



CLIENT CASE STUDY

Faulty Towers The Dining Experience

"Don't mention the pandemic!"

How Ticketholder Communications
kept diners informed



Our events have sold effortlessly since moving to Eventfinda.

JARED HARFORD

EXECUTIVE PRODUCER, INTERACTIVE THEATRE INTERNATIONAL

Summary

Interactive Theatre International have ticketed many of their Australian events with Eventfinda since 2018 for their show, [Faulty Towers The Dining Experience](#).

The key outcomes achieved by the client were:

- ▶ A reduction in additional marketing spend due to Eventfinda's large reach.
- ▶ Quicker and simpler event listing, and ticketing set up easily managed by their team.
- ▶ Ticketholder Communications was key to managing event cancellations and postponements during the pandemic.

Results since 2018:



TOTAL TICKETS SOLD

4,600



TOTAL EVENTS LISTED

55



TOTAL REVENUE

\$418k

About Interactive Theatre International

Interactive Theatre International is a bespoke theatre company celebrating 25 years in the business in 2022. They have offices in Brisbane, Melbourne, and London and have toured 41 countries with their show, Faulty Towers The Dining Experience.

This hilarious, immersive and mostly improvised show celebrates the chaos and nostalgia of the classic antics of Basil and his staff, as diners enjoy a night in the 'Faulty Towers' restaurant. Created as a loving tribute to the BBC's much-loved TV series Fawltly Towers, over a million people around the world have now attended the show.



Challenges and event objectives

As an interactive production, the show aims to eliminate traditional theatrical boundaries, removing the fourth wall and giving actors free rein to improvise and bounce off the audience. The immersive experience of dining amongst the antics of the performers allows the show to be performed in many types of spaces as long as there's room to dine – whether it be held at an arts centre or a restaurant.

This means the show has many challenges operationally – from seating to props placements. There's a small capacity for an audience of only 120 people who are all served a meal during the performance. This requires some unique ticketing features, as additional information must be gathered from ticketholders.

Executive Producer Jared Harford said:

“What is unique to us is that we serve a three-course meal at every show so we need to gather all our attendees’ dietary requirements. This was very admin heavy before Eventfinda involving individual emails to ticketholders.

We now use Ticketholder Questions to require people to provide us with what we need to know during the purchase process. Using Eventfinda’s Ticketholder Questions has simplified gathering vital information and cut out so much admin time.”

Other features have supported Jared and his team during uncertain times:

“Being able to easily and regularly check sales and live data is reassuring” and when it’s been needed he says, “the marketing support was so quick and responsive.”

As the company is focused on one main touring event in Australia they often list multiple events. The ability to list a similar event has helped with event listing set-up times.

Jared explains, “We come back to Melbourne about five times a year so it’s so simple to just hit ‘list similar’ and Eventfinda loads everything up for me. It’s much faster than if I had to load each individual event plus images each time.”



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New feature innovation cushioned Covid-19's impact

As everyone in the events industry has experienced, the pandemic added additional challenges for Jared and his team:

“2021 was meant to be a Covid recovery year. It was our time to recover and build back after the losses of 2020. We were on track and then everything locked down again in from June.”

With reduced staff numbers and many postponements and cancellations to deal with, Jared was thankful for the support of his Eventfinda Account Manager Amit Rathor during some frustrating months.

He recalls, “The Eventfinda team has been really good. Amit is helpful and very quick with his responses. If he's ever not been able to respond immediately via email he'll happily deal with my urgent request over the phone.”

Eventfinda launched Ticketholder Communications in 2021 to help event organisers and promoters keep their audience in the know about their events. This feature has proved to be invaluable to Jared as he navigated the many postponements and cancellations over the disruptive months of the pandemic.

“Ticketholder Communications is the most important feature we use right now and provides great data. It's so useful and super handy during all these changes. Knowing that I've got the message out there for either a cancellation or that the show is going ahead is now so easy. I can login and check if everyone has opened the email. I can see who hasn't and reach out on the phone to inform them personally. I feel secure that I've let everyone know any updates and changes,” said Jared.



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Why Eventfinda beat out the competition

The team at Interactive Theatre International manage many events globally and finding the right ticketing partner can be difficult. For the Australian arm of the operation, they did their research to assess which ticketing partner would best suit their needs.

Jared remarked, "A member of our team did a whole lot of research into ticketing software and all the different providers. She had used Eventfinda in her previous role after trying many different platforms and found it to be the best. A few of our venues already used Eventfinda too and we also knew that it was the recommended platform from the Melbourne Comedy Festival."

They had been frustrated with their existing ticketing software as it just provided a ticketing system but not the marketing cut through.

"We found that the amount of time and money spent on setting up ticketing on the website, listing the event on many 'what's on' pages and the marketing spend was not cost-effective.

Now, we've cut all that time listing on multiple websites and drastically dropped our marketing spend," said Jared.

On top of the time and money-saving, Eventfinda's reputation played a major role in the decision to switch providers as Jared recalls:

"The thing that made us say 'yes we're going to jump on board' was the previous experience and strong recommendations from colleagues."

In 2018, the company switched from their previous ticketing software to Eventfinda for the Melbourne Comedy Festival.

Jared says, "That season went ridiculously well in terms of sales. It sold really well and quite effortlessly. There was minimal effort from our side."

Today, he's very happy with that decision:

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Building trust and reputation with ticketholders

With Eventfinda, cancellations and postponements have been really simple. Along with the increase in administrative tasks due to the impact of the pandemic, there's the added pressure to ensure the client kept ticketholders feeling secure to continue to make bookings with them in the future.

Jared reflected, "From a customer's point of view, it's brilliant. If an event is cancelled they get the money quickly and it's totally separated from our account – their refund is guaranteed."

This proven track record of excellent customer service in the face of unexpected change has held Interactive Theatre International in good standing with their ticketholders.

"It's been great to offer customers this security, especially during the last year. In 2020, everyone was a bit wary to even book anything in the future as they didn't want to risk losing money, but now people are more willing to buy tickets as they trust our reputation thanks to Eventfinda. It's worked very well for us that we have gained a good reputation and can be trusted with their money," said Jared.



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The future

Faulty Towers The Dining Experience is unique – there aren't any similar competitors in Australia so marketing is always about finding their specific target audience. That's where Eventfinda continues to support their success and growth into the future.

"The edge that Eventfinda gives us is that rather than spending \$500 to \$1,000 to be featured on an EDM elsewhere from a smaller database, just being listed on the Eventfinda website means people will find us organically.

I can then focus my marketing spend on bigger more specific campaigns like the Melbourne Comedy Festival or Adelaide Fringe," commented Jared.

With the addition of Tickholder Communications to the Eventfinda suite and Jared's success in using it, he's interested in what the future will bring:

"Ticketholder Communications has become so key to running our events this year and we just couldn't be without it. I look forward to what Eventfinda develops next that will help event promoters to reach their audience and continue to provide an excellent customer experience."

After working with Eventfinda for three years, Jared would happily recommend it to other industry professionals:

"Eventfinda is ridiculously simple. People who work in ticketing or box office just find it second nature to use. Less experienced staff only need a few minutes of training as it's so easy to pick up and get your event listed and on sale quickly."

www.torquaysuitetheatre.com



Eventfinda, far more than a ticketing platform

Eventfinda's unique ticketing system has been created specifically for the performing arts and events sectors. Built by our industry experts, we offer you maximum flexibility and functionality with a toolkit for event ticketing, marketing and audience engagement.

We pride ourselves on our industry-leading technology and personalised service and we're committed to helping you achieve your goals. We're the only organisation in Australasia offering an ever-evolving audience development and engagement suite combining an events discovery site and a ticketing platform.

Want to know more about Eventfinda's ticketing and marketing offering?

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