



WEBINAR

EVENTS &
SOCIAL DISTANCING

HELLO

Hans Nissens

Managing Director
Oxynade by SecuTix
SecuTix BV Northern Europe



Yannick Van de Voorde

Senior Sales Manager
Oxynade by SecuTix



Miet Cappelle

Senior Professional Services Analyst
Oxynade by SecuTix

LI(V)E ON HOLD

THE  TIMES

Le Monde

la Repubblica

LA STAMPA

The Washington Post

EL PAÍS

Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND

**The
Guardian**



Neue Zürcher Zeitung

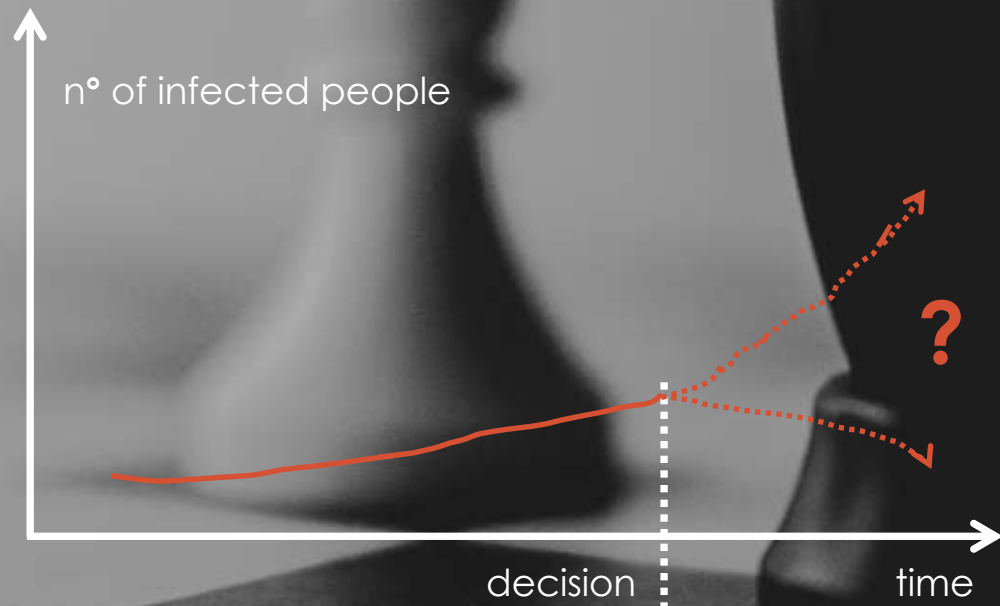
DIE  WELT

The New York Times

Les Echos

DATA-DRIVEN DECISION MAKING

Event Descisions during the COVID-19 Crisis



DDDM 📍 using facts, metrics & data to guide strategic business decisions that align with your goals, objectives, and initiatives. This empowers you to make better decisions, fact based even in the most difficult of circumstances.

WORLD HEALTH ORGANISATION

Advice



- decisions based on risk assesment
- maintain social distancing
- promote hand-hygiene
- practice respiratory hygiene
- promote cashless

PROGRAM

POST LOCKDOWN

Response to Regulations

Economic Deliberation

Practical Progress

FUTURE SCENARIOS

Crisis Learnings

Darwinism & the Live Entertainment Industry

ROADMAP 2020

TAKEAWAYS

Q&A

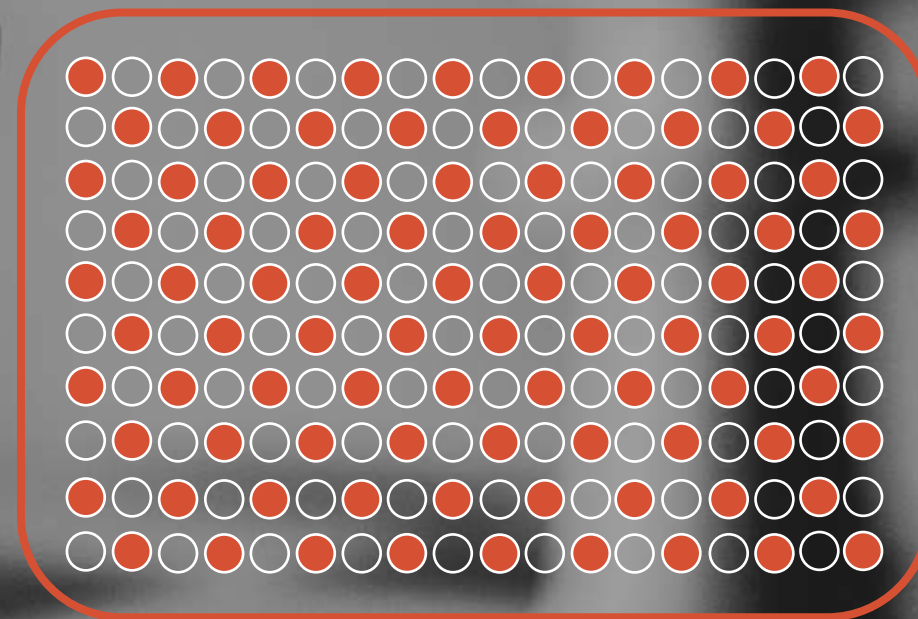
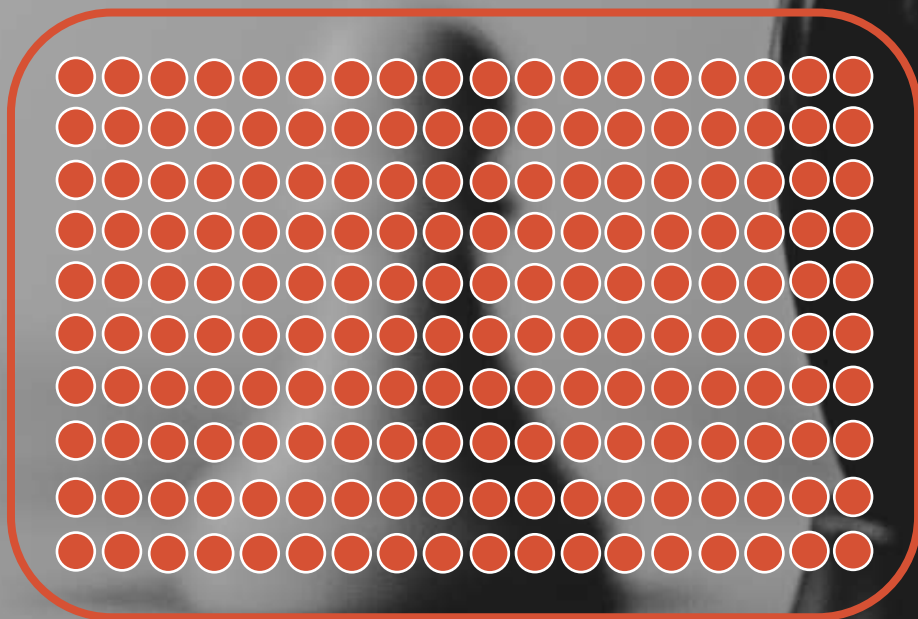


POST LOCKDOWN

RESPONSE
TO REGULATIONS

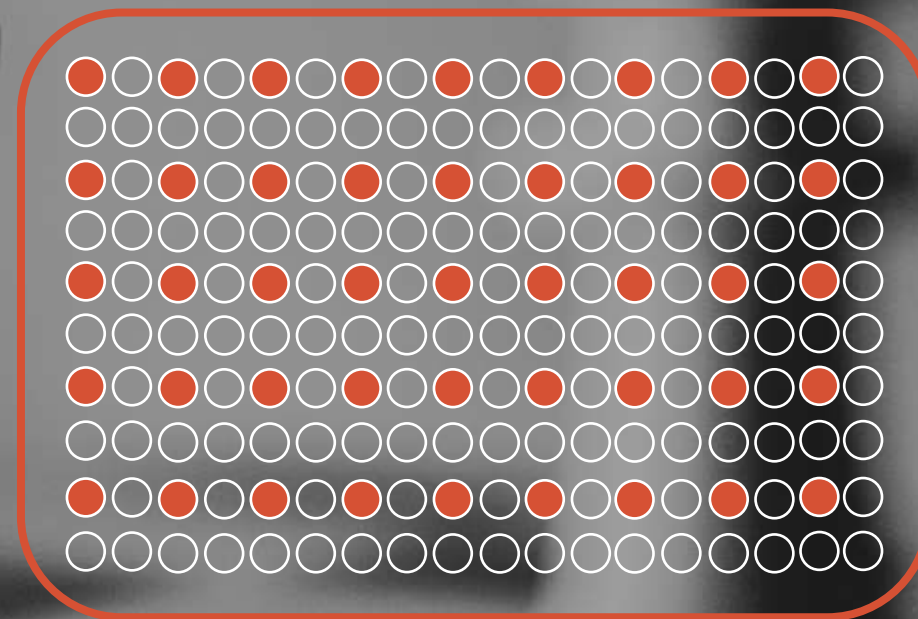
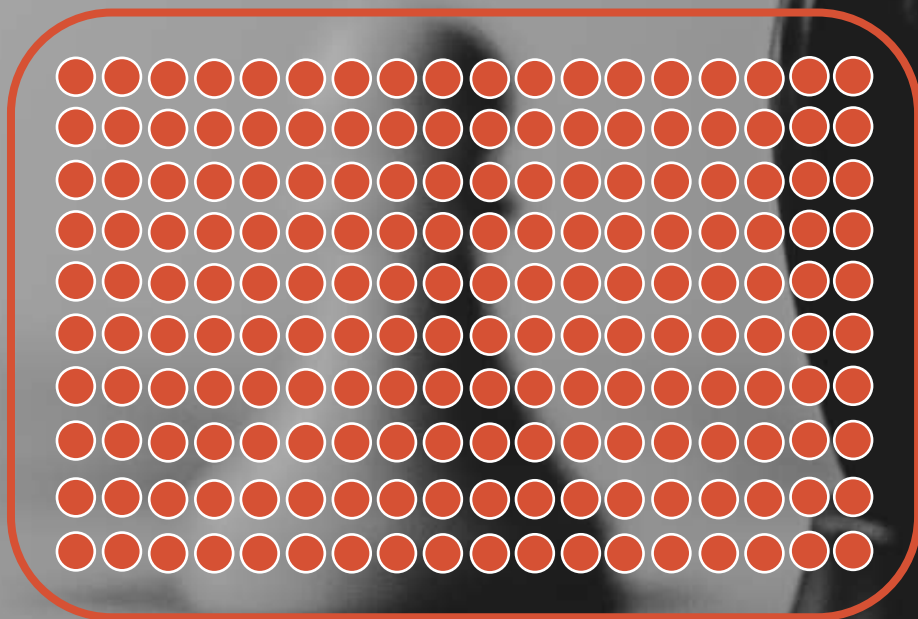
POST LOCKDOWN

Response to Regulations



POST LOCKDOWN

Response to Regulations



POST LOCKDOWN

Response to Regulations

#WEWILLRECOVER
Nonstop Service

FLIGHT 462
AA 7005

NOW BOARDING

GROUP C



First
Class



A



B



C



D



E

Current time 1:39 PM

Take Off 2:22 PM

POST LOCKDOWN

Response to Regulations

Examples of announced measures:

Example Bellewaerde (amusement park)

- timeslots for entry
- rollercoaster carriages 1 – 0 – 1 – 0 – 1
- keeping in mind that 1 carriage with multiple seats can carry e.g. family members but not strangers
- online ticket sales only
- reduced capacity

Public accessible places with entrance points

- e.g. city parks, natural parks, etc. will need a system to monitor capacities, grant access
- new opportunity for the ticketing industry



POST LOCKDOWN

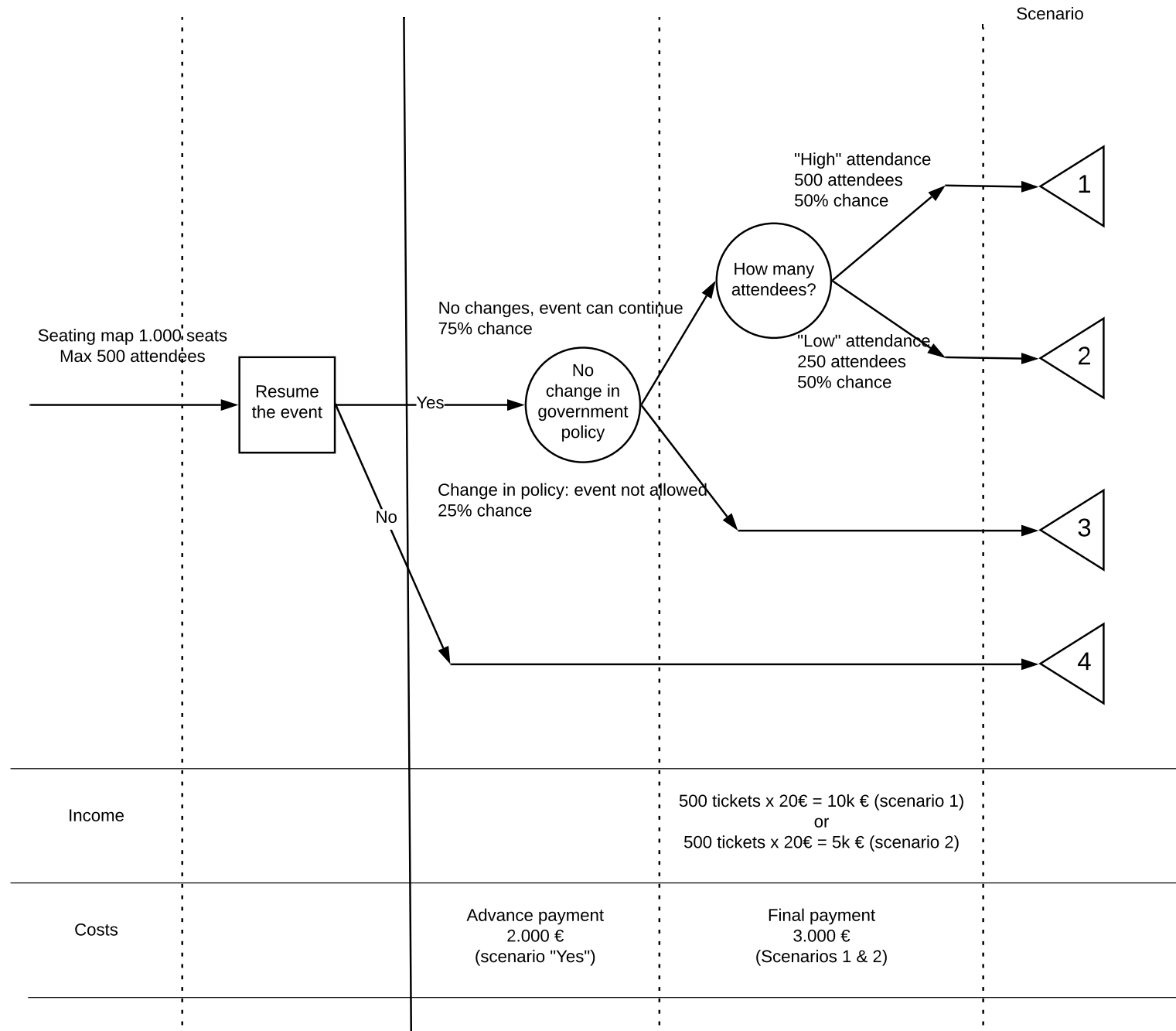
ECONOMIC
DELIBERATION

DECISION TREE METHOD

POST LOCKDOWN

Economic Deliberation

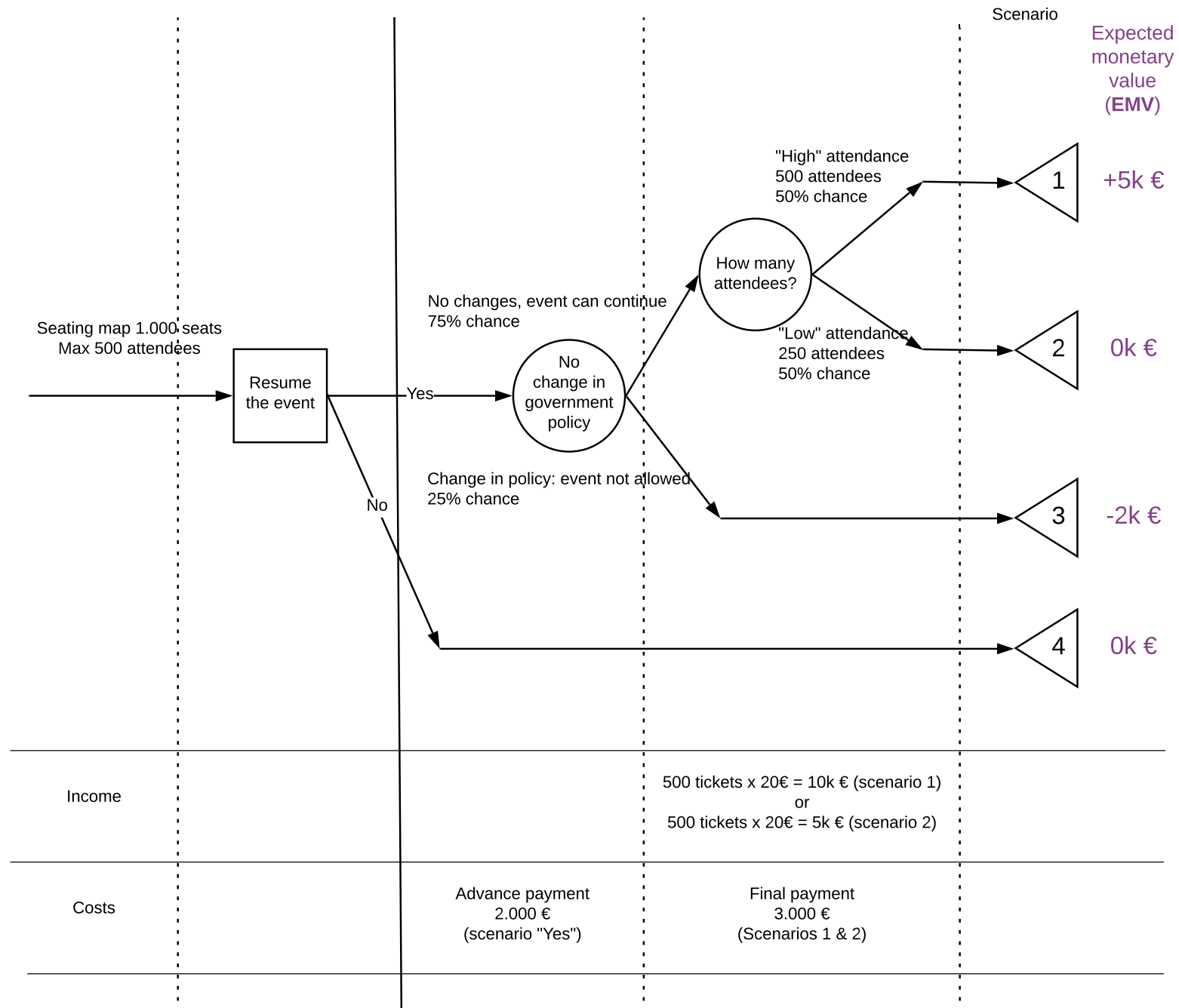
Decision Tree Method

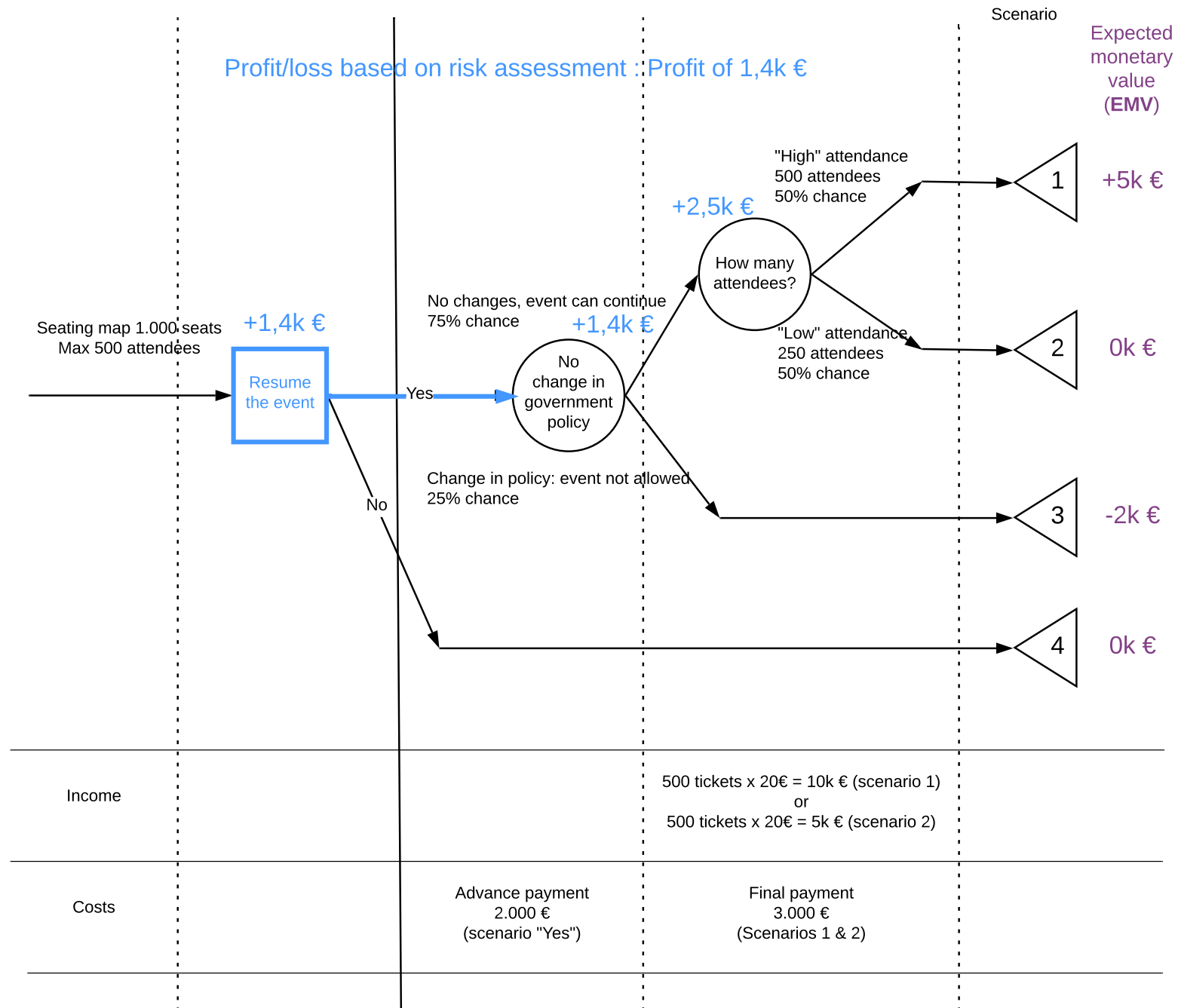


POST LOCKDOWN

Economic Deliberation

Decision Tree Method

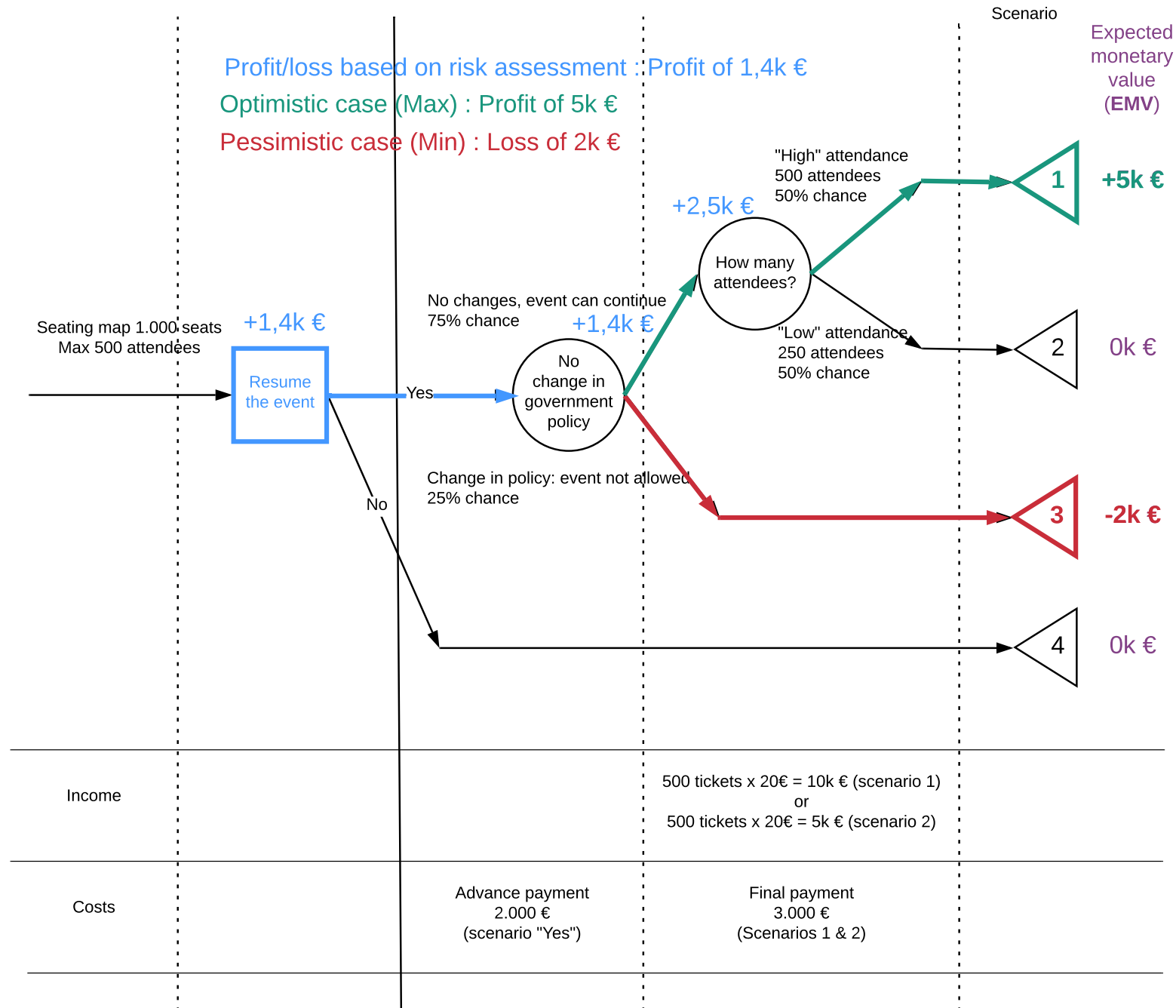




POST LOCKDOWN

Economic
Deliberation

Decision
Tree Method



POST LOCKDOWN

Economic Deliberation

Decision Tree Method



Profit/Loss Calculation

Minimum Number of Tickets to Break-Even

EMV of Possible Scenarios

Risk Calculation

**POST
LOCKDOWN**

**Economic
Deliberation**



POST LOCKDOWN

PRACTICAL
PROGRESS

POST LOCKDOWN

Practical Progress

Box-Office's New Normal



- virtual Box-Office only
- shift to online sale channels
- cashless & contactless now more important than ever
- physical tickets replaced by digital ones to store on your own device

POST LOCKDOWN

Practical Progress

TICKET DOWNLOADEN

Customer Yannick Van de Voorde (yannick@oxynade.com)
Ordered on 27/04/2020
Order number #11881291

Event	Ticket info	Price	Wallet
Rick Springfield	Zone: A4 Seat: Row B Seat 12	€79,00	
Rick Springfield	Zone: A4 Seat: Row B Seat 13	€79,00	

Payment cost	€0,00
Delivery cost	€0,00
Total	€158,00





POST
LOCKDOWN

Practical
Progress



FUTURE SCENARIOS

CRISIS
LEARNINGS

FUTURE SCENARIOS

Crisis Learnings

Box-Office

- Will it still exist or make a come back after being temporarily banned?
- If the Box-Office returns, will cash payments will return with it?

Vouchers

- Germany & Austria are issuing vouchers to support the event industry.
- Phased flow of keeping tickets for the next edition.

Event Streaming

- Ticket sale for streamed events opens up new revenue stream.
- Snapticket
- Fandango

FUTURE SCENARIOS

Crisis Learnings

Loyalty Programs

- are an excellent tool to look after fans and customers
- deepen relationships with fans and partners to better understand their needs and build more meaningful relationships – never more important than now
- allow to push the value of retaining money from ticket sales rather than issuing refunds

FUTURE SCENARIOS

Crisis Learnings

Cashless & Contactless

- the 'forced' use of NFC payments has accelerated its acceptance
- there will be a minor fallback to cash payments over time, but NFC payments are part of a new standard
- after a first fallback, NFC payments will continue to gain further importance



FUTURE SCENARIOS

DARWINISM
& THE LIVE
ENTERTAINMENT INDUSTRY

FUTURE SCENARIOS

Darwinism & the Live Entertainment Industry

Survival of the fittest = most agile

- total disruption of the market is a great opportunity
- big players are suffering just as much as the smaller ones
- take the chance to grow stronger or enter the market as the live entertainment industry will recover and pick up again 📱 differently for sure, this is your chance to (re)invent your ticketing business

Those who are able to adapt best to the current circumstances will survive and thrive.



THE BEST WAY
TO UNDERSTAND
A TOOL IS TO USE IT.

REQUEST YOUR
DEMO ACCOUNT



ROADMAP

2020

ROADMAP



The information above is being shared in order to outline some of our current product plans, but like everything else in life, even the best laid plans get put to rest. We are hopeful that the presented roadmap can shed some light on our vision, but it is important to understand that it is being shared for INFORMATIONAL PURPOSES ONLY, and not as a binding commitment. Please do not rely on this information in making purchasing decisions because ultimately, the development, release, and timing of any products, features or functionality remains at the sole discretion of SecuTix BV, and is subject to change.

TAKEAWAYS

A grayscale background image of chess pieces on a checkered board. A dark knight is in the foreground, slightly out of focus, with a white pawn behind it. The board squares are visible in the lower part of the image.

I

Decisions should be based on a risk assessment and the economic value. A decision tree is a good tool to use.

II

Thanks to the flexibility of the platform, you are able to respond to changing requirements.

III

Never waste a good crisis. Turn this crisis into a chance to evolve and grow.

Q & A

SEND YOUR QUESTIONS
TO
MIET CAPPALLE



THANK YOU.

STAY HEALTHY.



Yannick Van de Voorde

Senior Sales Manager
yannick.vandevoorde@oxynade.com
+32 499 34 80 58

in /in/yvandevoorde

