

# Our Corona journey

"How to navigate: learning from successes and failures"

MPI Scandinavia

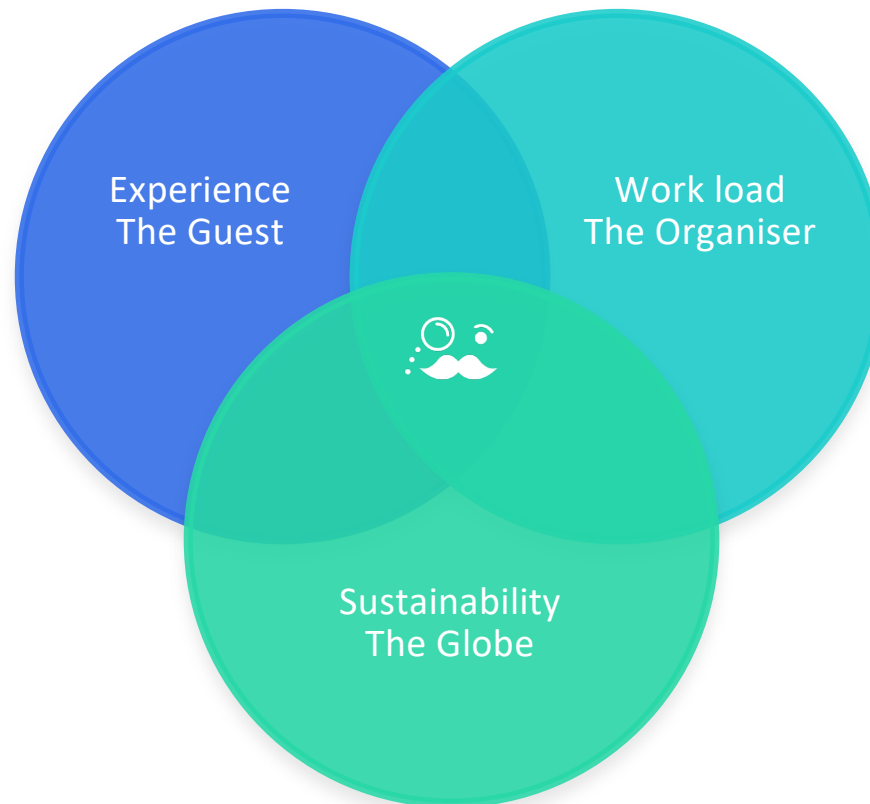
16th of September 2020

# The Ticketbutler team





# Focus areas



# What does Ticketbutler do?

## BILLETSYSTEM

Et online billetsystem udviklet til at gøre livet som arrangør lettere



## NAVNESKILTE TIL EVENTS

Professionel navneskilts-løsning til møder, konferencer, networking, mm.




## MARKETING SERVICE

En hjælpende hånd til din online performance og salg af billetter



**TEDx**

**Comwell**  
HOTELS

 DanskeKonferencecentre.dk



Mikkeller

 **MPI** | **SCANDINAVIA**  
CHAPTER  
OFFICIAL PARTNER

# Before COVID-19

February best month ever 🔥



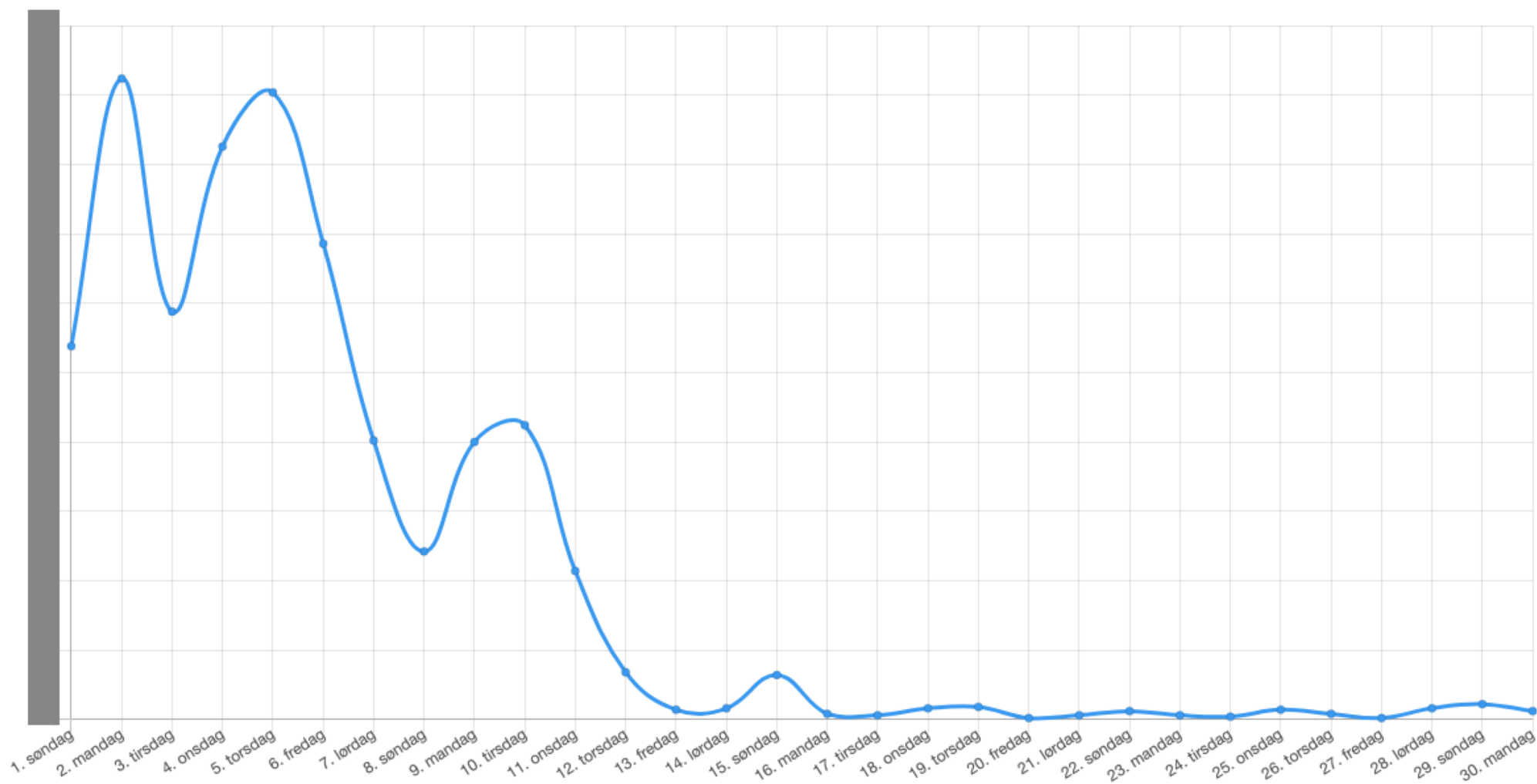


# Before COVID-19

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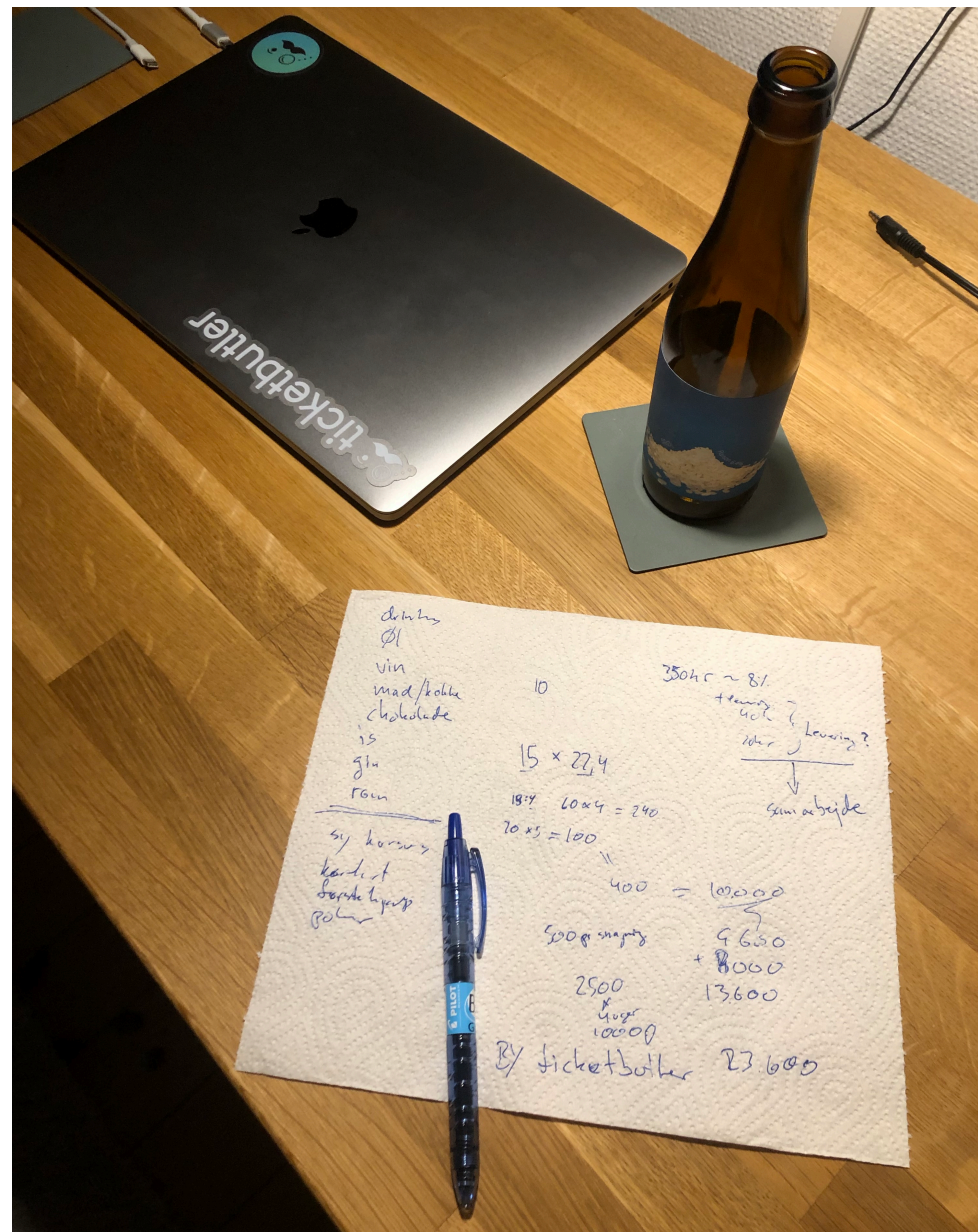
## Payments of March 2020











drinks

Øl

vin

mad/kaffe

chokolade

is

glø

rom

10

350kr ~ 8%

+ leasing

400

10kr

leasing?

↓

sum utbytte

$15 \times 22,4$

$18 \times 60 \times 4 = 240$

$10 \times 5 = 100$

"

400

= 10000

5000

4650

+ 8000

13600

2500

4000

10000

By ticketbutler

23.600

sy kurs

kredit

beredning

rom

# How can we execute fast?

(time was running against us)

# Minimum requirements



- ▶ Market research
- ▶ Create a name brand universe
- ▶ Finding the first 10 online events before launch
- ▶ Developing the technical platform and marketplace
- ▶ Finding a delivery partner
- ▶ Sending out press releases
- ▶ Finding streaming platform
- ▶ Finding streaming hardware
- ▶ Set the pricing





How long did it take?

How long did it take?

8 days

## Kommende online events

Find et online event som passer til dig og dine venner. Live stream det og deltag aktivt hjemmefra.

#sammenhverforsig♥

[Alle](#)[DIY](#)[For Børn](#)[Krop & Sind](#)[Mad](#)[Smagninger](#)[Foredrag](#)[Kunst](#)

APR  
25-2020

### Ølsmagning med People Like Us ...

Ølsmagning Med People Like Us og Carsten Berthelsen Velkomme...

Billetsalget slutter 22. - 25. april kl 12:00

[Læs Mere](#)[Sker snart](#)

200 - 350 kr



APR  
26-2020

### Workshop for børn: Lav din egen...

Få en hyggestund sammen med dit barn derhjemme, imens I er k...

Billetsalget er sluttet!

[Læs Mere](#)[Sker snart](#)

125kr



APR  
30-2020

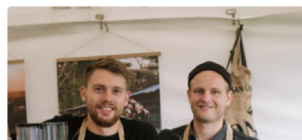
### Online Slovak Wine Tasting #2

OBS: Dette event foregår på engelsk After the successful, fi...

Billetsalget slutter den 26. april kl 15:00

[Læs Mere](#)[Sker snart](#)

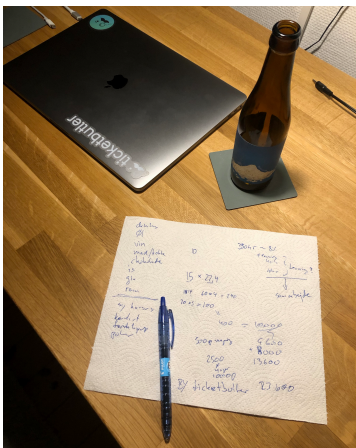
350kr



events online  
powered by ticketbutler

 ticketbutler






8 days




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Find et online event som passer til dig og dine venner. Live stream det og deltag aktivt hjemmefra.  
#sammenhverforsig♥


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**Workshop for børn: Lav din ege...**  
Få en hyggestund sammen med dit barn derhjemme, imens I er k...  
Billetsalget er sluttet!  
Læs Mere [Sker snart](#) 125kr



**Online Slovak Wine Tasting #2**  
OBS: Dette event foregår på engelsk After the successful, fl...  
Billetsalget slutter den 26. april kl 15:00  
Læs Mere [Sker snart](#) 350kr



**Virtuel Ginbanko**  
den 5. maj kl. 19:00  
GIV VINDSTREK FOR 50.000 KR.



events online  
powered by ticketbutler

 ticketbutler



# Learnings from fast execution

- ▶ We didn't build a perfect spaceship from the start
- ▶ We got laser focus from the whole team
- ▶ We didn't hesitate too much on decisions
- ▶ We used our network (MPI, hint hint 🤔)

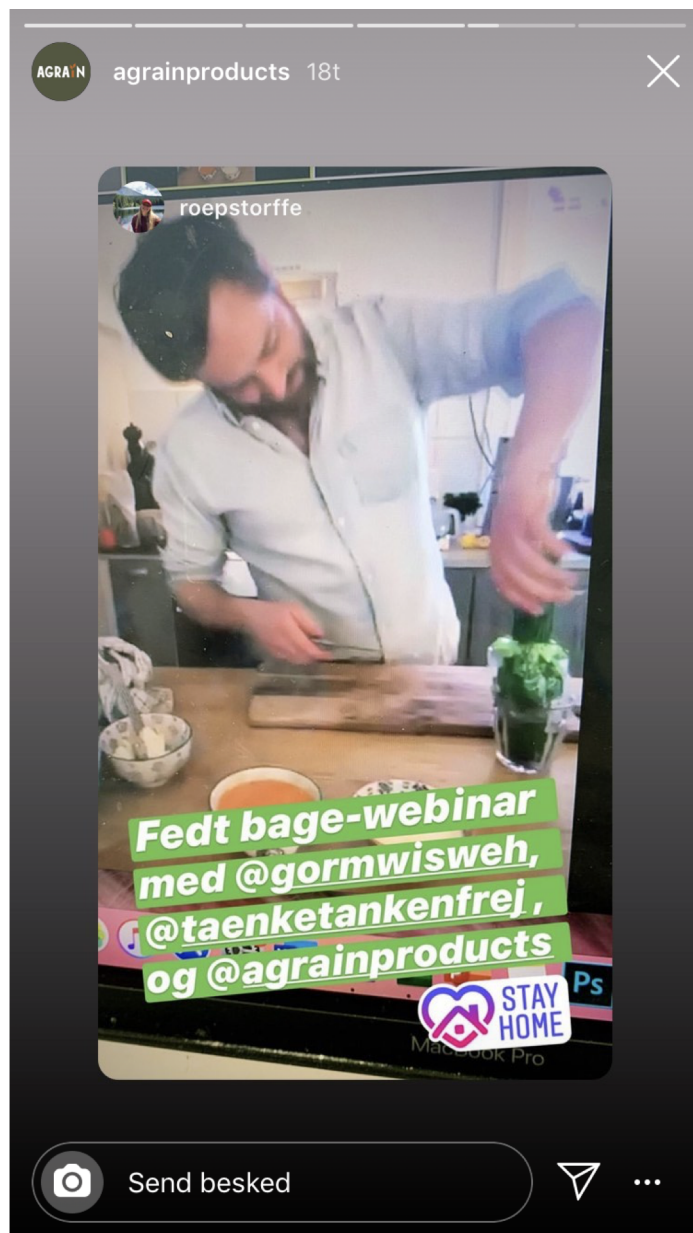




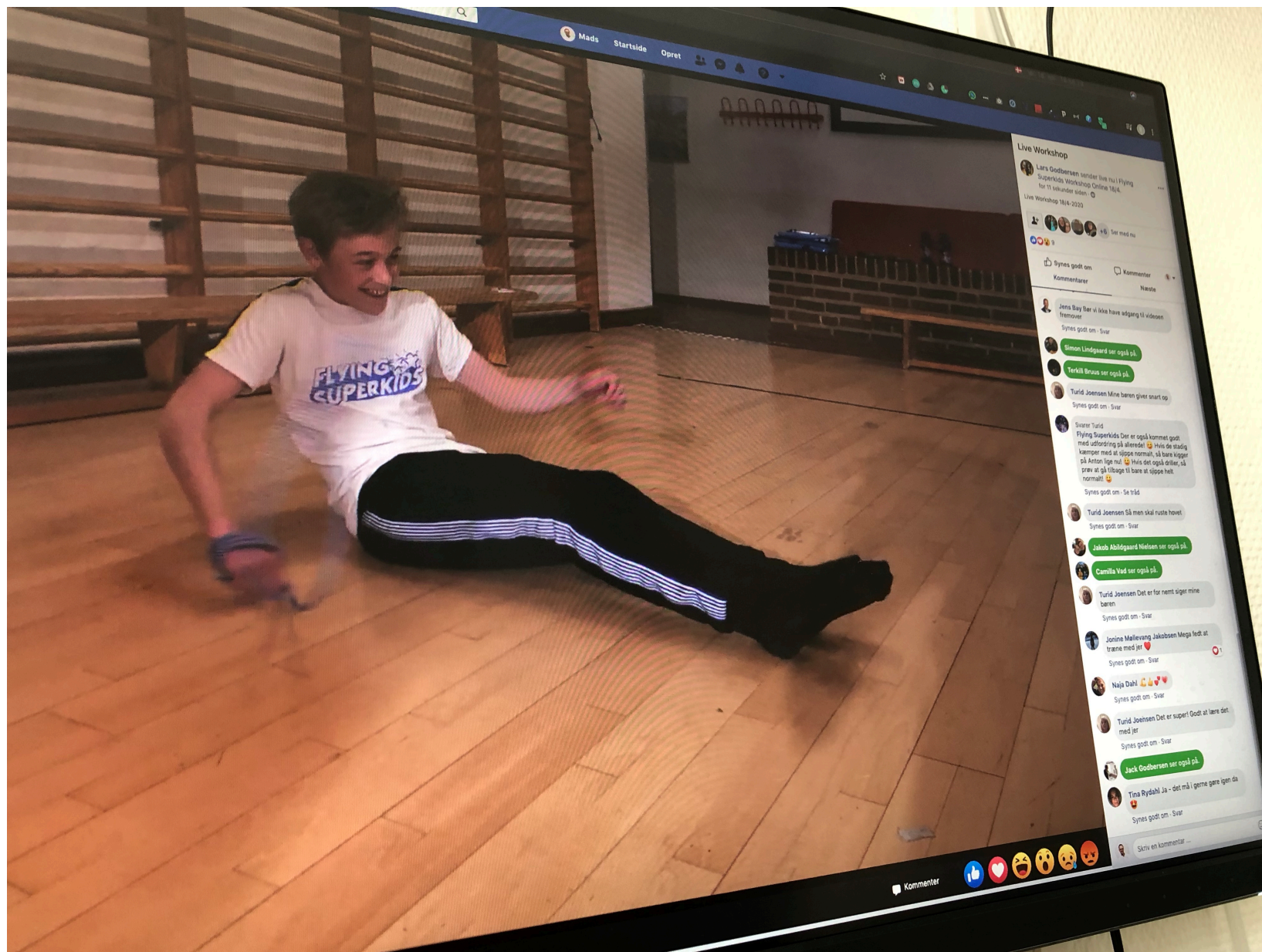






















# Learnings after launch

- ▶ We helped organisers to learn and forward the learning
- ▶ Delivery was problematic → find partners you can trust
- ▶ B2B was better than B2C
- ▶ Some events performed way better than others
- ▶ Test, test, test, test, and test.



“Can you make a webinar about online content and events?”





“Can you make a registration platform for churches?”





TILMELD DIN KIRKE

KIRKE-LOGIN

# PLADS I KIRKEN

## BOOK DIN PLADS I KIRKEN

Find en gudstjeneste nær dig og reservér din plads.  
Så sørger vi for, at vi ikke er for mange samlet i kirken på samme tid.

 Søg efter kirke, by eller præst

Skal din kirke tilmeldes?

Afhold sikre gudstjenester med god plads i kirken. Vi giver dig værktøjerne til en sikker åbning af kirken, så både du og dine kirkegængere kan deltage med ro i maven.

LÆS MERE FOR KIRKER

Kirke-login  
Privatlivspolitik  
GDPR i billetsystemet  
Kontakt

Koncert i Kirken  
CVR: 31486157  
[mv@koncertlikirken.dk](mailto:mv@koncertlikirken.dk)  
26 82 23 83  
Langelinie 20  
5230 Odense M

“Can you do ticket sales for Drive-In events?”



## DRIVE IN UNDERHOLDNING

Trygt og sikkert i din bil

Vi er specialister i drive in arrangementer,  
og afvikler events over hele Danmark.

### ARRANGEMENTER:











# Learnings from all projects

- ▶ Execute fast
- ▶ Possibilities comes to you when you're active
- ▶ Timing is crucial
- ▶ Test, test, test, test, and test.





# Thanks for your time!



Mads Kjer  
[mads@ticketbutler.io](mailto:mads@ticketbutler.io)  
30 95 85 45