

Entertainment Marketing Presentation

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The Problem



Sold 30 Jun 2021

Leeds festival weekend ticket + Early entry pass

£275.00

1 bid

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Sold 28 Jun 2021

2leeds festival weekend ticket 2021+ camping

£500.00

1 bid

+ £0.85 postage

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Sold 29 May 2021

Billie Eilish-happier than ever, the World Tour 19.06.2022 Frankfurt Series 4!!!

£360.87

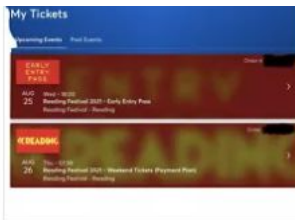
or Best Offer

+ £12.02 postage

from Germany

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Sold 3 Jul 2021

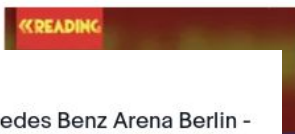
£265.00

1 bid

+ £2.25 postage

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Sold 3 Jul 2021

Reading Festival 2021 - Sunday Day Ticket 29.08.21

£170.00

or Best Offer

Free postage

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Sold 1 May 2021

Dua Lipa-future Nostalgia Tour 2021-Mercedes Benz Arena Berlin - 09.10.2021

£108.26

or Best Offer

+ £36.09 postage

from Germany

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The solution?

“Twickets is the trusted fan-to-fan ticket resale marketplace, enabling fans to buy and sell spare tickets securely and at face value”

Twickets Mission Statement:

To trade any ticket, for any event, anywhere in the world and always at no more than face value

How does Twickets do this?



LIST

Just select the ticket type and face value from our extensive database of events. You can add up to 15% to cover the original booking fee, though please ensure you only charge what was actually paid. Where we are aware that the original booking fee was greater than 15%, this may be reflected in the pricing on the event.



PAYMENT

We'll pay out your funds from a sale via PayPal or a bank account transfer, depending on the event. In the event of a sale, sellers receiving funds from PayPal will receive a payout immediately after the sale. Sellers receiving funds via bank account transfer will receive money in their bank account within 5 to 8 business days after the event takes place. Once the sale is complete you'll receive an email with payment confirmation. Standard PayPal charges apply.



DELIVERY

Select delivery options you'd like to offer, from Post, Drop & Collect, Meet Up, or Download. You'll only be offered those that ensure tickets reach the buyer in time. You must deliver tickets promptly



COMMITMENT

Please note that tickets listed on Twickets cannot be made available for sale on any other re-sale site. If tickets are no longer available and not removed from a listing, an admin charge may apply.

How does Twickets do this?

Moderation Team

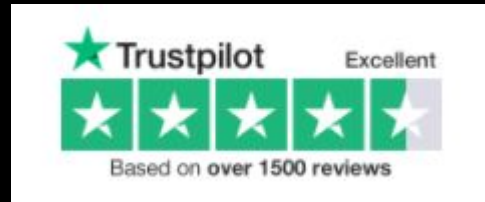
Buyer is refunded full amount if tickets not as described

Seller is covered for full price of the tickets if buyer fails to pay

How does Twickets do this?

Trial run via Twitter has been successful

Simple Twitter feed allowed fans to buy tickets to see their favourite bands without being ripped off by touts



How does Twickets do this?

Browse

Search

Set up alerts

SPORTS JUST LISTED

 18 Jul England v Pakistan IT20 Series Headingley Cricket Ground, Leeds	 16 Jul - 18 Jul Formula 1 Pirelli British Grand Prix Silverstone Circuit, Northampton	 19 Jul England v Pakistan ODI Series Edgbaston Cricket Ground, Birmingham	 17 Sep - 19 Sep Goodwood Revival Meeting 2021 Goodwood Motor Circuit, Chichester
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THEATRE & ARTS JUST LISTED

 18 Jul - 14 Aug FriendsFest Various Locations	 15 Nov Van Gogh: The Immersive Experience Commercial 106, London	 15 Jul - 03 Aug Heathers: The Musical Theatre Royal Haymarket, London	 29 Apr - 06 May Stratagem with Alan Partridge Various Locations	 12 Jul - 22 Jul Joseph and the Amazing Technicolor Dreamcoat London Palladium
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LESS THAN FACE VALUE PLUS FEES TICKETS

 22 Jul Latitude Festival - Weekend Hemham Park, Southwold	 20 Aug Vegan Camp Out 2021 Newark Showground, Newark-on-Trent	 23 Jul Penn Festival 2021 (weekend tickets) The Big Park, Amersham	 31 Jul Let's Rock Liverpool Wavertree Playing Fields, Liverpool	 25 Sep Mint Festival 2021 Newsam Green Farm, Leeds
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How does Twickets do this?



The image shows a Twitter profile card for 'Twickets' (@Twickets). The header features a yellow banner with the Twickets logo (a black circle with a yellow 'TK' inside) on the left. To the right of the logo, the text reads: 'ENABLING FANS TO TRADE SPARE TICKETS AT NO MORE THAN FACE VALUE'. In the top left corner of the banner is a Trustpilot 5-star rating. On the right side of the banner is a smartphone displaying the Twickets app interface. Below the banner, the profile name 'Twickets' is followed by a verified badge and the handle '@Twickets'. To the right of the name are three dots and a 'Follow' button. The bio states: 'Free app & website enabling fans to buy/sell tickets at no more than face value. Download now on iOS bit.ly/10MxgrM or Android bit.ly/Z33jXd.' Below the bio, it shows the location 'London, UK', the website 'twickets.live', and 'Joined November 2011'. At the bottom, it says '321 Following' and '98K Followers'. A small section at the very bottom shows 'Followed by DORK, VANT, and 3 others you follow' with small profile icons.

Trustpilot 5.0

ENABLING FANS TO TRADE
SPARE TICKETS
AT NO MORE THAN FACE VALUE

Twickets ✓
@Twickets

Free app & website enabling fans to buy/sell tickets at no more than face value.
Download now on iOS bit.ly/10MxgrM or Android bit.ly/Z33jXd.

📍 London, UK 🔗 twickets.live 📅 Joined November 2011

321 Following 98K Followers

Followed by DORK, VANT, and 3 others you follow

The Future?



References

Watts, G (2021), This is how fast glastonbury festival tickets sold out in previous years, GlastoFestFeed.com. Accessed on [5 July 2021]

TicketMaster, (no date) Available at: <https://www.ticketmaster.com/> Accessed on [5 July 2021]

eBay, (no date) Available at: www.ebay.co.uk Accessed on [5 July 2021]

<https://www.twickets.live/how-it-works> Accessed on [10 July 2021]

Twitter, (no date) Available at:

https://twitter.com/Twickets?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor Accessed on [5 July 2021]