Rapid Growth: E-Ticketing Service in CIS Countries – 50,000 sold in 6 months

2012, March, 21th. **Over 50,000 tickets for 600+ events were sold via e-ticketing service TicketForEvent in only 6 months after the service launch in September 2011. Ticket sales for b2b events (trade shows, conferences, seminars and trainings) as well as corporate and sports events were handled.**

TicketForEvent is developed by ExpoPromo Group Ltd. – the company providing web-services for event organisers. One of the most well-known of them is the ExpoPromoter affiliate network. ExpoPromo Group Ltd. established regional brand in the online ticketing business in the CIS countries (Russia, Ukraine etc.) and East Europe, and thus approved itself as one of the market leaders in the b2b events industry. The service is integrated into the largest national (and international) online event calendars, thus achieving access to one of the largest event-related consumer database in the region.

In addition to international online payment methods this fully integrated web-based ticketing system covers all online payment methods available in the CIS countries. With TicketForEvent event attendees can book individual seats online and get the facility for tickets to be printed at home.
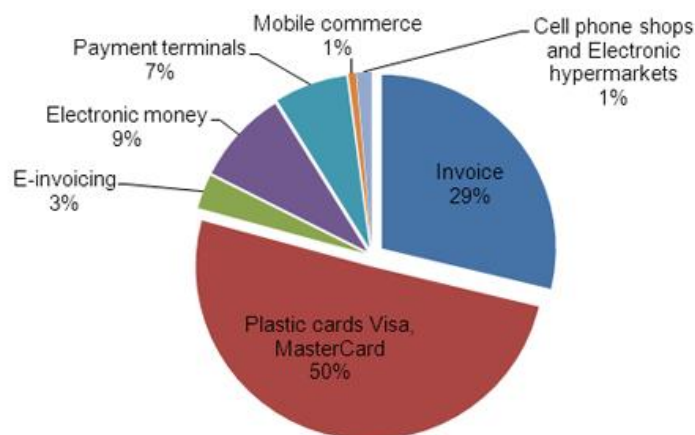
Leaders of the regional event market have highly appreciated all the benefits provided by the service. Among them are Intercharm, professional event (Reed Exhibitions), KIFF (KICF), IDCEE (TA Venture), Brian Tracy business seminar (WTC), WTCA General Assembly 2012. Sustainable development of TicketForEvent is also achieved due to customer-centered approach of the two local offices teams in Kyiv and Moscow.

Organisers of events with the world-famous brands, which were or will be held the CIS have already integrated the TicketForEvent widget to provide attendees with the widest range of regional payment methods. For example: TEDx, VMware events, Cannes Lions etc.

For event organisers the service fully autimizes the attendees registration and ticket sales process and guarantees controllable visitors check-in at the venue with the help of free entry management software. Design of ticket sale widget and e-ticket are easily customized with the feature-rich tool. And statistics control panel provides the best possibility to analyze visitor data and estimate the effectiveness of the event. In addition to all above mentioned features, by implementing the TicketForEvent event organiser gets possibility to create a mini-affiliate network and conduct automatic ticket sales through the ExpoPromoter network (900+ b2b websites).

The service will continue to ticket international and regional events, offering a compelling alternative to the traditional manual ticket operations of the region. The TicketForEvent service is expected to be set up on 2,000 event websites and to sell 300,000 e-tickets by the end of the year. Thus, the ExpoPromo Group`s e-ticketing service will cover 50% of b2b events market in the CIS.

Online payment methods statistics, the CIS countries

Mobile commerce 1%
Cell phone shops and Electronic hypermarkets 1%
Payment terminals 7%
Electronic money 9%
E-invoicing 3%
Invoice 29%
Plastic cards Visa, MasterCard 50%

* within TicketForEvent, 09/01/2011 - 03/01/2012

Company information.

ExpoPromo Group Ltd. – international company, offering a complex of online services for the world events industry: ExpoPromoter - a system of b2b events information and e-tickets distribution on the Internet; TicketForEvent – online registration and e-ticketing service, HotelsForEvent – online hotel price comparison and booking system for event websites.

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