



WILD & SCENIC[®] FILM FESTIVAL

where activism gets inspired



2020 Wild & Scenic Live Streaming Ticketing Protocols

While Wild & Scenic has never enforced specific protocols for ticketing in the past, given the structural differences in ticketing for a virtual event, we have compiled the following recommendations to assist your decision-making toward distribution of access to your Live Virtual Event. These guidelines are based on data tracked from past Wild & Scenic events as well as inherent structural necessities given the platform itself. If you have any further questions about ticketing protocols, please contact hunter@wildandscenicfilmfestival.org to schedule a call.

To Free or not to Free – Should I Charge for my Livestream Event?

Short answer: YES!

When first delving into the world of livestream events, many of us are understandably wary of the ability to sell tickets to one of these events. We mistakenly assume that these sorts of events don't warrant a value that is included in a live in-person event. Based on data that Wild & Scenic has collected from previous livestream events, those who charge a ticket price have equal or better success in ticket sales, AND consistently see better real attendance. Here's why:

1. The Webinar Effect: A free event is inherently 'missable'. That is, one does not feel that pang of guilt or frustration when they don't make it to a free event. Nothing invested, nothing lost. Add to this the fact that with the availability of the five to seven days of Video on Demand, many ticketholders will tell themselves that they can always tune in and watch the Video on Demand later.
2. Perceived Value: Did you know that car commercials are intended not only to sell cars, but to reinforce the perception that you made a good decision when you bought that brand previously? OR you may have heard of the [many studies](#) throwing the world of wine-tasting on its head by demonstrating that often, what we perceive as good, is merely what *ought to be good* because it's expensive. Humans, lacking real objectivity, seek out cues to determine quality, and among those cues is price. BUT it's important to think of this model as a bell curve where, at one end, something deemed cheap will be perceived as lacking value, and on the other something that is excessively expensive will be perceived as exorbitant, out-of-reach, or indulgent. This phenomenon, and the process of finding that sweet spot in the bell curve, are what we mean when we talk about Perceived Value.

There are circumstances when you should offer an event for free, but they are rare, and most often, requiring some minimum ticket price will—believe it or not—make for an event that is a) better attended, and b) more highly regarded by those who did attend for the reasons above.

So what Should I Charge?

This question is better answered by a series of new questions:

1. What have you charged in the past?
2. What do you value more highly? Raising money through ticket sales or through sponsorship?
3. What do you value more highly? Ticket revenue or the number of contacts/memberships added over the course of an event?
4. What are you offering to the audience?

What the audience gets: To return to the concept of perceived value, it may be useful to think of your event in the context of other available media. For a live, in-person event, your Wild & Scenic event would be somewhere between the value of a regular ticket to the movies to see a new blockbuster and a fundraiser or gala. Many tour hosts have historically asked high ticket prices while providing many other signifiers of value: door prizes and giveaways, raffle tickets, food and drink, live music, engaging dialogues with filmmakers, scientists or local advocates—all of which can increase the value of the event, and all of which are applicable to the livestream model. For more ideas for how to increase the value of your event, set up a call with your tour coordinator to brainstorm together.

Who is your audience: Once you've established all the components that add value to your event, you can gauge your audience using a few metrics:

1. The local community: do you have huge numbers of environmentally conscious individuals who want to support environmental work in your community? Do they skew wealthier and gala-receptive or are they the scrappy, ragtag devotees who show up to every cleanup day and rally, but can't necessarily donate large amounts of cash?
2. Interests: Is your audience interested in enlightened discussions about crucial local initiatives or do they want to see snowboarders dropping cliffs and mountain bikers dropping out of airplanes? These questions can affect your ticket price because athletes often pursue their passions on a shoestring budget, working part time at three restaurants so they can bomb slopes by day. They have an equal stake in the conservation movement, but their ability to pay might skew on the frugal side.
3. Demographics: older individuals generally have more ability to pay a higher ticket price, and will be willing to do so because they want to support the good work you do in your community. Bear in mind though, that if you are working to strategically garner a broader reach through demographic targeting, a lower ticket price may have the potential to bring more young advocates into your network. For more information about expanding your reach, see the marketing webinar on the resources page under Marketing.

Our take: Your best bet may be to offer tiered ticketing with a comfortable base price. If you perform the various calculations above and find that your sweet spot in that bell curve is, for example, \$10, then make that your base ticket price, but offer higher ticket prices for those who would like to donate more. So you would have, for example, tickets available for \$10, \$25, \$50, and \$100. Hosts have found that many attendees are glad to spring for that \$100 ticket price because they value the host organization itself and want to support it.

Other tiered ticket ideas include:

1. Honor system tickets, whereby you would offer an individual ticket price, a couple's ticket price and a family ticket price.
2. Incentivized tier levels: e.g. \$10 base ticket, \$25 with raffle ticket, \$50 with raffle ticket and membership, \$100 all of the above PLUS a 'dinner for two' gift basket to be redeemed day-of from a local restaurant partner. (Be sure to strategize this with the restaurant partner in the weeks preceding the event as they will most likely want to cap the number of gift baskets available for purchase).

Should I Charge for the Video On Demand Following the Event?

This one is really up to you, but we have some pointers that may guide your decision. The Video On Demand option is extremely useful for gaining new contacts. Attendees night-of view these inspiring films and naturally want to share them with friends, family and coworkers. That means you can tap into their networks through the organic evangelism that occurs when people are inspired. It offers a huge opportunity for you to grow your network, expand your brand, make sponsors happy, show off the work you do, earn new members, and inform people about the urgent messages contained in Wild & Scenic programming.

If your focus is to capitalize on the above, you should consider offering the Video on Demand for free following the Live Virtual Event to maximize the number of contacts and potential new supporters you can collect. Given that the event now lacks many of the signifiers of value that we outlined above, the perceived value will have gone down significantly in the transition from live to On Demand. For the same reason, if you choose to ask a ticket price for the VOD, consider lowering the price.

If you choose to sell tickets for the video on demand event, be sure to maintain a robust marketing campaign comparable to that which preceded the event. (You should do this either way, but it's particularly crucial in this scenario.) You may also want to invite attendees night-of to purchase gift access to the video on demand event for friends, coworkers or loved ones using the recipient's email address. Many ticketing sites have this option and it would be a great way to harness the degree to which people naturally want to share what they've seen with others.

Built-in ticketing

We now offer built-in ticketing through Qudio and Stripe in order to streamline the registration process for attendees. This integration is set up so that you can manage your own ticketing (we never hold your money), issue refunds, view and export reports, and collect registration data while allowing registrants to buy a ticket and view the event all through the same link. This ticketing service comes with a transaction fee of \$0.99 + 5.8% per transaction to you. So the real net of a \$10 ticket would be \$8.33.

You have three choices for managing transaction fees: 1) Pass the fee on the the ticket purchaser. The fee will be transparently attached to the transaction at and before checkout. The host organization will net the full value of the ticket price. 2) Eat the fees. The ticket purchaser pays a flat fee at checkout with no transaction fees attached, and the host nets the difference after fees are applied. 3) Build fees into the ticket price. The price of the ticket is adjusted to reflect transaction fees so that the host nets the full value of the ticket and the ticket purchaser pays a flat fee with no fees at checkout. A formula for making the price adjustment is available here: <https://support.stripe.com/questions/passing-the-stripe-fee-on-to-customers>

In order to set up your ticket link, contact your tour coordinator at least eight weeks prior to your event (or when you want to begin selling tickets). ***You will need to provide your tour coordinator with your ticket tiers (how you would like them priced and described) and the email address of whomever will be managing your Stripe account.***

Set up a Stripe account [here](#) and select the free account. Link your banking info and store your username and password somewhere secure. You will NOT need to provide login info or banking info to Wild & Scenic at any point.

Then create an account on quudio.com with the email address of the person who will manage your stripe account. Once this is done, communicate that email address to your tour coordinator and they will link your Qudio account with your event. When you log in again, you will now see 'my hosted events' at the top of the page. Click that link and follow the instructions to link your Stripe account. It will ask for your Stripe credentials and will send you a verification code.

When that is done, you are ready to start selling tickets!

Can I Use My Own Ticketing Platform?

Many groups are attached to their preexisting ticketing system; often it's synced with their CRM or data management system and they don't want to lose the automation. If that's the case for you, you can stick with what's comfortable. However, the use of a third-party ticketing platform requires significantly more training and instruction from WSFF staff to avoid the potential for attendees to not receive their tickets on-time. It also requires additional technical staffing as people may encounter difficulty registering for the event. For this reason, **a \$350 fee will be added to your account for the additional training and staffing resources necessary for third-party ticketing.** Likewise, there are a few more steps involved for running your own ticketing as well as distributing ticket links to attendees, so please read below to make sure your attendees will have the most seamless event experience.

Note: The below pertains only to third-party ticketing. If you plan to use the built-in ticketing, you can disregard what follows.

Does Wild & Scenic Recommend a Particular Ticketing Service?

We don't recommend one over the other, but there are a set of requisite features that are crucial for whichever provider you choose:

1. The ticketing service must be capable of automatically sending an email to the ticketholder the moment they purchase a ticket. It should also allow for batch-emailing all current ticketholders.
2. It should allow for you to customize the email that recipients get when they purchase a ticket.
3. It should allow for a variety of ticketing options to accommodate a spectrum of prices.
4. It should collect basic data on ticketholders: name, email address, city of residence, etc.

Okay, So How Do People Join the Stream Night-Of?

The day before your event your tour coordinator will provide you with a registration link. Attendees will need both to join the stream. Once you have them, you'll need to send them out to all ticketholders AND you'll need to change the automatic email that is sent out when people purchase a ticket to include these links. This latter part is crucial, as many attendees purchase tickets in the hours (or even minutes) preceding the event. You must include the information in [this link](#) to the tech support page, which includes info on viewing on smart TVs and some basic troubleshooting information. Copy and paste that entire page into the email receipt that ticket purchasers will receive. Please also include the [FAQ](#) page, which will help resolve any potential registration issues. Do not include these as attachments as people will not open the attachments. This information, along with the link, must be in the body of the email.

Beyond that, your job is done! Enjoy the show and keep the conversation going in the chat!