

Thinking different:

Sustainability

**What is a
sustainable event?**

The power of events

Ethical ticketing







ticketpass[®]

Ethical Ticketing



All-in-one. Self service.

Create, manage and track. A modern, easy-to-use and scalable platform



Ethical ticket resale marketplace

Users can easily buy, resell and transfer their tickets face value with 1 click. No touts



Social impact

One ticket – one donation. No extra cost

Why is it important?

30,000 global study: [Nielsen](#)
Study 2015: [Sustainablebrands](#)
News article: [BBC](#)
1,000 Survey: [FanFair Alliance](#)



SPENT
IN ETHICAL GOODS
(UK)



SECONDARY
TICKETS MARKET

- Increase in social awareness
- Avoiding negative services
- Demanding action

NEW GENERATIONS

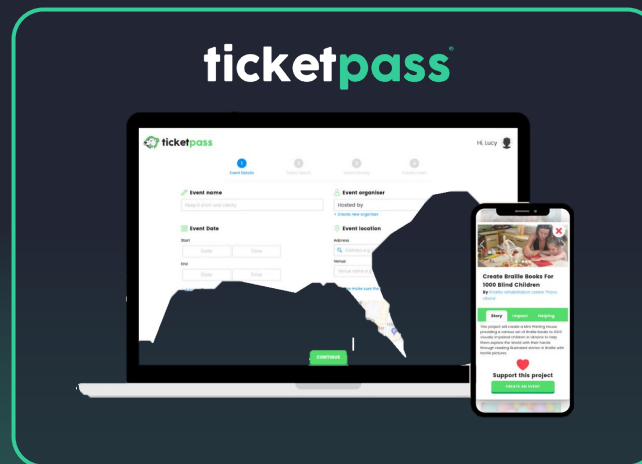
- **80%** say that secondary ticketing is a **rip off**
- Ticketmaster had to **shutdown** their **two** secondary ticketing market companies in 2018
- Most attendees **would like** the option **to resell** a ticket for the **same price** they paid for it

How it works

Event Organisers
(B2B or B2C)



Create & manage their events end-to-end



Sell and resell tickets all in one place:

- Easier for the user
- Data/analytics stay in one place
- Increased number of ticket sales

Sell tickets



£
+
£

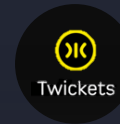
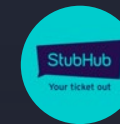


Resold tickets

ticketpass
Marketplace



Alternatives



Target		• Small/Medium Events	✓	✓	×	×	×	×
		• Large Events	✓	✓	✓	✓	✓	✓
Event Management		• Create Events (scalable)	✓	✓	×	×	×	×
		• Live streaming	✓	×	×	×	×	×
		• Video on Demand	✓	×	×	×	×	×
Tickets Marketplace		• Resell Tickets	✓	×	✓	✓	✓	✓
		• Transfer Tickets	✓	×	✓	×	×	×
		• Resell/Transfer Fees	Low	-	High	High	High	Medium
		• Instant Resell/Transfer	✓	×	✓	×	×	×
Impact		• Social Impact/ESG	✓	×	×	×	×	×
Security		• Eliminate Touts (Face value)	✓	×	✓	×	×	✓
		• Ticket Protection	✓	×	×	✓	✓	×
		• Digital Fan ID	Coming 2022 ✓	×	×	×	×	×

• = limited / partial

• = potential for growth



Paid events

Generate impact



Paid events

Generate impact



Free events

Spread the word

ticketpass[®]

Ethical Ticketing[®]

A world where buying tickets is **ethical**. People use Ticketpass to buy their tickets from a **safe**, **fair** and **social** platform; where people never pay for overpriced tickets, can find tickets last minute and easily *pass* them to others when plans change.

A world where every ticket has a positive impact in the world.

#EthicalTicketing

If you want to be part of a sustainable future with your events, get in touch with me or Anette.



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ticketpass.org