Start with the perceived value
Perceived value is what your attendee thinks they will get out of your event. Entry, food and drinks, experiences, entertainment, and social benefits are all part of their calculation — so make it part of yours.

Calculate your per-ticket cost
Next, consider how much it costs per attendee for you to put on your event. Total up your costs for the venue, food, entertainment, etc. and divide by your total number of attendees. That’s your per-ticket cost, and also your base point for ticket pricing.

Finalize the actual price
Lastly, determine what your attendees are actually going to pay. The actual price should be below the perceived value so your attendees know they are getting a good deal, but above the per-ticket cost so you can turn a profit.

Maximize revenue with multiple ticket types
Create multiple ticket types on Eventbrite — like premium, VIP, general admission, and early-bird — so that attendees can choose which price feels most valuable to them. Influence more ticket sales from both price-conscious buyers and big spenders by giving them a reference point to compare.

Offer multiple ticket types with Eventbrite Premium.

Learn more about How to Price Your Event, or talk with one of our event experts at 1-855-211-5875