Ticketing and pricing

09 · Marketing & Promotion · about 11 minutes

Platforms, fees, tiers, early-bird, comps, and the math that makes a ticketed event break even.

Before you start

The event you are applying this to (real or the running gala example):

Date · guests · budget envelope:

Work through the objectives

1. Choose a ticketing platform

2. Price tiers and early-bird

3. Model break-even

Apply it: three decisions for your event

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

Check your understanding

Break-even attendance equals

Early-bird pricing works because

Answers are on the lesson page after you take the quiz.

One line to remember