and ticketing operations.

For instance, Wold decided to build what he calls “The Ticket Wizard,” a straightforward app that uses the Eventbrite API to generate a heat map of the month’s ticket sales. That way, the restaurant and bar manager can use the heat map to staff and stock their bar. A simple red, yellow, or green shade on the heat map has saved the team money on wasted food and bored bartenders.

“Because we have this aggregate data, it’s doubled what we’re able to achieve with the time we have.”

Duncan Wold, Head of Digital Marketing, PianoFight
The foundation of your event technology stack

Introducing disconnected technology solutions can backfire if they don’t work well together. And if your staff are spending all their time on uploads, exports, and technology troubleshooting across tools, they won’t have time to work on strategic growth for your business.

When you’re building your business, you can’t afford a minute wasted. To learn how you can build the foundation for an integrated tech stack using your ticketing and registration platform, contact us here or call (866) 902-2531.

“Eventbrite frees us up to do what the leadership team should do — strategize, grow, and scale the business.”

Chad Collins, Founder, Learn With Bricks
Eventbrite brings the world together through live experiences. More than 700,000 organizers used Eventbrite in 2017 to drive ticket sales, promote and manage events, handle on-site operations, and analyze results across multiple sales channels.

Powered three million events in 2017.

Grow your event
More than 200 million tickets were issued in 2017.

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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