



Case Study

“... the human touch really does make a difference and can incrementally help arts in securing donations!”

Working with theatres and arts venues across the UK to increase charitable donations

Established in 1988, Ticket Zone is a specialist box office and ticketing support service provider. They pride themselves on operating behind the scenes on behalf of theatres, event and concert promoters, producers, venues, tours, sports teams, greenfield events, festivals and air shows. With over thirty years' experience they offer a knowledgeable and scalable event management and contact centre team with an understanding of ticketing, venues and ticketing sales policies.

Key facts

- Ticket Zone has a long history of working with theatres and venues
- Provided primary ticket sales and trade desk services for some of the biggest UK promoters
- Majority of venues already have full seat plans set up on Ticket Zone system.
- Have developed long standing relationships with box office managers all over the UK

Donations service

As one of the few remaining ticketing specialists who process telephone bookings, alongside online bookings, Ticket Zone provide a 'value-added' donations service to theatres and arts venues. This service offers customers the chance to make a charitable donation at the point of booking.

Ticket Zone have been providing this since 2017 and have noticed a real upsurge in donations, with a trend identified showing that customers are more likely to donate to a theatre or venue when making a telephone booking.

A trained team are skilled in upselling to customers who are asked if they wish to make a donation or buy a membership to theatres with each ticket sale.

Key insights

- Customers more likely to donate to a theatre or venue when making a booking by telephone, rather than online.
- Up to 27% of telephone bookings completed by Ticket Zone resulted in a donation.
- Customers were more likely to make a donation when booking a high-profile act or event.
- Many people choose to donate as it allows them to purchase tickets earlier, before they go on general sale.

Wayne Munday, Chief Operating Officer at Ticket Zone: “Many venues are struggling and exploring new funding streams due to severe arts funding cuts. In this time of increased austerity and less funding for arts, theatres throughout the country are often struggling to survive.

“Our performance in both ticket sales and cross-selling donations is a testimony to how closely we work with our clients. From on-boarding, account management and operator training independent of what ticketing system they use to ensure the appropriate tone and persona in asking customers if they wish to make donations or buy a membership – we take our time to get it right.

“As one of the few remaining ticketing specialists who process telephone bookings, along with online bookings, we already know there remains a real need for a traditional telephone call centre. It seems as if the human touch really does make a difference and can incrementally help arts venues in securing donations.!”



To find out more about Ticket Zone and how they can support you with your ticketing needs please visit

www.ticketzoneforbusiness.com