

Launch Your Internet Sales with eVenue

As the fastest growing distribution channel, the Internet plays a vital role in making your business goals a reality. eVenue delivers the distribution power of the Internet to your venue, with an industry leading solution.

eVenue is the gateway to your enterprise ticketing and development systems making it easy and cost-effective to leverage the Internet while allowing you to retain control of your ticket inventory and customer information. You sell more tickets, enhance customer service and lower overhead costs. Your customers get another fast, secure and convenient way to reach you. Everyone wins.

eVenue: Overview

Your online box office that allows your customers to buy tickets from your best available inventory anytime.

More Opportunities for Increased Revenue

Offer your customers the convenience of secured online services — from single-ticket sales to season ticket renewals to donation processing — and access another channel for generating revenue. eVenue supplies the tools, support, and latest e-commerce technology to help you build and maintain a profitable site.

eVenue in Action



Benefits of eVenue

Drive Ticketing and Fund Development Revenues

- ▶ Sell tickets and accept donations online 24 hours a day, 7 days a week, without adding staff
- ▶ Offer customers the online convenience of secured ticket purchases, online season renewals and donations
- ▶ Acquire new donors by cross-promoting donation opportunities with your Internet ticket sales

Turn Casual Customers into Loyal Customers

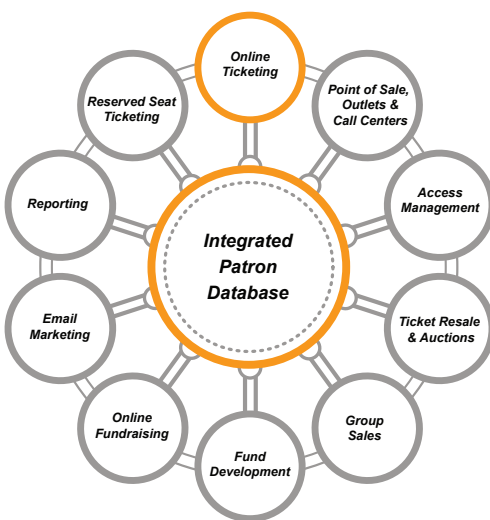
- ▶ Convert single ticket buyers to series/combination ticket buyers
- ▶ Improve marketing strategies, and campaign effectiveness with customer data captured through online transactions
- ▶ Leverage the Internet for more personalized marketing communications and promotions

Enhance Customer Service and Satisfaction

- ▶ Offer your customers the advantages of online transactions for their ticket purchases including convenience, speed and simplicity
- ▶ Give your online buyers access to the best seats available, encouraging repeat business
- ▶ Let online buyers make their own seat selections using Ticketmaster, Irvine's view-from-the seat feature

Lower Your Costs and Increase Operational Efficiencies

- ▶ Reduce expenses associated with telephone, window and mail order sales
- ▶ Lower costs by reducing the need for staff to process season renewal and donation applications
- ▶ Eliminate labor costs by automating the validation of groups to participate in exclusive offers



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