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Event ticketing for hospitality

Drive revenue by building Ticketed Events, with Fuse...

Not even five years ago, creating and running your own events used to be the envy of lots of high street brands as they simply didn't have the team or tech to activate. Fast forward to 2023, and anyone can run their own events; you just need the right event ticketing tech and an experience your customers will love.

Building and delivering your own events is an excellent way to create a fully immersive brand experience and drive incremental income.

Online ticketing platforms like Fuse have revolutionized the way events are planned and managed, offering automation and personalisation options.

Here are our top 5 tips for building an event using online ticketing with Fuse and how this fits into your year-round marketing strategy.

Step 1: Create your Event - the ideas

If you haven't run events before then the first place to start is your brand. How can you develop an experience your customers will love, that is rooted in what makes your brand distinctive?

Some ideas:

- Artisan / educational - cooking classes or tasting events
- Fun / energetic - DJ or day party events
- Family-friendly - kids-focused events such as afternoon tea or craft-type events
- Creative / nature - Making and craft events

Create a one-off event to start and eventually move into recurring events. When building your marketing plan across the year, extend your revenue potential by events into the mix, particularly during quiet periods to boost takings.

Fuse makes your events easy to activate, so make sure you plan them in and drive revenue that you didn't have in the prior year.

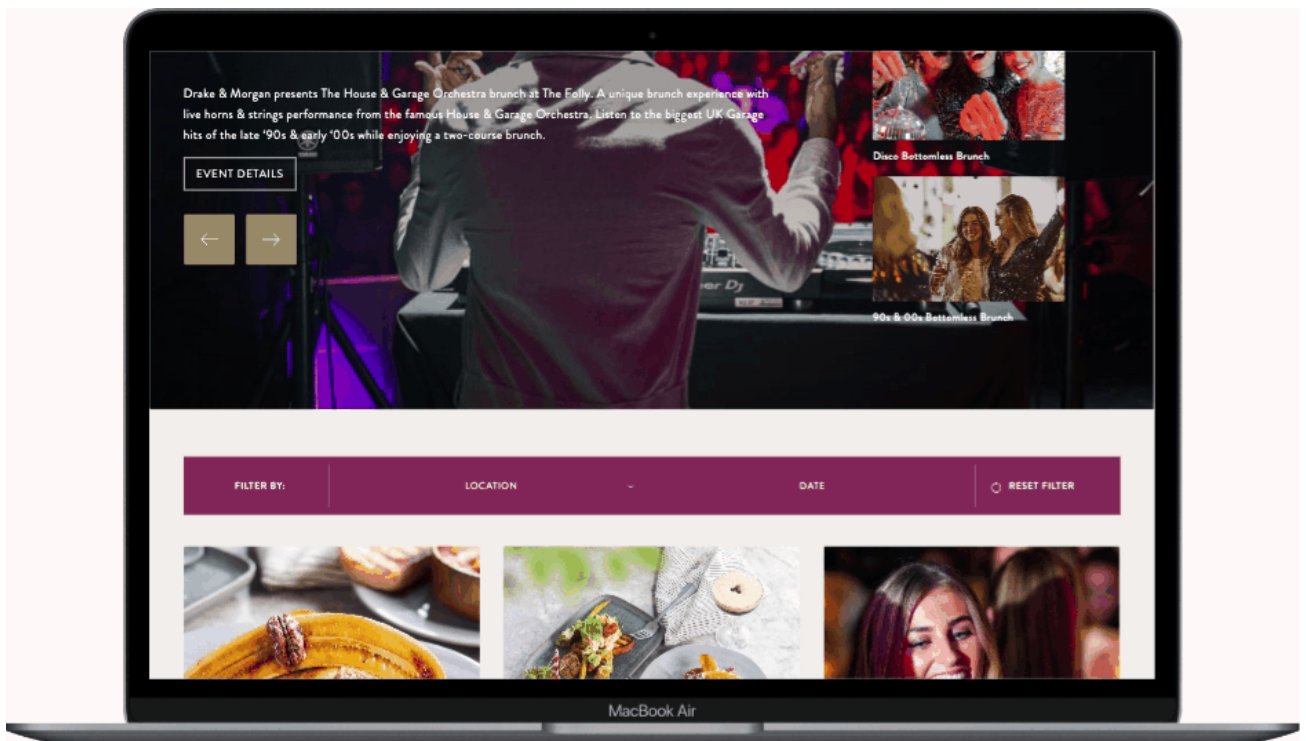
Step 2: Your Event, your brand

Once you have created your event, set up your event page. It's essential to own the customer journey here. The event listing page and booking page should seamlessly sit on your website, and the customer booking experience should feel as though it's one platform that entirely represents your brand.

[Case Study Example: Check out Drake & Morgan's events to see a truly seamless process](#)

Add photos, videos, and other media to make your page more appealing. Customers will book an event on a platform that looks great. No 3rd party designs, company names, or advertisements.

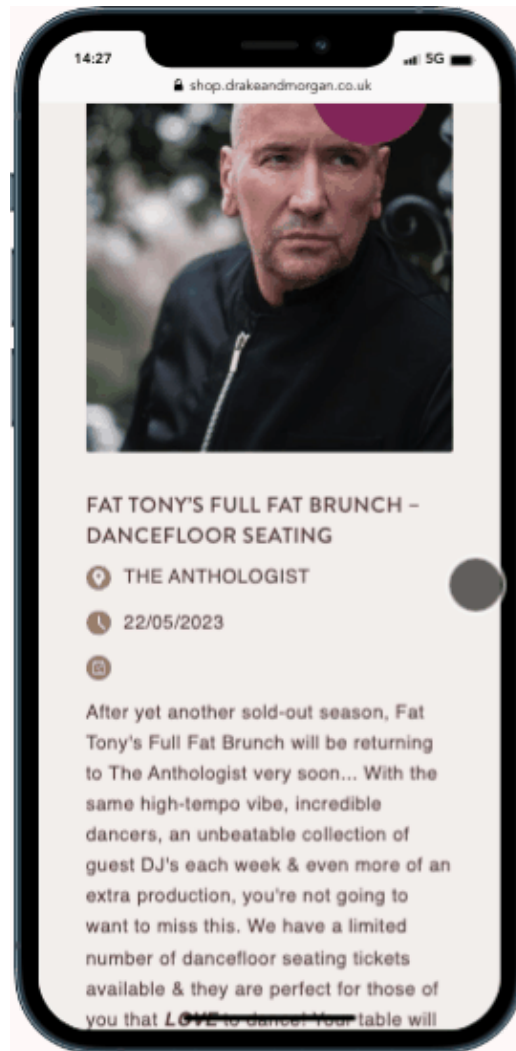
Owning this journey is crucial and will enable you to maintain that standard of service you work so hard for when your customers are physically in front of you, why throw it away online?



Step 3: Gauge interest, built hype & automate

Allow guests to pre-register for events, generating interest and building hype before tickets can be purchased. This will capture data and allow you to communicate personally with those who are most likely to book your event when tickets are available.

And when your event is sold out, add a waitlist, ensuring your event remains sold out. Cancellations can be refunded automatically (within your own cancellation conditions) and those first in line on the waitlist will receive an email notification with new availability to purchase. It's all done and managed for you.



Pre-event emails can be automatically sent out reminding attendees of the event. Post-event emails can also be set up. These can include official photos of the event, feedback surveys, nudges to share photos on social channels and information about the next events coming up.

Step 4: Upsell & collect data

With Fuse, every attendee's name and email address is added to the group ticket bookings. So if one friend is buying tickets for 6 friends, all attendees' contact details are added, it's not just

the bookers details that are collected. This is invaluable for increasing your database and driving personalized comms moving forwards.

Upsell products relating to the event you're selling, such as wine bottles relating to a wine-tasting event or vouchers gifted to a friend for the next event! Fuse Online Shop and Gift Vouchers products allows you to cross-sell and redeem across each platform, allowing for you to gain a more powerful single customer view and give the customers a smoother digital experience.

Step 5: Learn and go again

Once the event has run and it's been a huge success, you can go again. Learn from attendee numbers, items sold, and engagement from your campaign. The Fuse back-end reporting can help you review the taking from the event and when tickets were sold. This will then allow you to learn using real data and further enhance your marketing strategy going forward.

Running your own events doesn't have to be hard work; by following the above steps, Fuse can enable you to run events that represent your brand and will keep your customers coming back for more and more.

Before we let you go, here are our top 5 tips!

1. Develop experiences that represent your brand and your customers will love, keep them coming back, and create raving fans!
2. Automation event management, automate the jobs you don't want to invest labour into and be consistent and accurate with your results.
3. Smooth customer experience, remove the clunkiness, stay on brand, and save time.
4. Capture valuable data, and supercharge your business with insightful, segmented data that enables your marketing team to drive more traffic to your business
5. Drive incremental revenue digitally, and unlock a new revenue stream that is 100% incremental & easily accessible for your customer.

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