Hockey Canada Ticket Operations

Jacob Martin

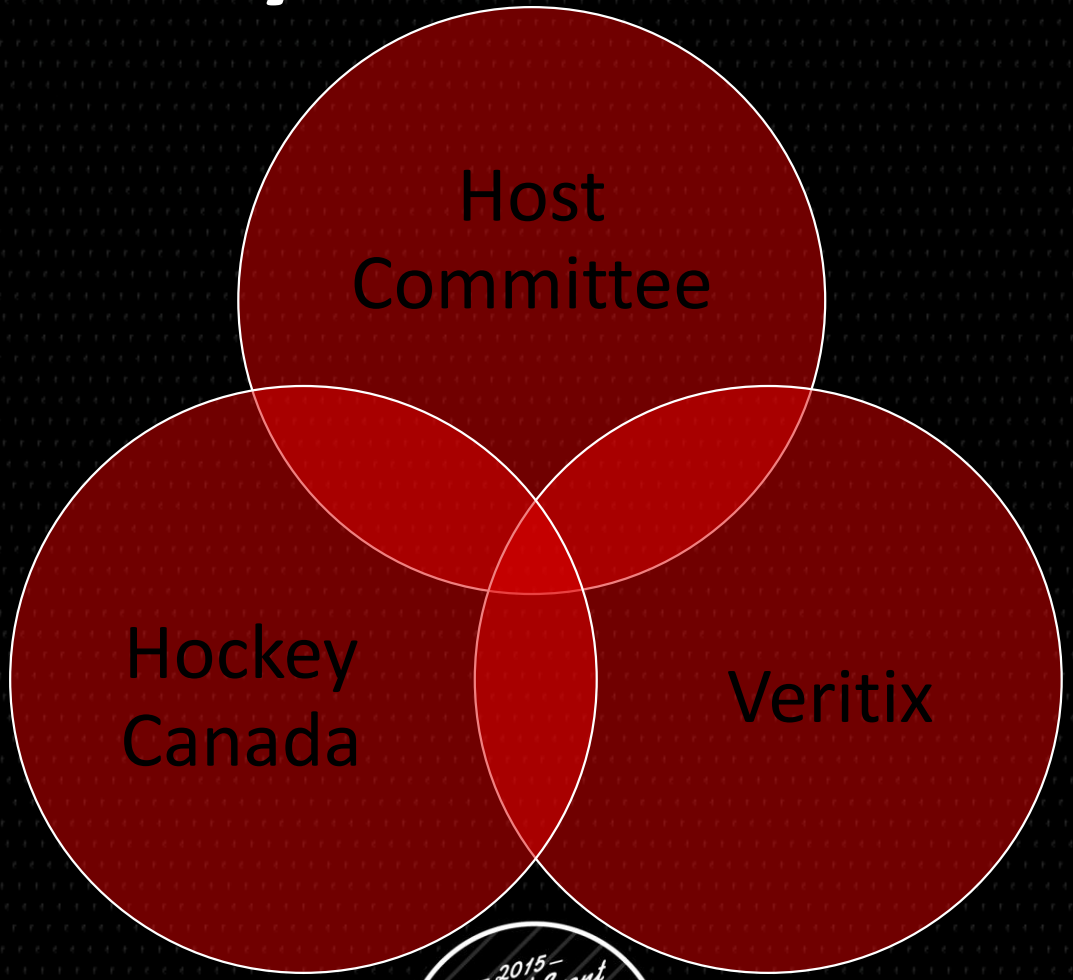
Coordinator, Events and Properties

What Makes an Event Successful



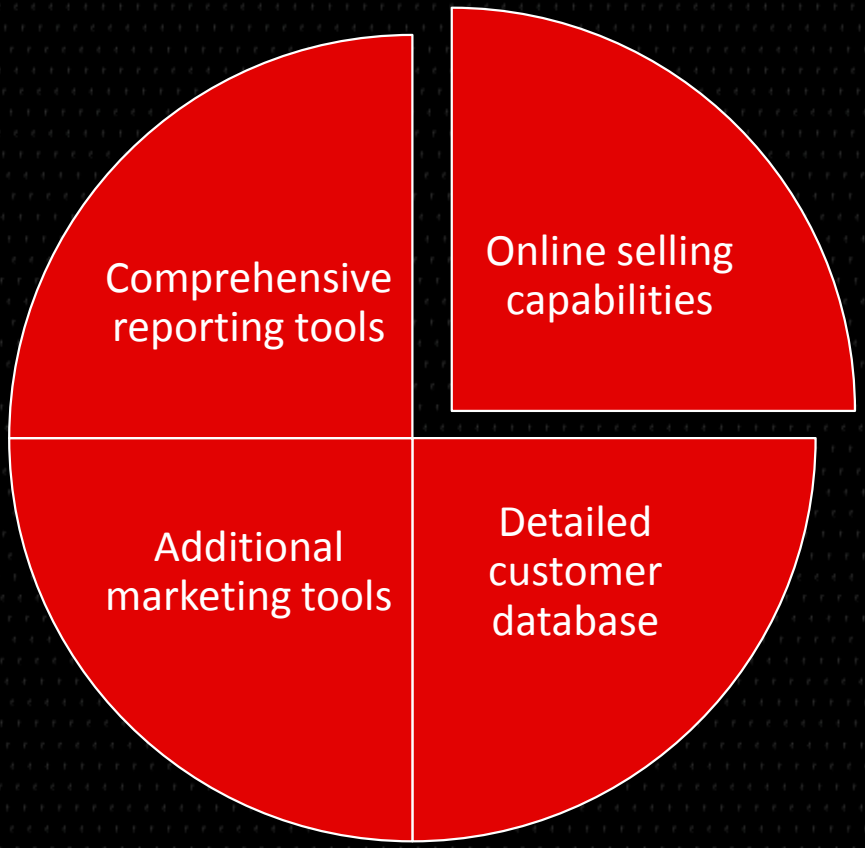
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Host Organizing Committee Benefits



Timeline Leading up to Event

Manifest & Event building → Tickets go on sale – Staggered product offerings → Ongoing promotions & special offers

Ongoing promotions & special offers → Ticketing Fulfillment & Reporting → Event Execution → Post Event Reporting/Reconciliation



Identify your Ticket Inventory

How many tickets do you have to sell?

+

Keep in mind

=

What is the remaining inventory?



Development of Critical Path

- Establish ticket targets & benchmark dates
  - For Example - How long will ticket packages be sold for before single tickets are released?

- What happens if the ticket package target is not met?

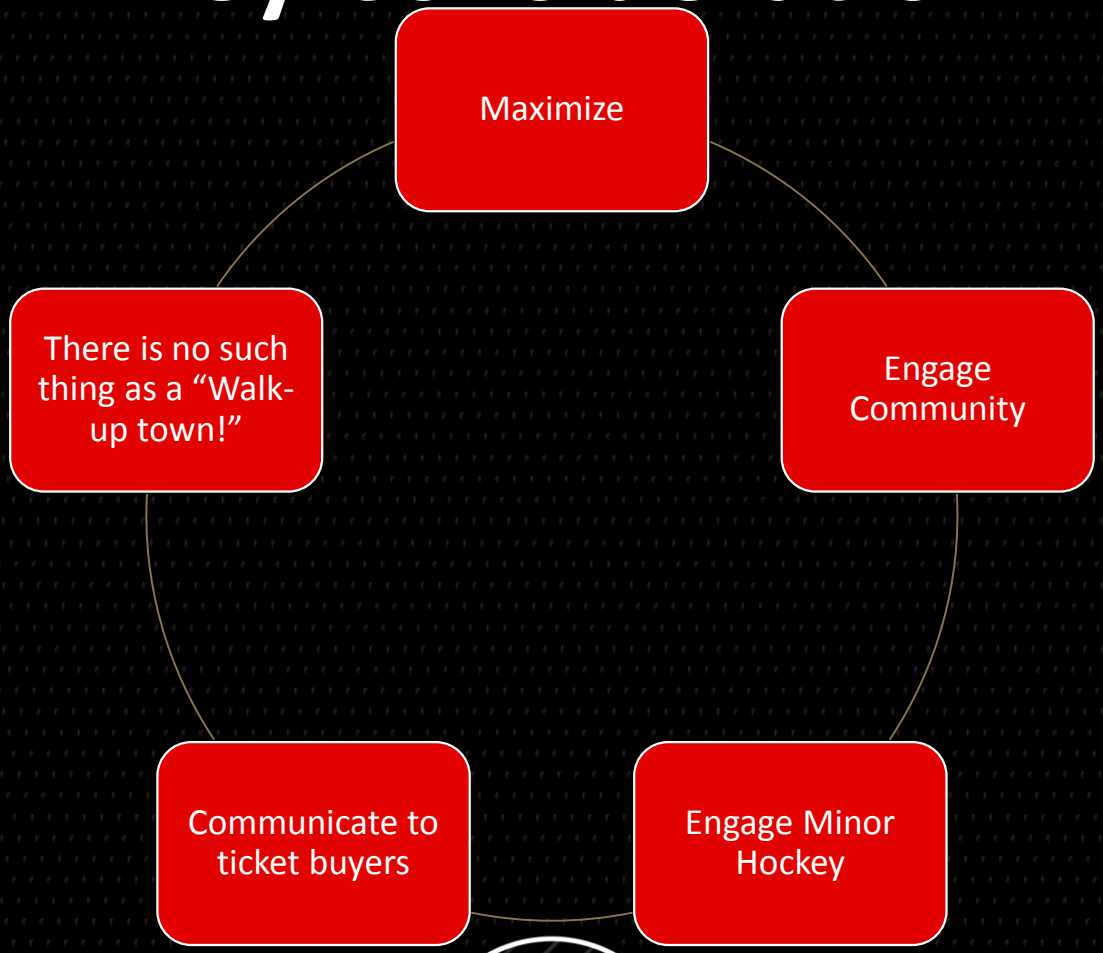
ENSURE YOU BUILD IN THE FLEXIBILITY TO REACT!



Event Set Up

- Provided by Hockey Canada including
  - Ticket Scanners
  - Box Office computers and printers
- Live data capability – ancillary benefits
  - When customers entered
  - If sponsor tickets were used

Key Consideration



Keys to Success



- Accessibility & Affordability
- Maximize opportunities for ticket revenues & attendance.
- KEEP IT SIMPLE!

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