



## Your Virtual Event & Ticketing

### FAQ

#### **Can I use my own ticketing platform?**

If you have a preferred or preexisting ticketing platform, you are not required to use Qudio. Keep in mind that using a third-party platform requires significantly more instruction from WSFF staff to ensure all attendees receive their tickets on time. It also requires additional tech support from Qudio, as people may encounter difficulty registering separately for their event. For this reason, a \$50 fee will be charged to your account if you utilize another ticketing platform.

#### **So if I use my own ticketing platform, what additional steps do my attendees have to take to register for Qudio?**

All attendees must create an account in Qudio in order to view your program, regardless of where they purchased their ticket. If they purchase a ticket through Qudio, they create an account in the process and are ready to log-in on your event date. If you are selling tickets through another platform, there are additional steps your attendees must take to register for the event. Ask your Tour Coordinator to walk you through these instructions so you can relay them to your attendees. Remember to have a plan for passing along these instructions to attendees who purchase tickets in the hours (or even minutes) before your event.

#### **What fees are involved with Qudio ticketing?**

This ticketing service comes with a transaction fee of \$0.99 + 5.8% per transaction. You have three choices for managing transaction fees: 1) Pass the fee on to the ticket purchaser. The fee will be shown as an add-on next to the ticket price before and during checkout. 2) Eat the fees. The ticket purchaser pays a flat rate at check out with no transaction fees attached. You will net the difference after fees are applied. 3) Build the fee into your ticket price. Adjust the price so that you net the full value of your ticket and the ticket purchaser pays a flat fee during checkout.

### **What if I don't have a Stripe account?**

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

### **What should I charge for my virtual event?**

Start by considering what you have charged in the past or what you would charge for an in-person film festival. Establish what you are able to offer to your attendees (do you have prize giveaways? are you including an inclusive filmmaker interview?) and consider what your target audience will be comfortable paying. Whatever you do, don't sell yourself short! Your virtual event still holds value for your attendees.

Your best bet is likely going to be offering tiered ticketing with a base price you're comfortable with. Consider tiers such as 'General Admission', 'Household Admission', 'Admission + Membership', 'Admission + Donation', and so forth. For example, a family who may have previously purchased 4 individual tickets is likely to purchase a 'Household Admission' ticket to your virtual event. Offer those ticket options that include membership, raffle ticket, or donation add-ons. Many attendees opt for the higher ticket price because they value the work your organization does and want to support you!

### **When should my tickets be live and ready to sell?**

If you are using Qudio ticketing, we can set up your registration page as soon as your event date is set. When you're ready to set up your tickets, you will receive a form to complete from your Tour Coordinator asking you to list the price and description for each of your ticket options.

Review your overall marketing and outreach strategy to evaluate when would make sense to announce your tickets are available, then plan accordingly. We recommend making tickets available for purchase 6-8 weeks prior to your event date.

### **Can I change my ticket options after they are live?**

You can, though remember that you only have one complementary edit. Additional edits are subject to a \$25 fee per request. So before submitting your ticket options, you'll want to make sure everyone in your organization who needs to sign off has done so.

### **What if I want to add food & beverage options to my ticketing?**

We recommend saving your complementary ticket edit to add on food & beverage options. Partnering with local restaurants to provide takeout food or drinks for your attendees is a great way to increase engagement and support your community. Tip: keep your options simple and limited! The more customizations you allow, the more complicated the process will be.

Remember to ask your Tour Coordinator to deactivate all food & beverage options in advance of when you need to give your final order to the restaurant(s)!

**Can I provide discounted or complementary tickets for my event partners?**

Yes. With your event virtual, your “venue” capacity is likely much greater than it would be in-person, so fill your venue! Providing discounted or complimentary admission as an incentive to register is a great opportunity to reach new community contacts added to your database. Ask your Tour Coordinator to set up discount or comp codes for you.

**How do I email my attendees or pull registration reports?**

While logged in to your host account in Qudio, navigate to ‘My Hostings’ to pull your ticketing report. This report shows each purchaser’s name, date of purchase, which ticket option they selected, and email address. There is not the capability to send emails directly from Qudio, so you will need to export your ticket report to an Excel or CSV file and obtain email addresses from there.

**Can I still sell tickets during my Video on Demand period?**

Yes! And you should plan to keep selling – especially if your livestream package includes multiple days of VOD. Just let your Tour Coordinator know that you would like this option and confirm the dates.

Make sure that you’ve removed all food & beverage tickets and options that are no longer relevant. Already hold your raffle? Ask your Tour Coordinator to remove any ticket options that mention raffle tickets!