



# Delivering experiences to quench insatiable customer expectations

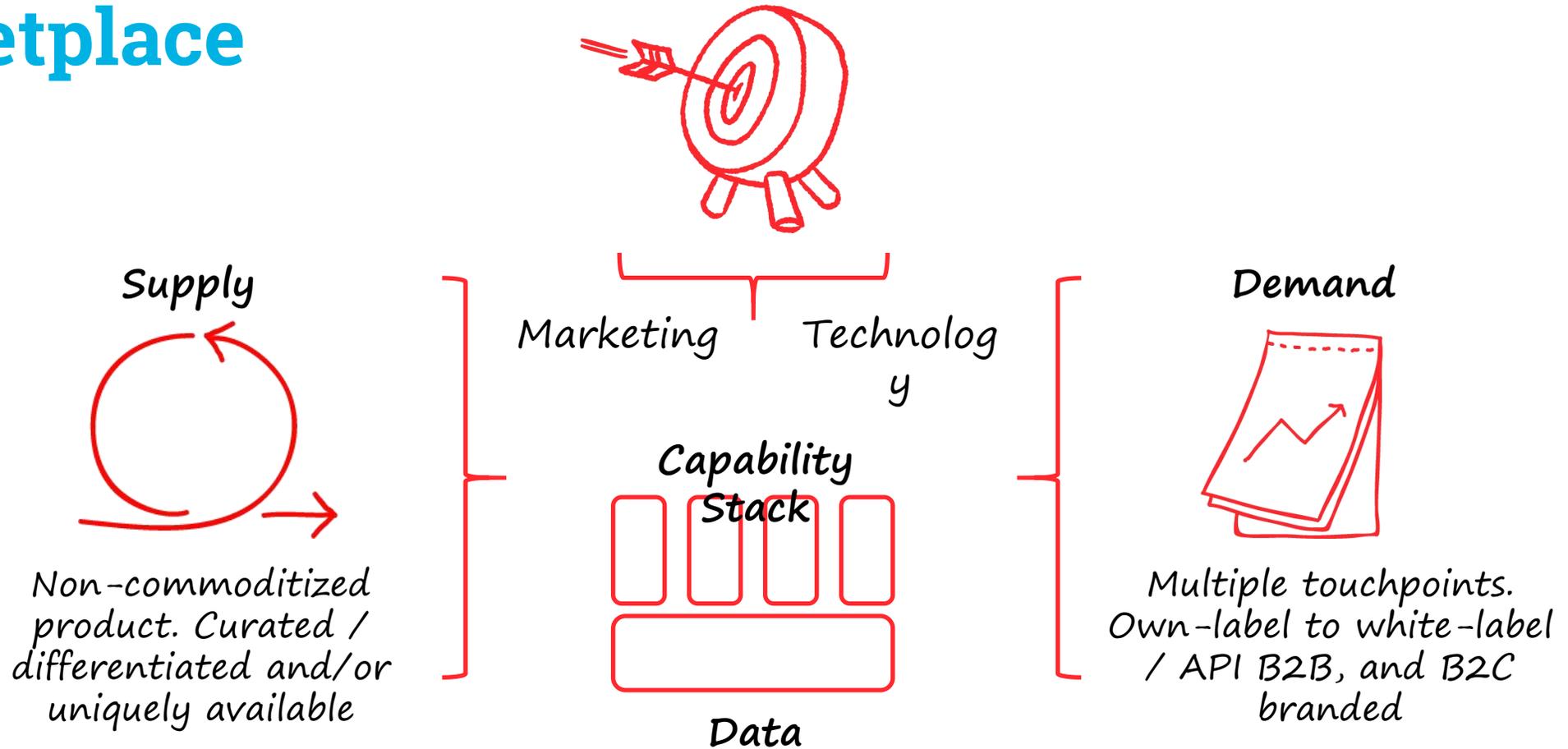
*Joe Steele  
CEO, Encore Tickets*



## About me



# About marketplace retail



# Agenda

- 1. Introductions**
- 2. Insatiable customers: how to turn into competitive advantage**
- 3. Practical application of marketing and technology**
- 4. Business organisation and learning**

# Introducing **encore**

Connecting and delivering audiences to the world's best live entertainment and experiences

	<i>Supply Partners</i>	<i>B2B Distribution Partners</i>	<i>B2C Consumer Direct</i>
<i>Our customers</i>	Producers, venue owners, marketing agencies, general managers	Digital partners, domestic and international trade tourism, retail and shops	Consumers online (mobile/desktop), telephone, shops
<i>What we deliver</i>	Manage productions and their business 	Live entertainment and audience growth 	Find, book, and re-live 

**2M**

*tickets sold  
in 2018*

**>5M**

*Tickets on sale at  
any time*

**>80%**

*Exclusive & best  
offers in market*

**400**

*affiliates trading  
since 2017*

**>200k**

*Future acts and  
attractions for sale*

**>£1B**

*In sales in our  
history*



encore



**Passionate about the  
product we work with**



# The end-consumer expects an ever higher speed and intimacy of experience



## Quick & Seamless

40% of consumers will leave a page that takes longer than 3 seconds to load

Google/Soasta



## Intimate

54% UK consumers felt more loyal to brands that understand their preferences and priorities

Wunderman



## High Standards of Choice

85% of UK consumers measure all brands against a select few, think Starbucks and Netflix

Wunderman

# Every step up in customer appetite presents an opportunity to gain competitive advantage



## Quick & Seamless

- Beating in race to transact
  - Speed of search and check out



## Intimate

- Better knowing the customer served
- Alignment of marketing and tech

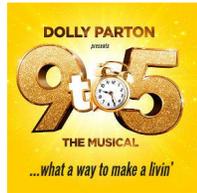


## High Standards of Choice

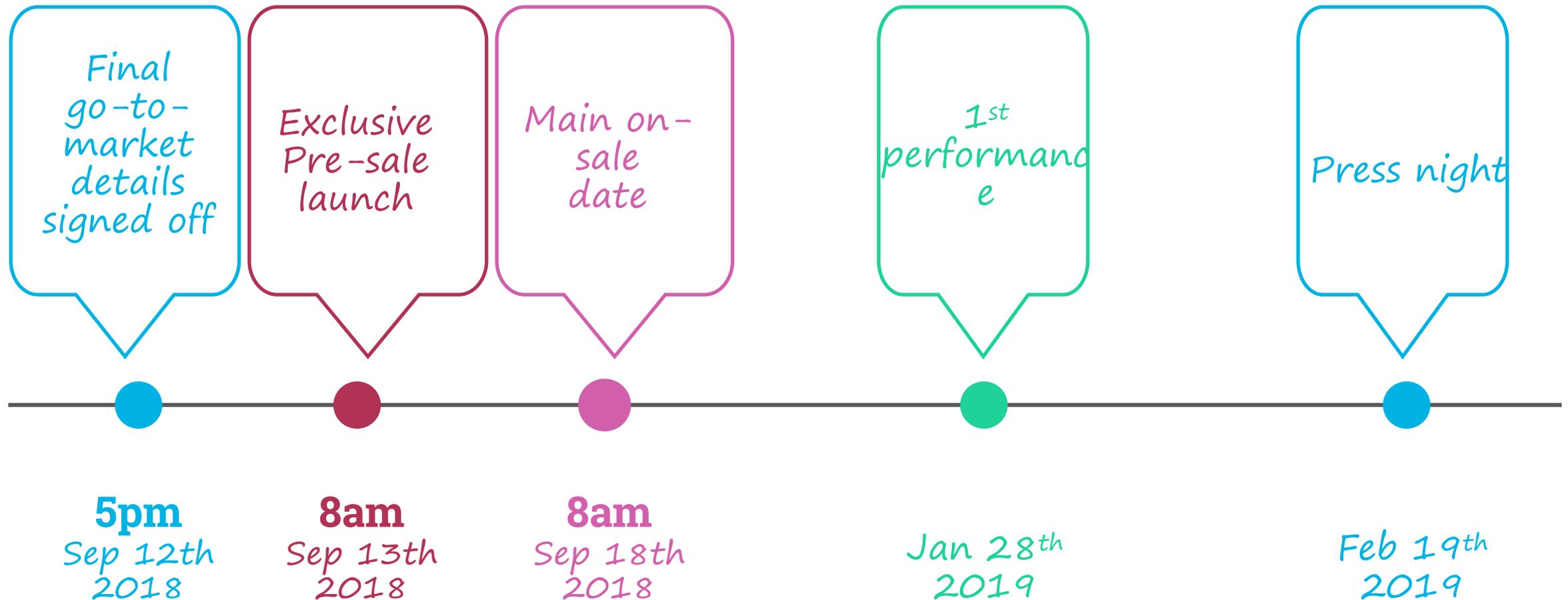
- Winning over the customer first time
- Urgency and impulse to buy now



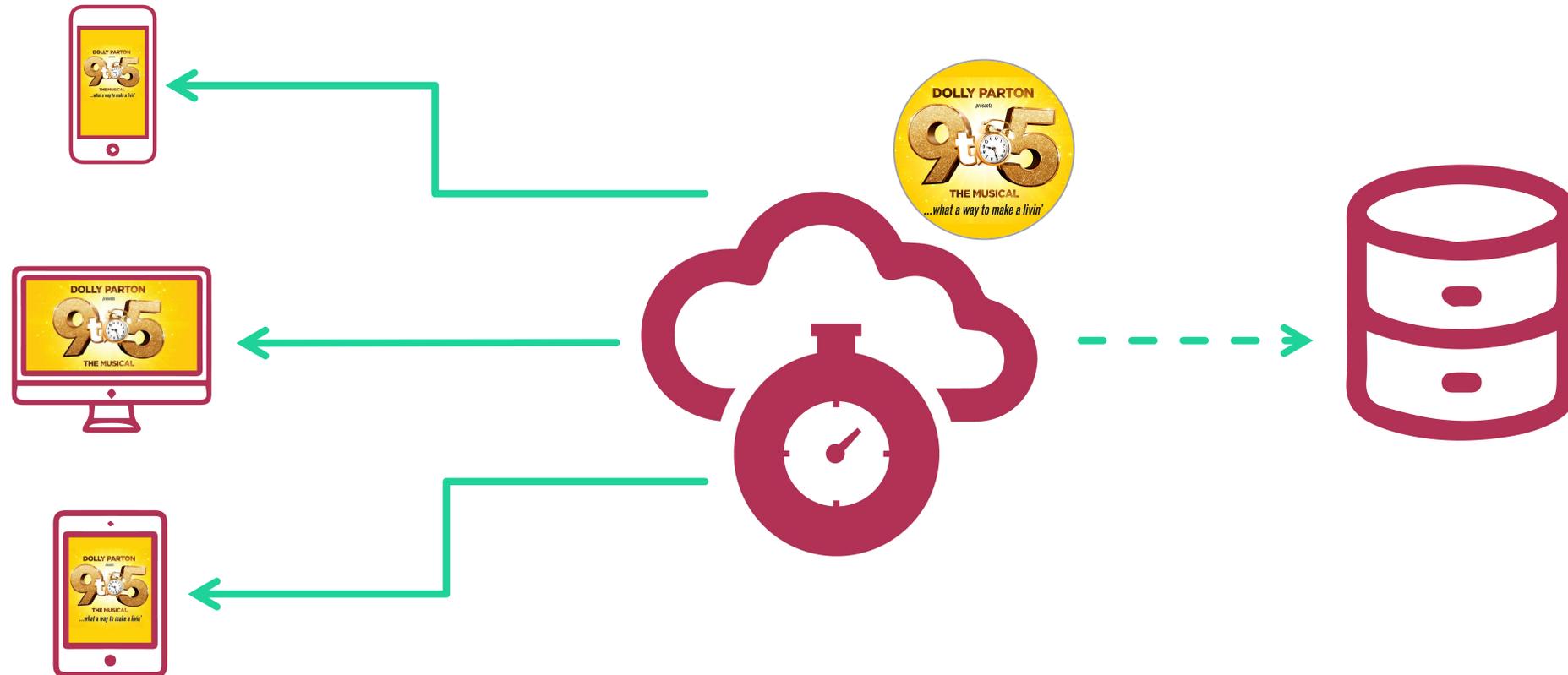
# Working around the clock ... time to showtime



Every challenge is an opportunity



# Packaging and delivering content for rapid awareness



# Packaging and delivering content for rapid awareness

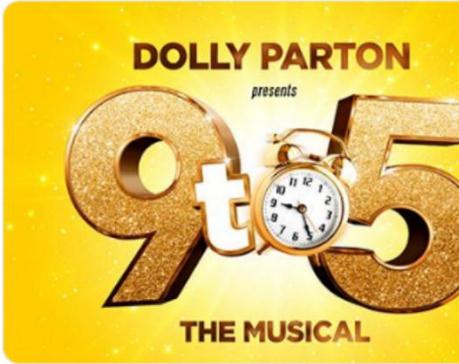
The screenshot shows the Encore Tickets website for '9 to 5 The Musical'. The header includes the Encore Tickets logo, a search bar, and contact information: +44 (0)20 7400 1255, with operating hours: MON-FRI 8-8 | SAT 9-7.30 | SUN 9-7. The navigation menu lists: MUSICALS, PLAYS, MUSIC, DANCE & OPERA, DAYS OUT, NIGHTS OUT, and DEALS. The main content area features a large image of the cast, a ticket price of FROM £23.00 (WEST END PREMIERE), and options to select 2 tickets, a date, and a time. A 'FIND TICKETS' button is visible. Below the main content, there are tabs for 'About', 'Synopsis', 'Performance Dates & Times', 'Reviews', and 'more+'. The 'ABOUT 9 TO 5 THE MUSICAL' section states: 'Nominated for 13 Drama Desk Awards and Tony Awards for best musical and best original score, 9 to 5 makes it way to the Savoy Theatre in 2019. Based on the hit 1980 film starring Dolly Parton, 9 to 5 is set to be the new rootin' tootin' sensation on the West End. With original music and lyrics by the country-singing sensation, the musical smashes dark and revengeful schemes with rodeo-inspired dreams into a musical full of girl power by taking on the man.' The 'WHO'S IN IT?: THE CAST' section mentions: 'Famous for songs "Jolene" and "Tennessee Homesick Blues", 9 to 5 is Dolly Parton's first musical theatre venture. Parton's show business career of over 50 years has seen her awarded onto numerous halls of fame, including a second star on the Hollywood Walk of Fame alongside Emmy Lou Harris and Lisa Ronstadt. Please note, Dolly Parton will not star in the production.'

The screenshot shows the TimeOut mobile app for '9 to 5 the Musical' review. The header includes the TimeOut logo, a search bar, and a notification icon. The main content area features the title '9 to 5 the Musical' review, the location 'Savoy Theatre, London', and a star rating of 4.5 stars (3 reviews). Below the title is a large image of the cast. The 'Book theatre tickets' section includes a dropdown menu for '2 Tickets', a 'Date' field, and a 'Time' dropdown menu. A red 'Find Tickets' button is visible at the bottom.

# Packaging and delivering content for rapid awareness

**Encore Tickets** @EncoreTickets

Tickets for @DollyParton's 9 to 5 the Musical starring @LouiseRedknapp, @Amber\_Davies7, @nataliemcqueen & @RealBrianConley are now on sale [bit.ly/9to5MusicalLdn](http://bit.ly/9to5MusicalLdn) #9to5Musical 🕒



**DOLLY PARTON** presents **9 to 5 THE MUSICAL**

**Natalie McQueen** @nataliemcqueen  
Doralee Rhodes in @9to5MusicalUK.  
Contact: mb@michelleblairmanagement.co.uk

Tweets 12.7K Following 296 Followers 6,522

9:02 AM - 13 Sep 2018

7 Retweets 31 Likes

9 to 5 the Musical, Dolly Parton News, Dolly Parton Experience - Sarah Jayne and 3 others

Amber Davies Retweeted

**Encore Tickets** @EncoreTickets · 6m  
Get your tickets now with our EXCLUSIVE pre-sale: [bit.ly/9to5MusicalLdn](http://bit.ly/9to5MusicalLdn) #9to5Musical



**Amber Davies** @Amber\_Davies7  
EKKKKK. Super excited to announce... being a part of @dollyparton's 9 to 5 Original West End cast is slightly bizarre 😬 but I can not wait for this next chapter in my life. ✨ dreams come true if you work hard enough ❤️ ...

1 2

Amber Davies Retweeted

**Encore Tickets** @EncoreTickets · 2m  
Tickets for @DollyParton's 9 to 5 the Musical starring @LouiseRedknapp, @Amber\_Davies7, @nataliemcqueen & @RealBrianConley are now on sale [bit.ly/9to5MusicalLdn](http://bit.ly/9to5MusicalLdn) #9to5Musical 🕒

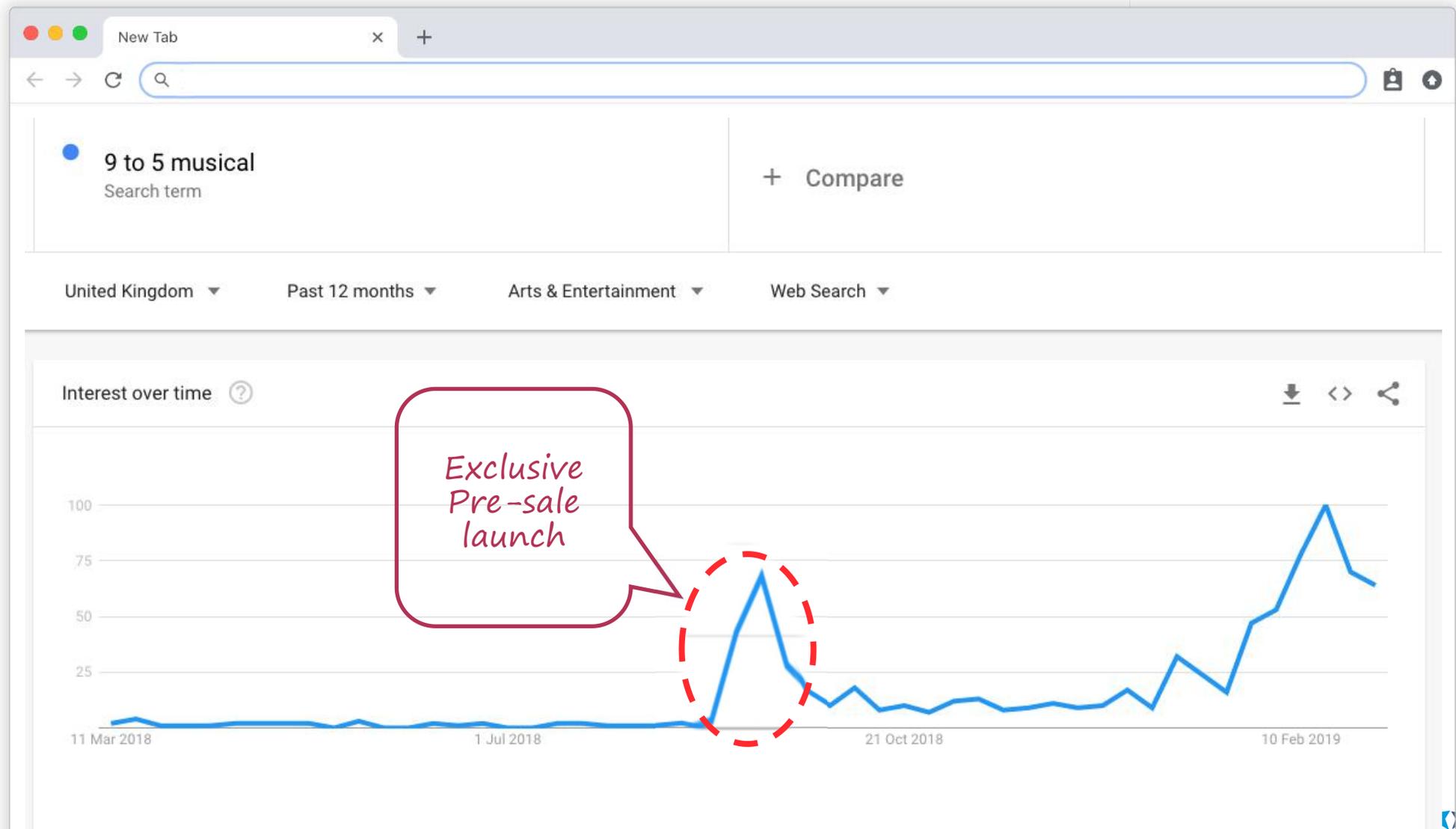


**DOLLY PARTON** presents **9 to 5 THE MUSICAL** ...what a way to make a livin' SAVOY THEATRE

9 to 5 the Musical, Dolly Parton News, Dolly Parton Tribute and 4 others

2 6

# Capturing awareness into seat sales



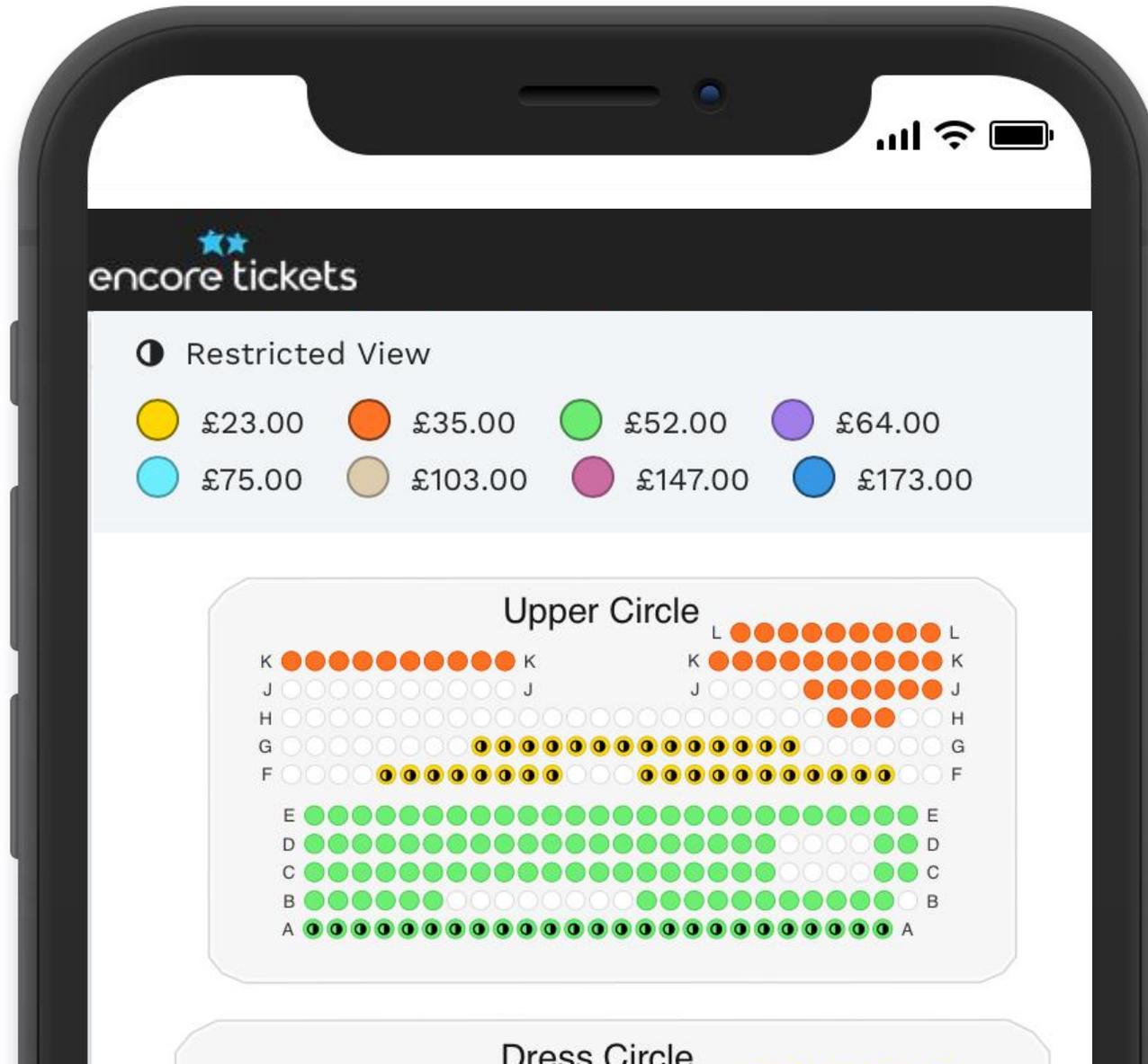
# Capture demand as fast as possible at pre-sale



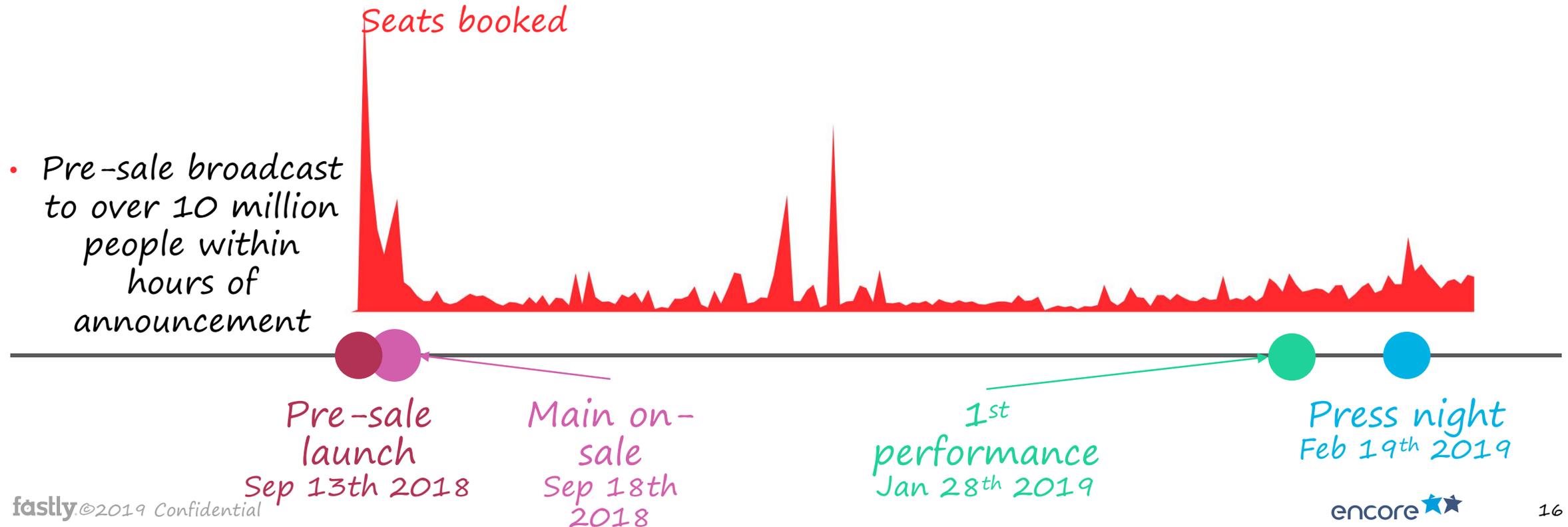
API seat  
connectivity

+

Allocations



# Delivering incremental audiences quickly and securely



# Mapping the technology and marketing to the organizational change

## Then

- *Siloed tech & org*
- *Ticket agent, majority hosted*
- *Multiple roadmaps*

## Now

- *Integrated tech & org*
- *Ticketing partner, majority cloud*
- *One aligned roadmap & purpose*

**Mirroring customer-facing design and capabilities in organization and culture**  
**+35%point improvement in eNPS within 9 months**

# What's next? **encore**

Developing a successful localisable formula for addressing new territories & driving profit from mature economies

1

**Deeper supply partnerships**

*Data-driven capabilities to increase range and value of audiences*

2

**Deeper B2C insight**

*Expanding our audiences and what we know of them*

3

**International expansion**

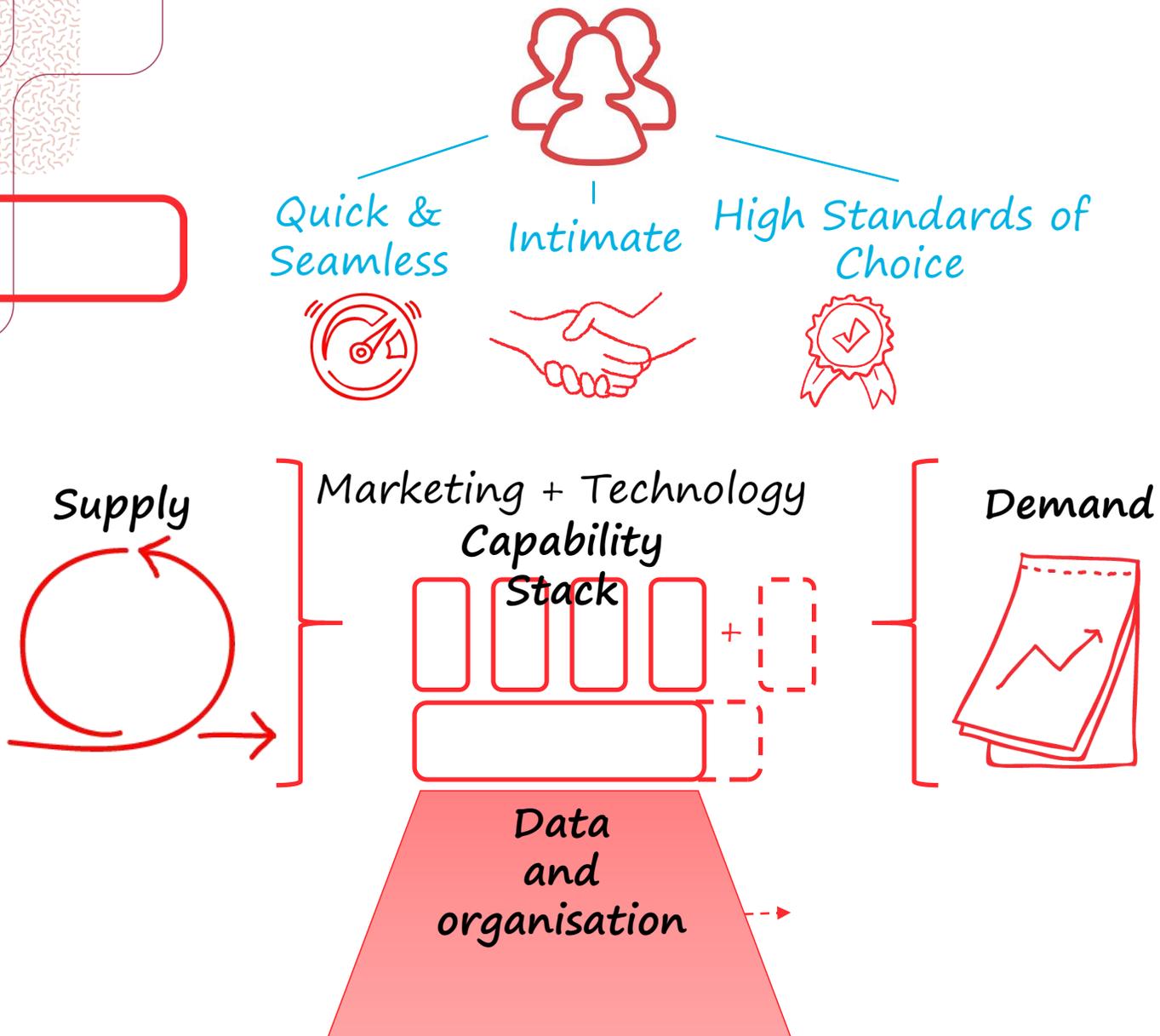
*Including connectivity for direct Broadway and US distribution*

# How to go operationally faster...

Customers ever more insatiable

Transform fast to gain advantage

Continually learn and re-invest



**Thank you!**

encore 

**fastly**<sup>®</sup>