

NATIONAL RESULTS 2023

# Venue Management Survey



# Goals of This Survey



Jeb Banner  
Opendate CEO

Opendate was founded by entrepreneurs with over 50 combined years of software experience and a deep connection to the live music industry. Our focus from day one has been to design beautiful and intuitive software that helps independent venues put on great shows.

Part of the journey of building our product was speaking with venue owners from across the world, learning what their best practices are, their most valuable tools, and resources they wish were more efficient. We aimed to take all of those conversations and quantify them, so we could determine:

- What resources and tools are most important to venue owners
- What areas need (better) resources
- Where there are gaps in tools available for venues.

Our goal at Opendate is to offer a purpose-built, all-in-one solution for venue owners so you can get back to why you got into this business in the first place - to put on unforgettable shows!

This reports details the responses of venue owners all over the world, and unearths truths about resources available for the industry, where there are gaps, and offers solutions.

To learn more about Opendate, visit [opendate.io](https://opendate.io).

# Key Takeaways

## What the Data Tells Us

Efficiency, feedback, and integrated mobile experiences are key factors that can significantly impact a venue's success in acquiring bookings and increasing ticket revenues.



**Current tools are inefficient:** Too much time is being spent on tools not purpose-built for how their venue operates and that is holding them back from doing more with their team and budget.

**Data isn't connected:** Data is often siloed in point solutions and doesn't connect to give needed visibility and insights to run venues more profitably and efficiently.

**Mobile experiences are increasingly valuable:** Attendees want an excellent mobile experience and this is also an opportunity for venues to build a direct channel to their audience.

### Conclusion

Efficiency is a critical factor for venues aiming to maximize their revenue potential. By **implementing streamlined processes and connected tools**, venues can free up valuable time and resources that can be redirected towards acquiring new bookings and increasing ticket revenues.

# Digital Duct Tape

## Current Landscape

As outlined in these survey results, the common thread among responses from participants is that all of the tools, resources, and solutions involved in the day-to-day of running their venue live disparately.

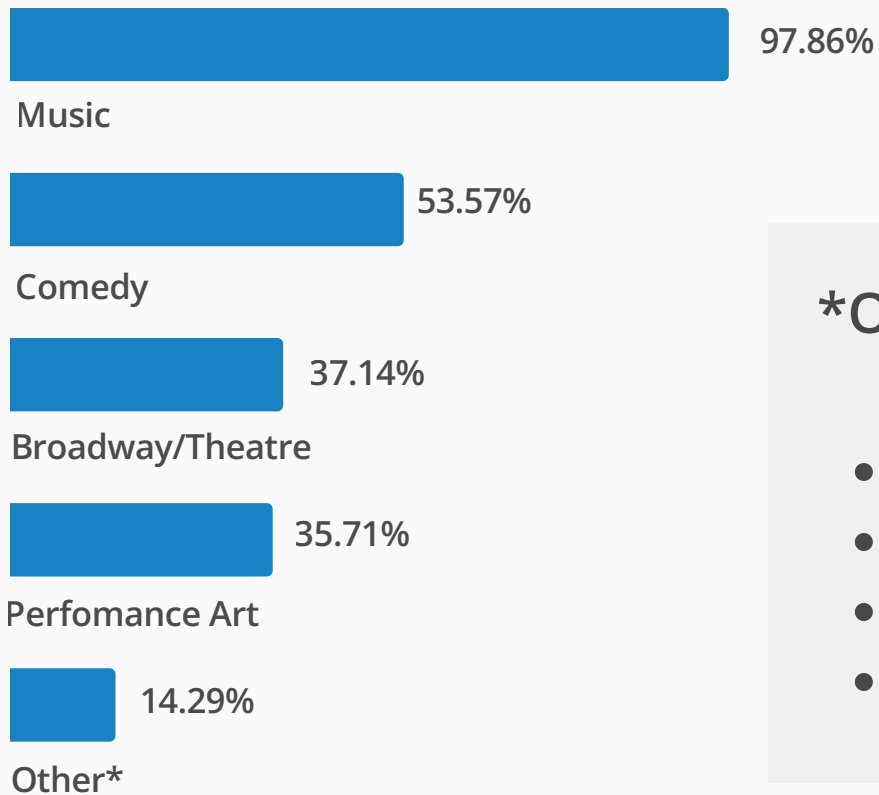
As you read through the results, you'll discover respondents satisfaction with their current solution(s), and their wish-list items to improve these processes.



# Audience

## Types of Events Booked

\*127 venue professionals participated in this survey



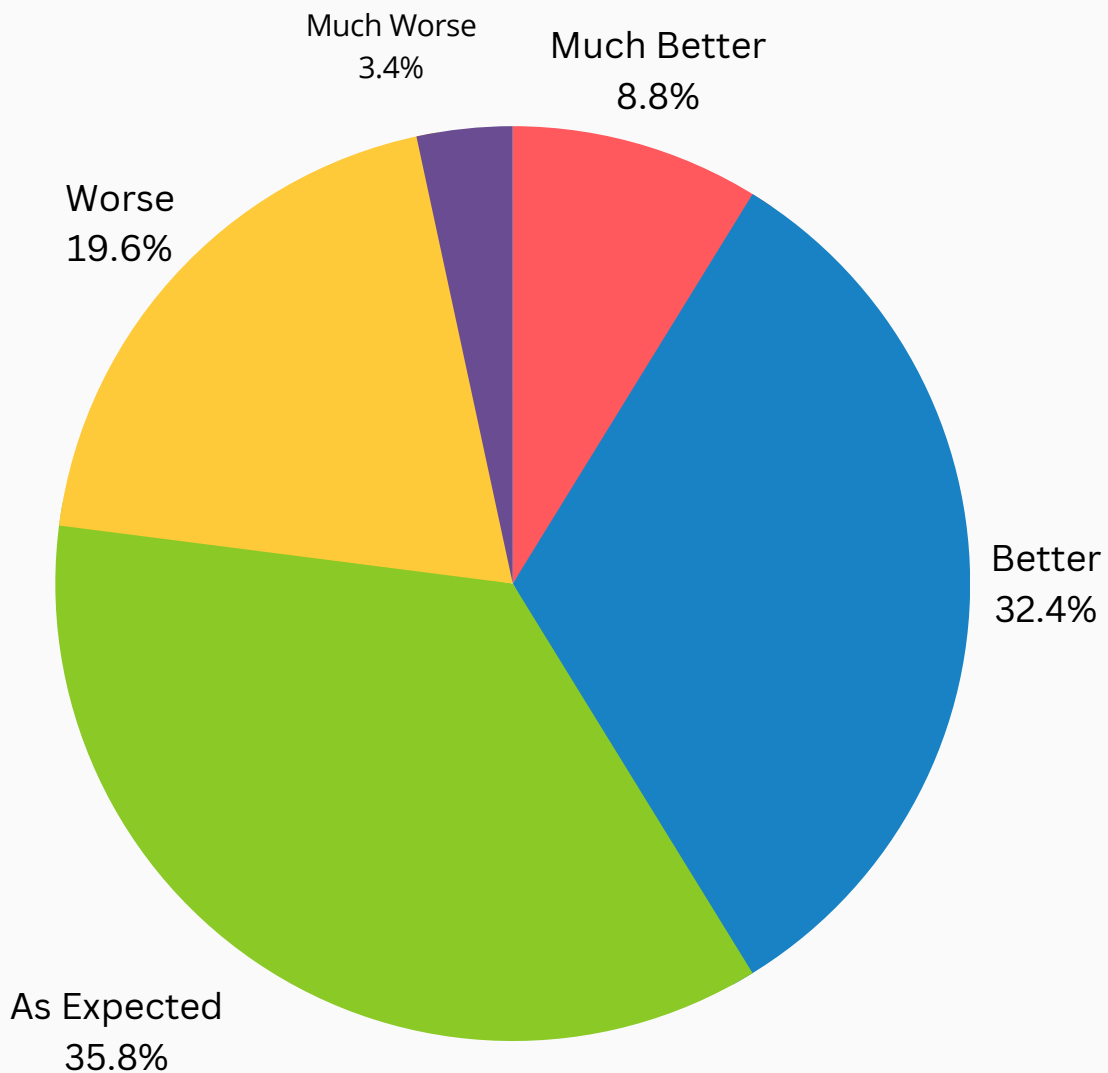
### \*Other

- Dance
- Speakers
- Meetings
- Film

# Audience

Performance in 2022

In terms of ticket sales and overall revenue, how did your venue perform in 2022 compared to your expectations?

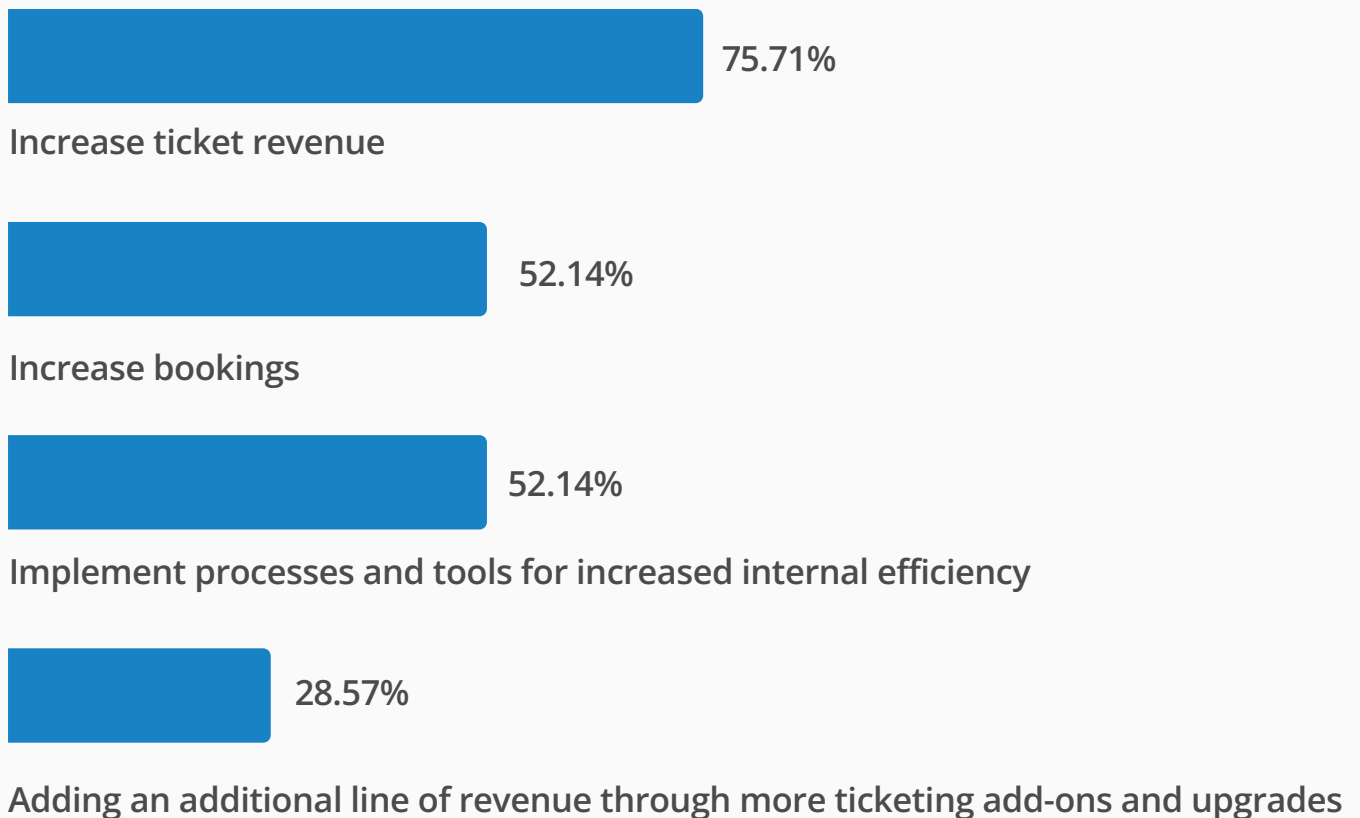




# Goals

## Venue Owners' Goals for 2023 and Beyond

### Primary Goals



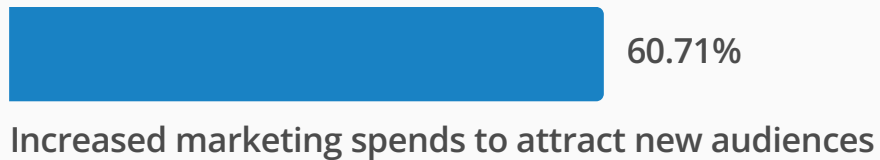
#### Methods used for discovering new strategies to help reach goals:

- Regular surveys to attendees for actionable data collection
- Focus groups held with randomized invitees

# Goals and Budget Allocation

Where are venues prioritizing budget?

## Budget Allocation



### Trend Alert:

Most technology solutions for venues are pieced together with internal, inherited tools that aren't meeting expectations.



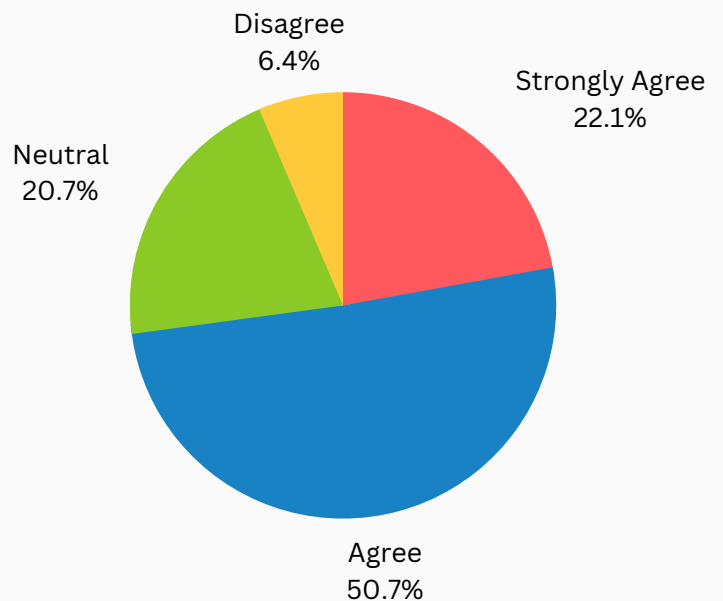
[We need] event Booking or similar software. We currently have a customized, in-house tool that is not effective.



# Tools Used

Are venue owners happy with their current tools?

“Having a centralized system to manage my venue, integrated with marketing and ticketing, would be very valuable to our organization.”

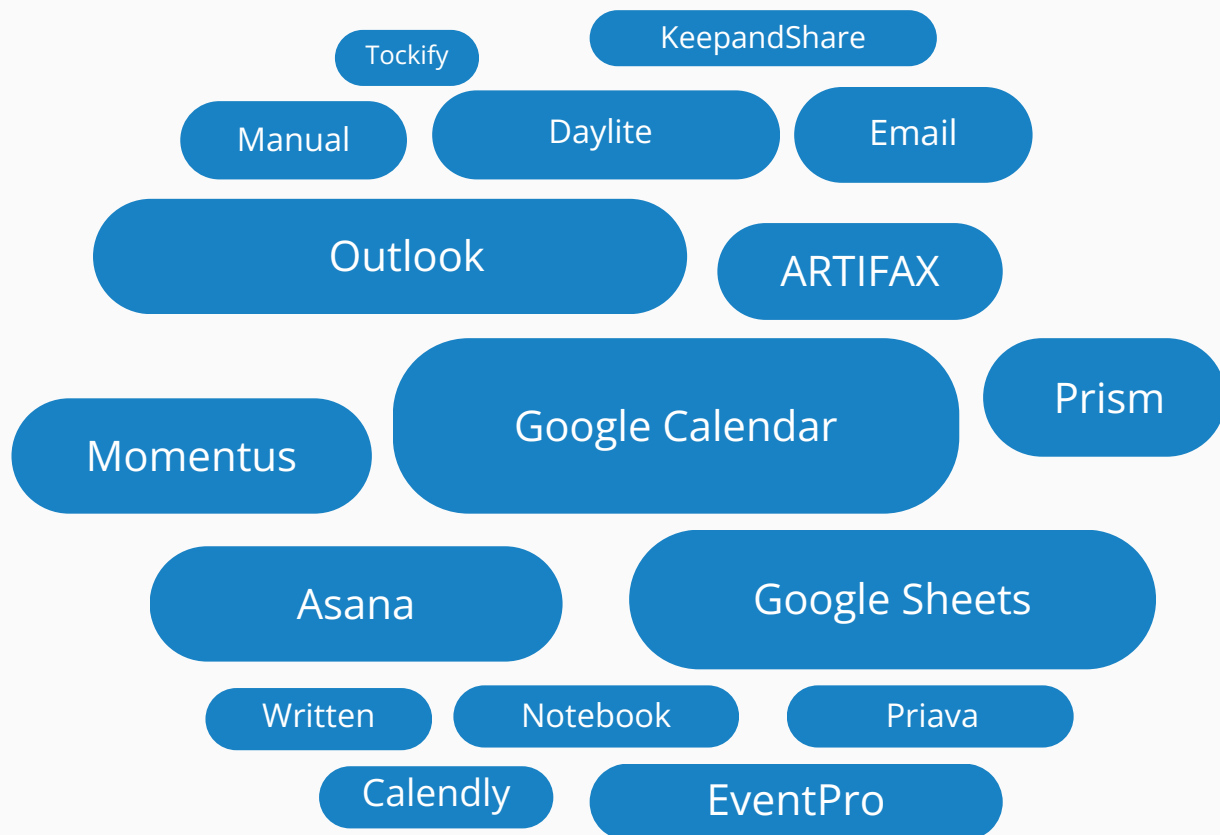


Nearly 73% of respondents agree that a purpose-built, integrated solution for venue management and ticketing would be beneficial.

Let's dive into the current tools venues are using, their feedback, and wish-list items.

# Calendar Management

## Tools Used



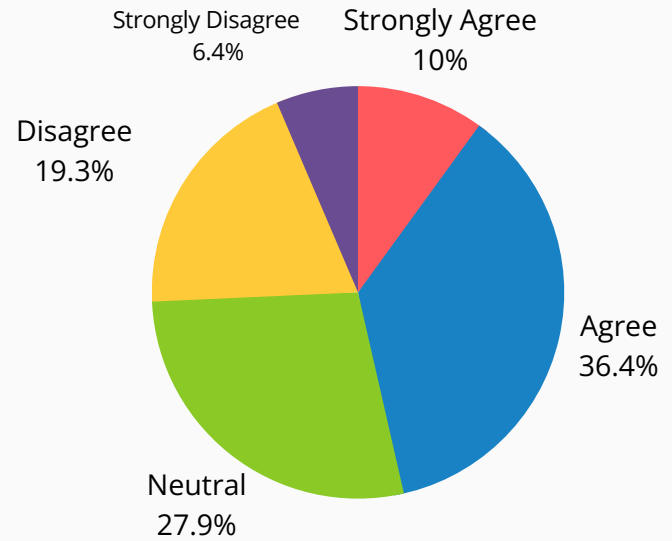
“

Paper and G-Suite :(

The tools used by venues varies across several solutions, none of which are built solely for venue management.

## “My calendaring system is purpose built for my needs.”

While ~46% of respondents believe their calendar management tool is purpose-built for their needs, their responses were not without sharing what was on their wish list for a calendar tool.



It would be nice to integrate calendar with other functions [for venue management].

[Our tool now] is not designed specifically for venue management.

It is so old and antiquated, it doesn't work with any staff scheduling software, cumbersome outdated program.

Too much duplicate entry required, limited ability to manage security/permissions, limited storage...  
Too much of a lift to make it into a working database with the features permitted by university administrators.

[What we have currently] is not specific to our needs and is only a general calendaring tool.

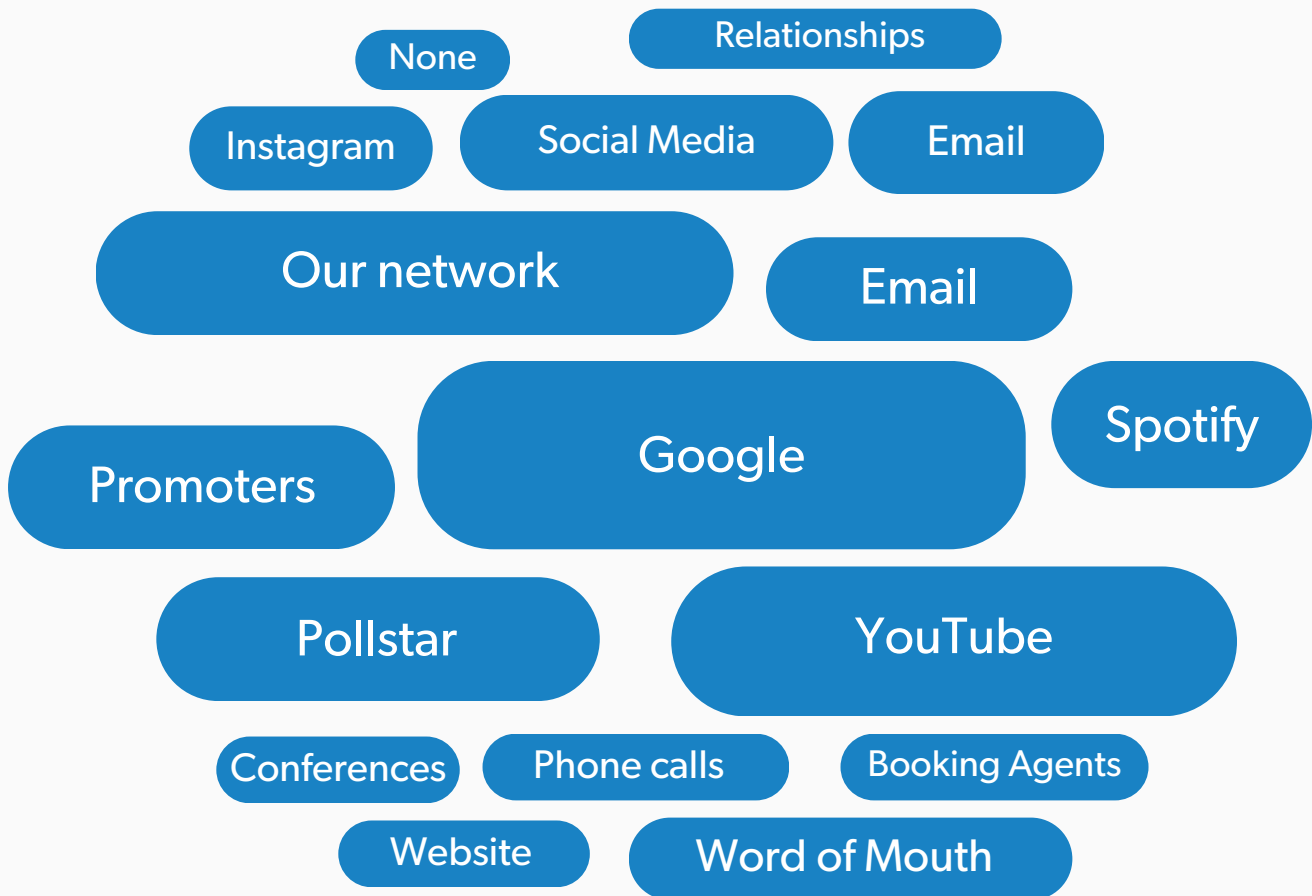
# Sourcing Talent

Tools Used

“  
Carrier Pigeon and  
Smoke Signals.  
”

“  
Luck.  
”

Responses that  
made us LOL

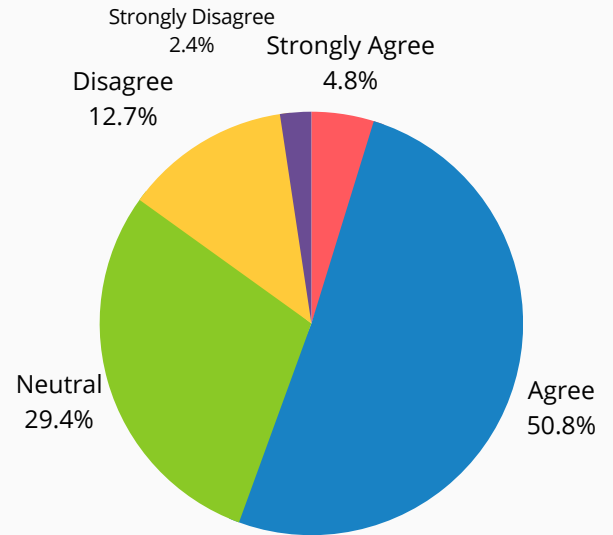


## Trend alert:

The current method for sourcing talent for venues lies within scouring social media, filtering through email submissions (and vetting the information provided), among other methods not purpose-built for venue management.

“I’m satisfied with my current process for sourcing artistic talent for my venue.”

Most respondents were satisfied or neutral with their sourcing process. A trend with the **biggest pain point** for sourcing talent was **finding time to follow up** with agents, artists, and **verifying** talent info and stats.



“What is the biggest pain point when sourcing talent for your venue?”

Gaining intel. Finding time to follow up on leads.	Having agents return emails/Phone calls in a timely matter.	Normally cant get information quick enough because of not having a direct source.
Getting agents to reach out and let me know when an artist is touring through the market so we can put and offer in for them.		Translating social media presence into bodies through the door.

Quotes from respondents of the 2023 Venue Management National Survey.

# Offer Management

Tools Used

“

My brain

Adobe

Email

Self-made excel sheet

EventTitans

Excel

Google Docs

Prism

Manu

al

“

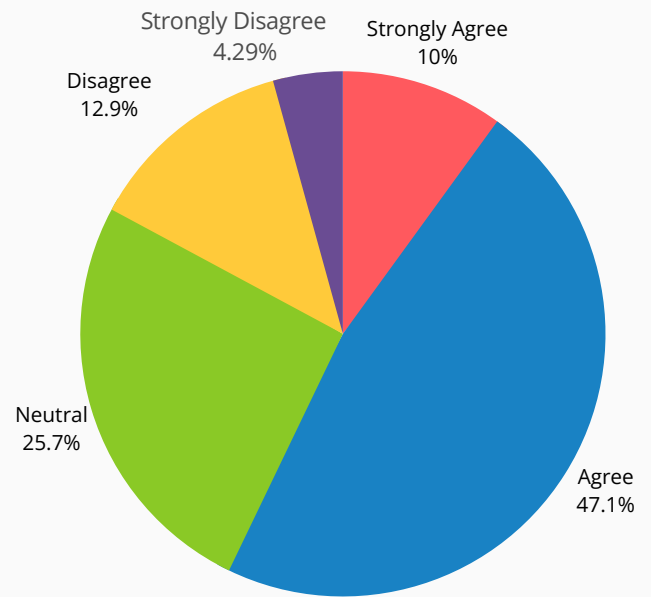
Old School: Google Drive  
& Spreadsheets

## Trend alert:

- No consistent process
- Very manual
- Time suck

**“My process for managing offers is efficient.”**

While venue owners are resourceful and have created their own process for offer management, the desire for a more streamlined, integrated solution is alarmingly present.



What functionality would make managing offers better?

**Getting out of Excel/Google Sheets.**

An event/venue management platform that can easily create offers from a variety of templates using merge fields. Plus the ability to edit easily (internally), send to stakeholders, track changes/save versions, edit offer status, and disseminate updates to the relevant teams.

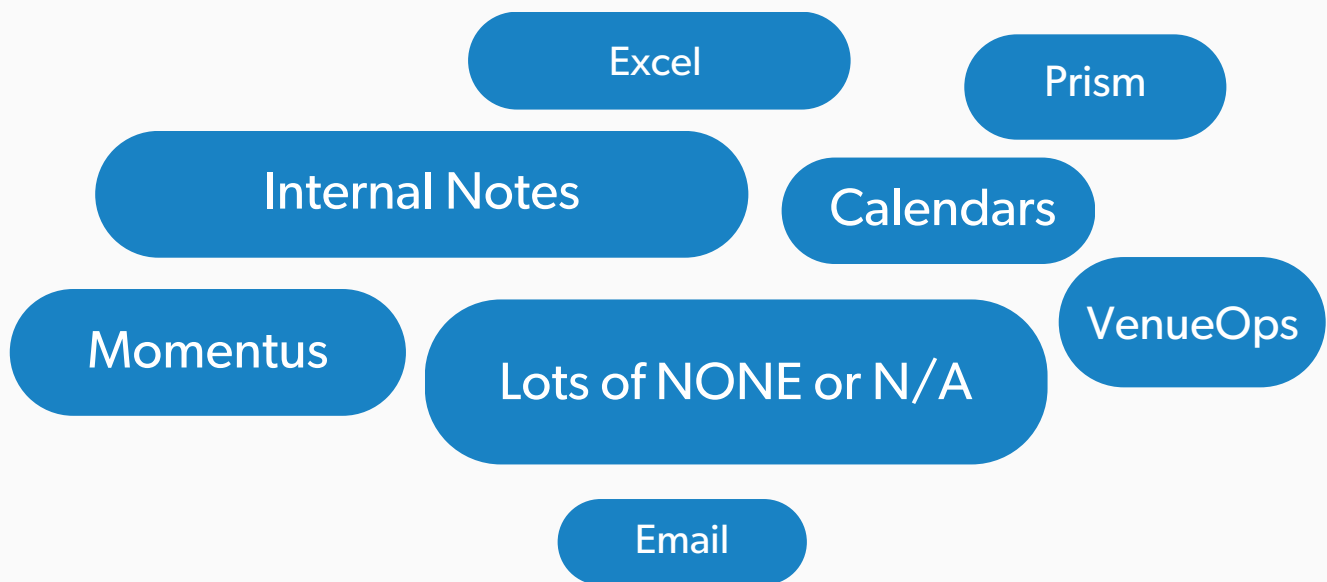
Something that tracks fiscal analysis, development of offer, sending offer, acceptance of offer and revised fiscal analysis.

**Anything would help!**

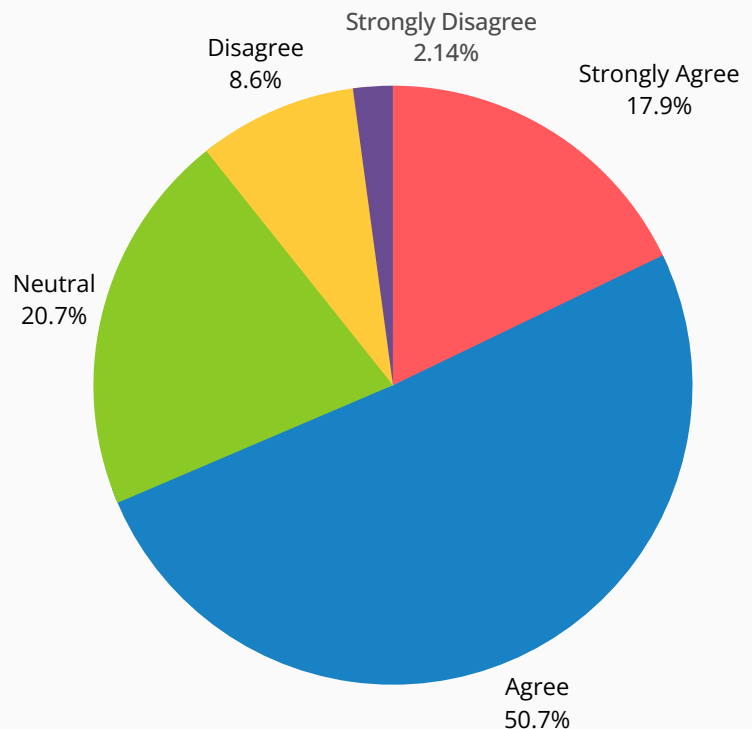


# Advances

Tools Used



“I have a repeatable process for managing advances with each booking.”



# Advances

## Biggest Time Suck

“

Getting answers from artists...  
putting the details in a variety of  
documents in a variety of  
formats...

“

Remembering all the questions  
to ask for each type of show.

“

Not having software geared to  
this function.

“

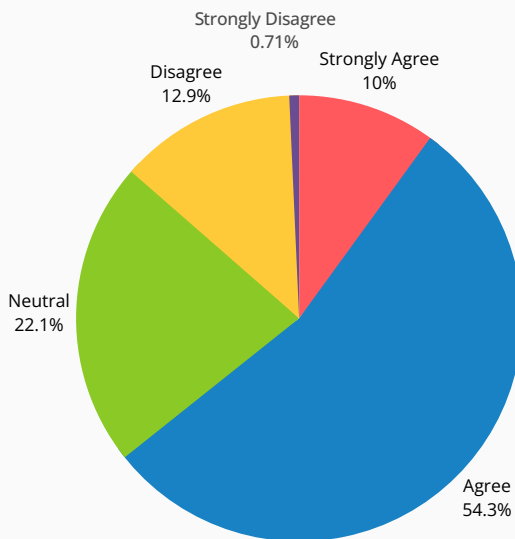
Too much data and processes  
that could be automated.

“

Getting responses from talent or  
representatives.

# Document Management

“My venue’s workflow for obtaining, sharing, and storing assets with agents and performers is repeatable and efficient.”



What would make the process for obtaining, sharing, and storing assets with agents and performers more efficient?

Central Location

Sharing Permissions  
(internal and external)

## Tools Used

Asana  
Paper Save  
OneDrive  
On Computer  
VenueOps  
Excel  
Dropbox  
Excel / Google / Airtable

“

Electronic folders and (gasp) physical folders!

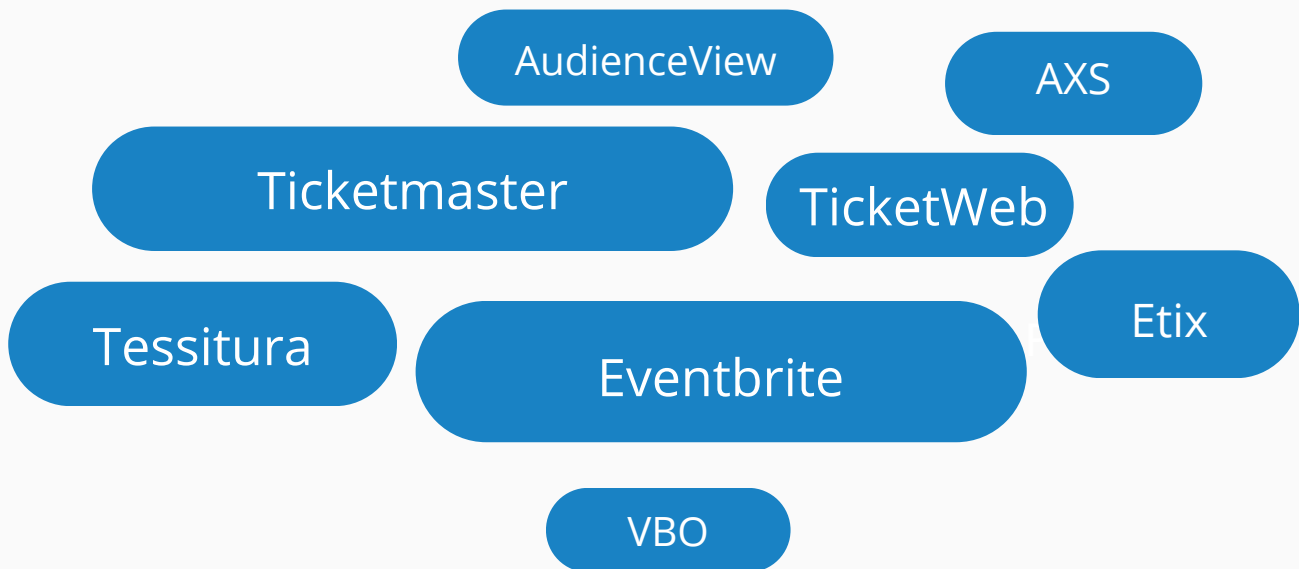
“

My 50 years in the business.

# Ticketing

## Tools Used

While 51% agree their ticketing tool covers all their needs, a majority report that an integrated solution is ideal.



"Our organization's ticketing solution(s) cover all our ticketing needs."

**51%**

Agree

We (as the presenter) sell tickets through Tessitura and split inventory with venues who use Tessitura and AXS. Would be nice to be able to have sales data from both sources.

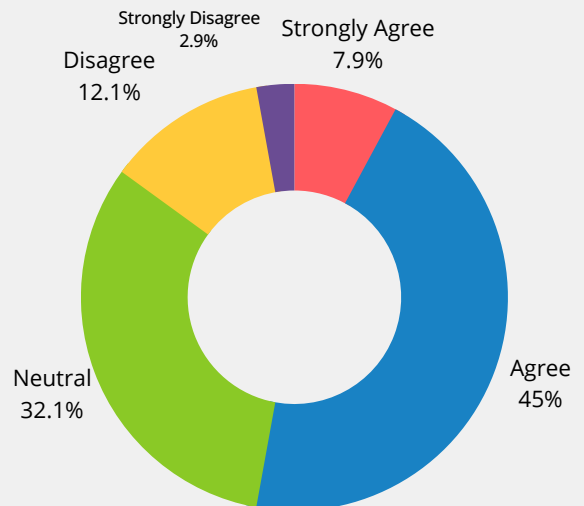
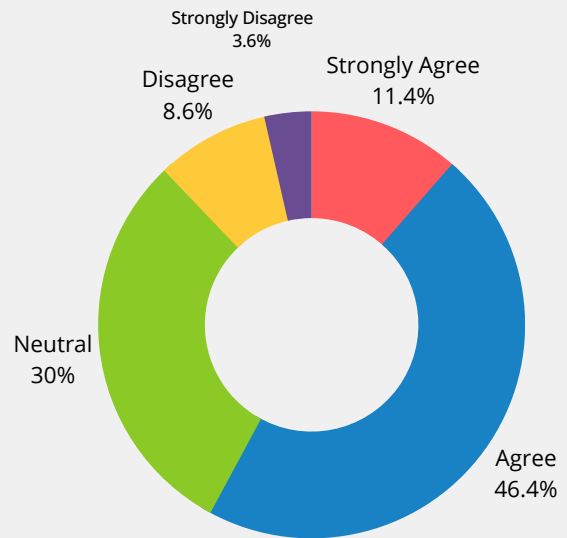
Quote from respondents of the 2023 Venue Management National Survey.

# Ticketing

## Driving Revenue & Data Collection

“Our ticketing partner gives us multiple ways to drive ticket sales and revenue.”

“My ticketing tool provides me with valuable and actionable attendee behavior that benefits my venue for future events.”



# Ticketing

## Data Collection

While more than 45% of respondents agree that their ticketing partner provides ways to drive revenue and offer actionable attendee data, several survey participants were united in that the data their ticketing solution provides doesn't provide value to act on.

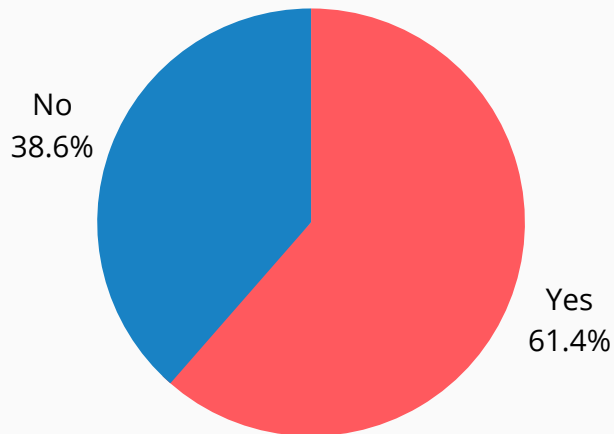
"I have no idea what Eventbrite does with our events. Their stats are useless to us. Also, we can't look at all patrons at once, we have to look per event, which is a waste of time."

*Quote from respondent of the 2023 Venue Management National Survey.*

# Ticketing

## Collecting Feedback & Actionable Data

Are you collecting regular feedback from your patrons after events?



The only way that's valuable...I have actual conversations with them. About 50 per week. Surveys and emails to do not yield accurate information.

### How we define "actionable data"

Ways fan/patron feedback and audience behavior should impact your venue's marketing:

- Offer insight into last-minute ticket buyers, so you can run a targeted campaign.
- Provide fan data by genre, so you can communicate with patrons on shows they're interested in.

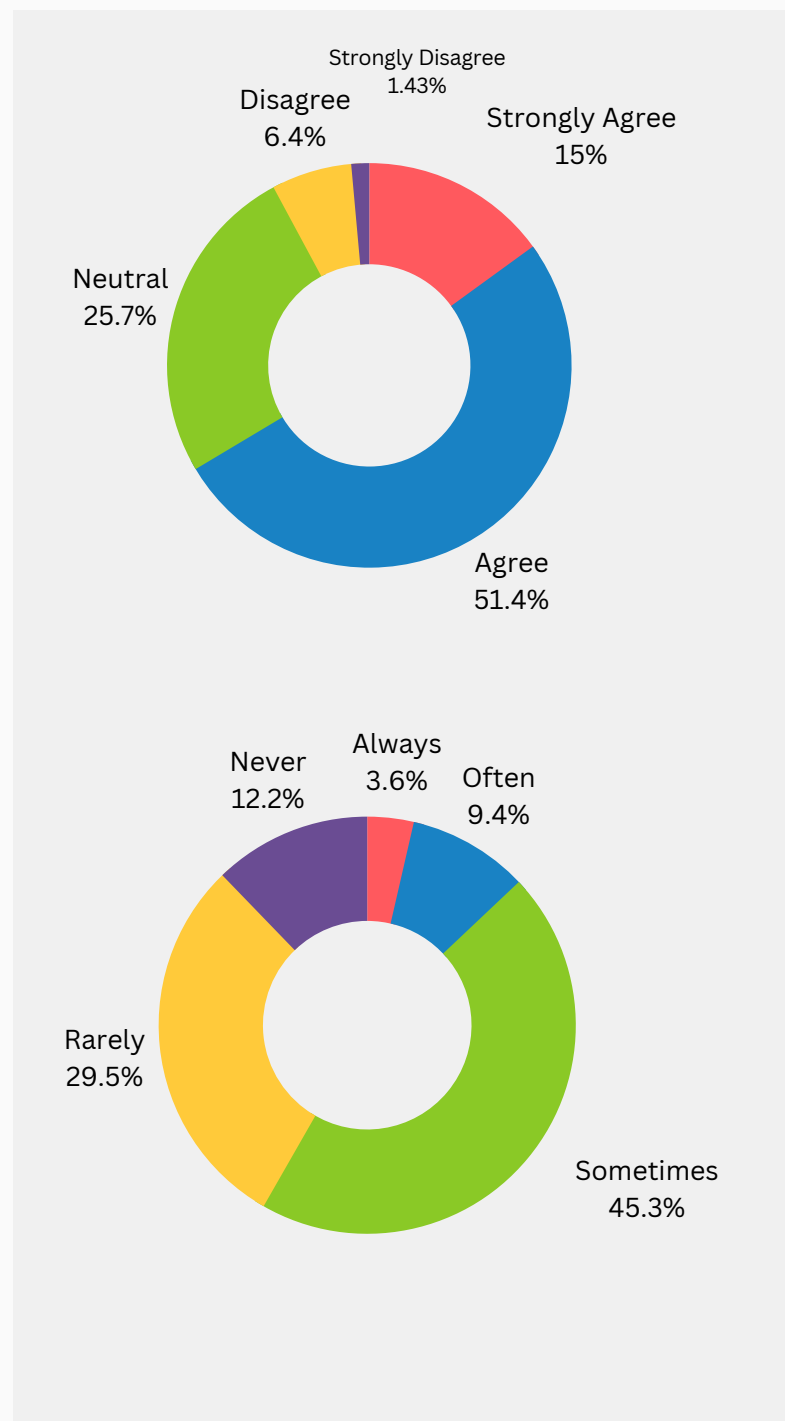


# Branded Venue Experience for Fans + Marketing

## Upgrades + Add-Ons

“My venue could benefit from a branded, mobile experience for customers to view events and purchase tickets, upgrades, and add-ons.”

Does your venue use “papering” (giving away free tickets) to increase show attendance when needed?



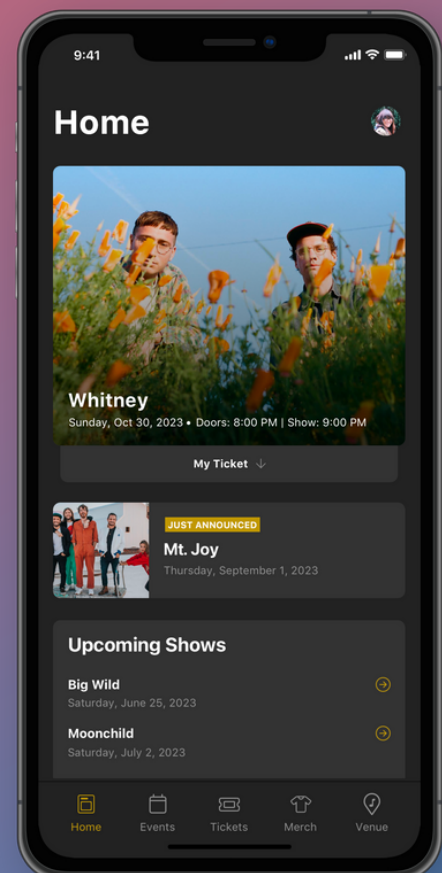
# Branded Venue Experience for Fans + Marketing

Dream State

38% of respondents reported that their venue performed “as expected” in 2022 as compared to their expectations. More than 50% of attendees agreed that their venue could benefit from a branded, mobile experience, ultimately resulting in higher revenue through upgrades, add-ons, and merch.

## Fan Loyalty

Drive revenue with  
a branded mobile  
experience for your  
fans





# Meet Opendate

A live music venue operating system

From first contact through settlement, Opendate is the all-in-one platform for the live music industry.

Genre	Fans
Americana	9.5K
Alternative	7.9K
Rock & Roll	5.8K
Alt-Country	4.1K
Blues	3.4K

File Name	Date	Size	Type
band_image001.jpg	March 21, 2023	1154b	JPG
ADMAT.jpg	March 21, 2023	897b	JPG
FacebookAd23.jpg	March 21, 2023	1154b	JPG

Good news! You just unlocked a promo code to your next show. Enter code AXPCS at checkout to get...

Rebels & Rogues  
Whitney @ Rebels & Rogues Advance  
Show Advance for Whitney @ Rebels & Rogues on October 30, 2023.

**Tickets**

Whitney  
Sunday, Oct 30, 2023 • Doors @ 8:00 PM | Show @ 9:00 PM

NAME  
**Charlie Pace**

TICKET  
General Admission - Advance

COST  
**\$25.00**

VENUE  
Rebels & Rogues [View Map](#)

ORDER NUMBER  
**4815162432**

TICKET 1 OF 2

# Uncover the best talent for your venue

Finding the right show for your venue is critical to running a successful event. Discover the right artist with a powerful search tool that allows you to filter based on:

- Artist genre
- Venue capacity
- Social following
- Spotify stats
- And more...

The screenshot shows a music discovery dashboard for the artist Adventure Club. The interface includes a search bar at the top, a navigation menu on the left, and a main content area with several sections:

- Artist Profile:** Features a photo of the artist, the name "Adventure Club" with a "Get Your" button, and a bio: "1) Dubstep duo consisting of Christian Srigley & Leighton James. The duo formed while attending high school in Montreal as a hardcore pop-punk band, but later decided to move onto the more electronic sound of dubstep after simply getting bored with the ... More". Below the bio are genre tags: Brostep, Canadian Electronic, Chillstep, Dance, Dubstep, EDM, Electro House, Electronic, Electronic Trap, Filthstep, Indie, and Pop EDM.
- Top Tracks:** A section titled "Adventure Club - Top tracks" with a "PREVIEW" button and a play button.
- Social:** Lists social media followers: 1.7M on Facebook, 250k on Spotify, and 250k on Instagram.
- My Shows (1):** Two show cards for "Adventure Club" by "Rebels & Rogues". The first show is on Friday, October 01, 2017, at 9:00pm, with 977/1000 tickets sold (100% progress) and a total gross of \$26,125.00. The second show is on Thursday, October 24, 2015, at 9:00pm, with 631/1000 tickets sold (63% progress) and a total gross of \$17,850.00.
- Pipeline:** A section showing "Holds" and "Offers". The "Holds" section lists two dates: October 27, 2023 (H1) and October 28, 2023 (H2). The "Offers" section lists two dates: January 04, 2023 (Draft) and July 03, 2017 (Accepted).
- All Shows (54):** A section titled "AVERAGE CAPACITY OF VENUES PLAYED" with a bar chart showing 80,000 capacity. It also lists the "LAST LOCAL SHOW" as "Monday, March 25, 2019" at "Banker's Life Fieldhouse - Indianapolis, IN" and the "NEXT LOCAL SHOW" as "Nothing on Record".

# Collect, evaluate, and track booking requests

Streamline the booking process and clean up your inbox with Opendate Inbound.

- Syncs with streaming services and social platforms
- Integrated into Opendate's database of 1.7 million artists
- Tag, filter, and sort your Inbound submissions to find the right artist

The image shows two overlapping screenshots of the Opendate Inbound submission interface. The left screenshot is the 'Artist Submission Form' and the right is the 'Music Links' section.

**Artist Submission Form**

If you're interested in playing our venue please complete this form.

Sync with Spotify Profile

**About You**  
Tell us a little bit about you/your band.

Band/Artist Name  
The Cure

Photo

Type  
 Original  Cover/Tribute

What do you cover/tribute?  
e.g. Led Zeppelin/80's Music

Configuration  
Solo, Duo, Full Band, etc...

Genre (separate with comma)  
e.g. Rock

Record Label  
e.g. Capitol

Contact Name

**Music Links**

**Social Links**

**More Info**

Message  
Anything else we should know?

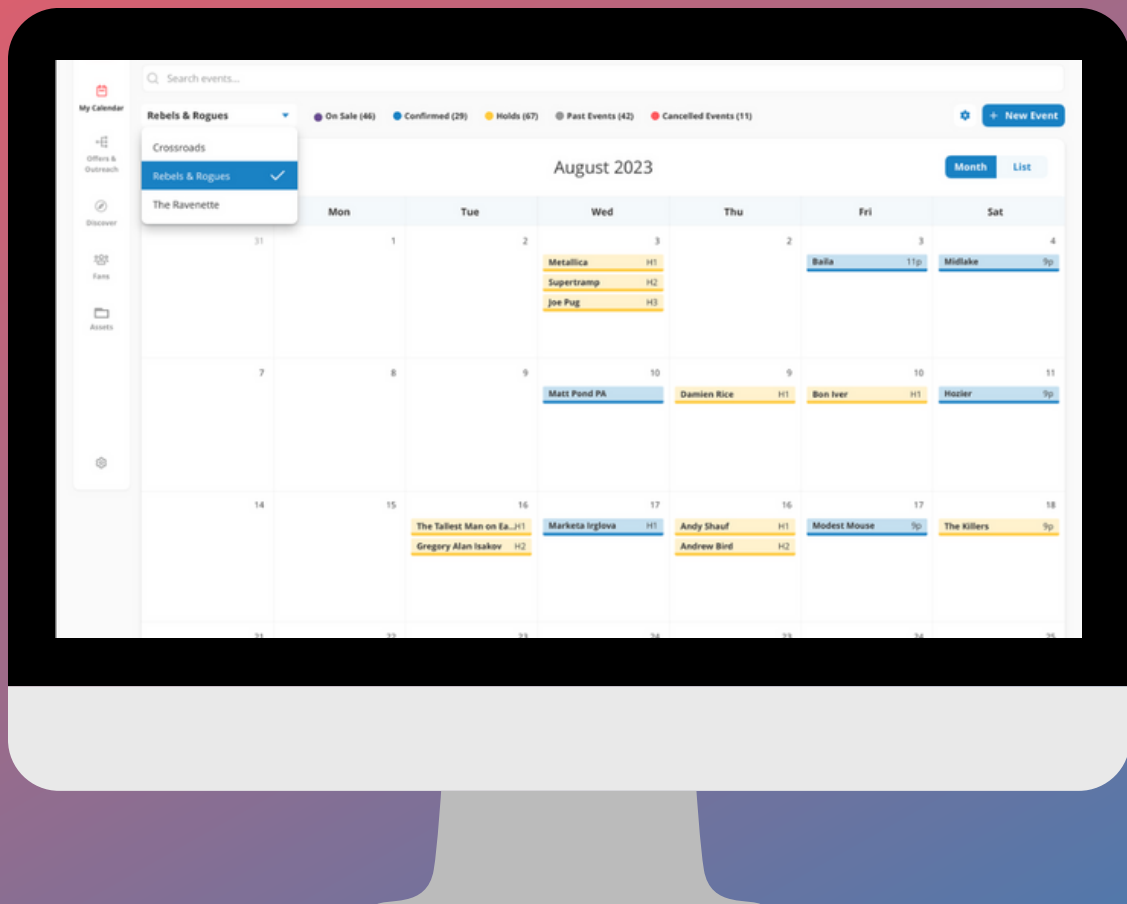
I agree to the [Terms & Conditions](#).

# A purpose-built calendar

Manage all of your holds and confirms across multiple venues in a single calendar.

While a large portion of survey respondents believe their calendaring tool works effectively, a majority expressed specific wish-list items to streamline their workflow. Opendate was built with venue owners' workflow in mind:

- Manage multiple venue calendars on one screen
- Quickly switch between calendars
- Keep all your events in synch



# Streamlined offer creation and management

Build and send offers directly within Opendate and track responses from each artist.

The largest correlation among all of the survey responses as they relate to offers is the desire to have a streamlined system for managing offers (see the quote, "Anything would help!")

Opendate has a specific offer feature for venues, that allows for owners to build and send offers directly within Opendate and track responses from each artist.

The screenshot shows the Opendate 'Offers' interface for 'Adventure Club'. The offer is in 'Draft' status and is dated November 22, 2023, for the event 'Rebels & Rogues'. The interface includes a sidebar with navigation options like 'My Calendar', 'Offers & Outreach', 'Discover', 'Fans', and 'Assets'. The main content area is divided into 'Offer Details' and 'Forecast'.

**Offer Details:**

- Offer Amount: \$ 5,000
- Percent of ticket sales: 60 %
- After ticket sales reach 649 Fans, Percentage of ticket sales 65 %
- After ticket sales reach 799 Fans, Percentage of ticket sales 70 %
- Options:  Facilities Maintenance Fee,  Charitable Deduction,  Merchandising

**Forecast:**

Item	Amount
Gross Potential	\$19,500.00
Less Expenses	(\$8,550.00)
Less Promoter Profit	(\$0.00)
Less Facilities Maintenance Fee	(\$0.00)
<b>Show Net, After Expenses</b>	<b>\$10,950.00</b>
Artist Amount from Split	\$6,570.00
Artist Bonus	\$1095.00
Potential Artist Earnings	\$7,665.00

**Income:**

ITEM	AMOUNT	QUANTITY	TOTAL
In-Person (Advance)	\$ 30.00	950	\$ 28,500.00
In-Person (Day of Show)	\$ 35.00	0	\$ 0.00
Livestream Tickets	\$ 0.00	0	\$ 0.00



# Advance your show to get everyone on the same page

Leverage templates and share event pages to make advancing simple for both you and performers' teams.

With Opendate, venues can create show details like Announce, On-Sale, Soundcheck, and more to share with internal and external teams. Create templates to streamline efforts and execute faster. You can share these teams with an artist's team directly from the tool.

**Show Details**

Activity	Date	Time		
Announce	July 14, 2023	10:00 AM EST		
Artist Presale	July 16, 2023	10:00 AM EST		
Local Presale	July 17, 2023	10:00 AM EST		
Public Presale	July 18, 2023	10:00 AM EST		
Crew Call	October 30, 2023	12:00 PM EST		
Load in / setup	October 30, 2023	1:00 PM EST		
Sound / video check				
Doors				
Opener (30 mins)				
Changeover				
Whitney (1 hour)				

[Save as a template](#) [Save](#)

**Send Show Advance**

Your Show Advance email contains event details, artist lineup, and show details. You can also add notes from this event as well.

Include notes

- Schedule
- Guest List
- Tour Rider

ler@gmail.com, jon@caa.com, cole@maximustouring.com

els & Rogues - October 30, 2023

Customize your message here.

Hello team!

See attached show advance for Whitney @ Rebels & Rogues on Oct 30, 23.

# Settlements made easy

Say goodbye to late-night math following a show with an automated settlement process.

Opendate automatically calculates your settlement based on the offer and ticket sales data so you can pay the artist

**REBELS & ROGUES** SETTLEMENT

**Mt. Joy**  
August 4, 2023 at Rebels & Rogues

**Settlement**

Revenue			
	PRICE	SOLD	GROSS
Seated Presale - OFF PLATFORM	\$45.00	245	\$11,025.00
General Admission - Spotify Presale	\$45.00	188	\$8,460.00
General Admission - Seated Presale	\$45.00	223	\$10,035.00
General Admission - Local Presale	\$45.00	221	\$9,945.00
General Admission - Advance	\$45.00	132	\$5,940.00
Conversation with Mt. Joy VIP Experience	\$45.00	52	\$2,340.00
General Admission - Comps	\$0.00	0	\$0.00
<b>Total Ticket Revenue</b>		<b>1000</b>	<b>\$47,745.00</b>

**Before Adjusted Deductions**

	TICKETS	RATE	TOTAL
FMF/Venue Charge	1000	\$2.00	\$2,000.00
<b>Total Before Adjusted Deductions</b>			<b>\$2,000.00</b>

**Subtotal** **\$49,745.00**

Expenses		
	RATE	TOTAL
Advertising	\$3,500.00	\$3,500.00
House Nut	\$15,000.00	\$15,000.00
Local Catering Expense	\$1,000.00	\$1,000.00
Sound & Lights	\$5,000.00	\$5,000.00
Runner	\$500.00	\$500.00
Production Buyout	\$6,500.00	\$6,500.00
<b>Total Expenses</b>		<b>\$31,500.00</b>

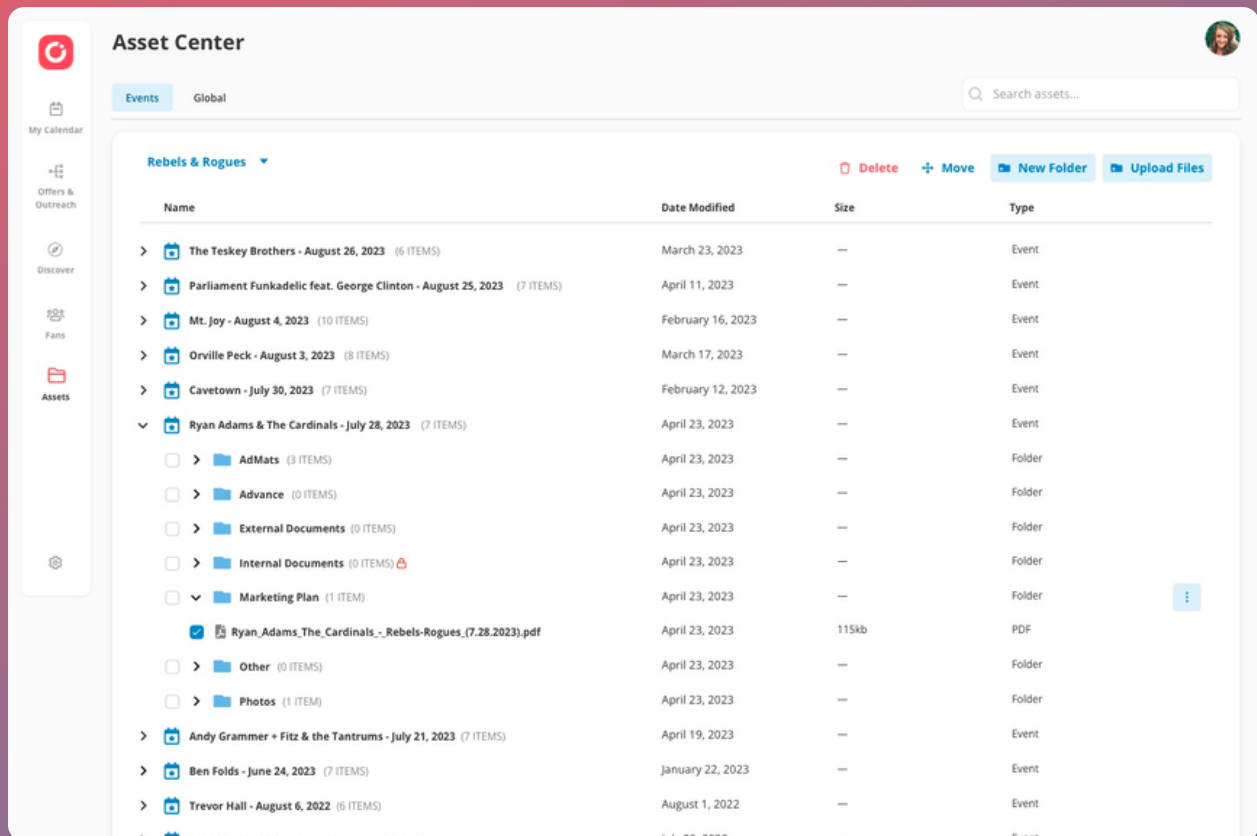
**Subtotal** **-\$31,500.00**

**Show Summary**

# An asset management tool built for your workflow

Permissions-based access for your team and the artist team.

From riders and contracts to posters and flyers, keep everything you need in one place where the right people have access.



# Own your growth

Having an integrated venue management and ticketing system allows for marketing opportunities that drive revenue and build brand loyalty.

- Publish directly to social channels via Opendate
- Send SMS updates to fans
- Send notifications to users who have downloaded your branded venue app



## Upgrade Available

now

We're looking forward to seeing you at tonight's show. Check out our VIP upgrade options!



## Rebels & Rogues

now

Good news! You just unlocked a promo code to your next show. Enter code AXPCS at checkout...



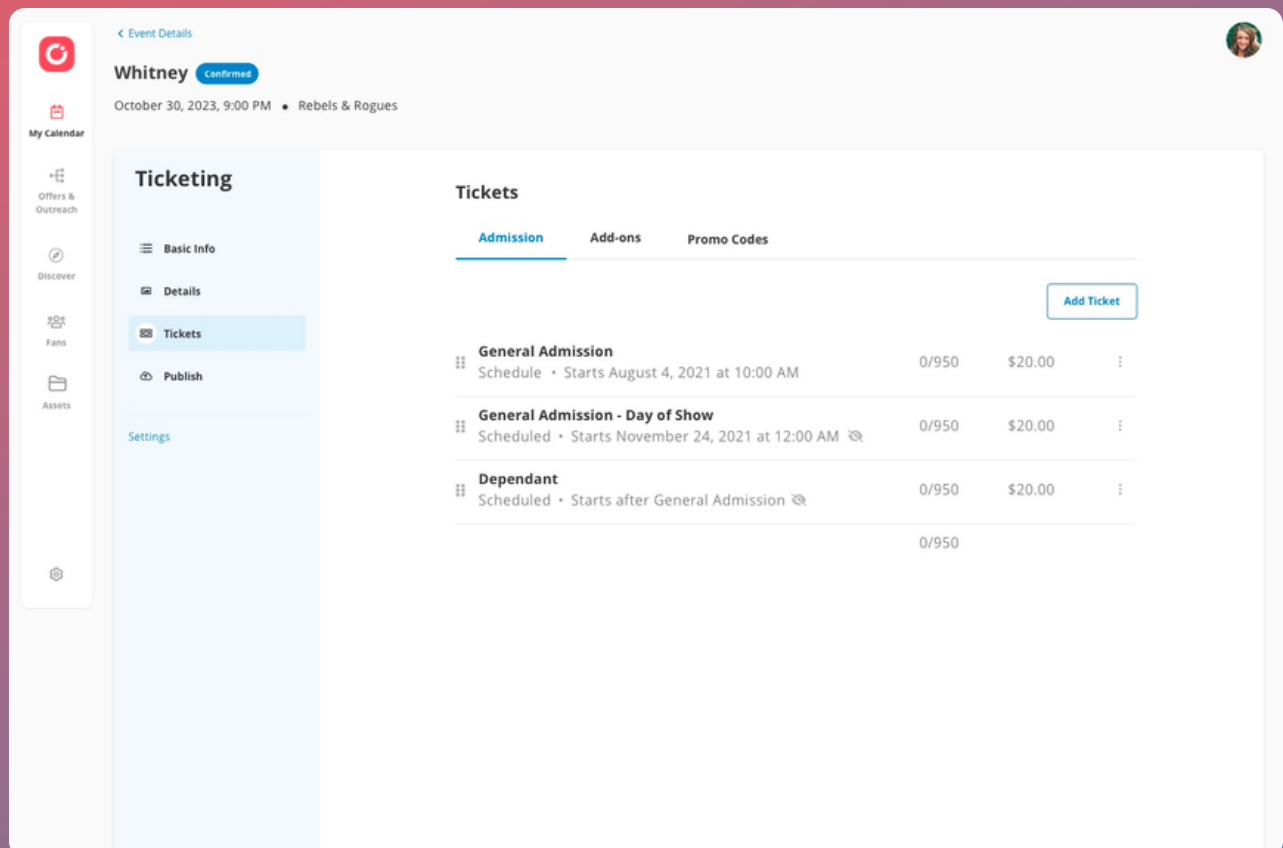
**Rebels & Rogues** @RebelsRoguesIndy • Apr 23

JUST ANNOUNCED: @AdventureDub will take the stage at #RebelsRoguesIndy on November 22, 2023! Tickets go on sale soon.

# The industry's fastest automated ticketing solution

Opencode makes the ticket creation process simple and efficient.

- Streamline the ticket creation process
- Accelerate revenue through add-ons and upgrades
- Pull all event details from right within the app



# Unlock the power of ticket data

Understand your venue's patron behavior, top genres, and even buyer location to market to your ticket buyers more effectively.

- Capture patrons that need an extra nudge to purchase
- Reward loyal buyers
- Target patrons by genre

The screenshot shows a fan management dashboard for Francis Fleming. The interface includes a search bar at the top, a navigation sidebar on the left, and a main content area with several sections:

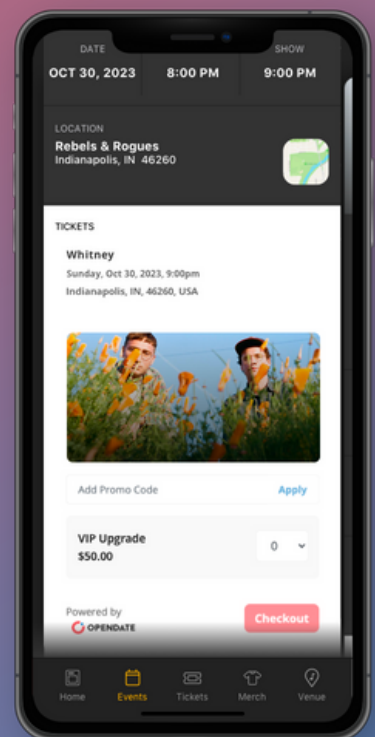
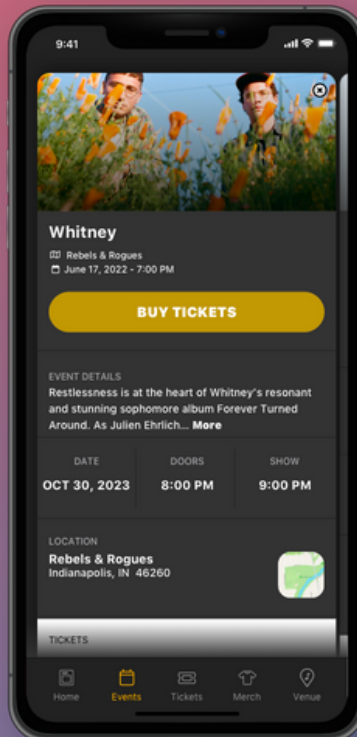
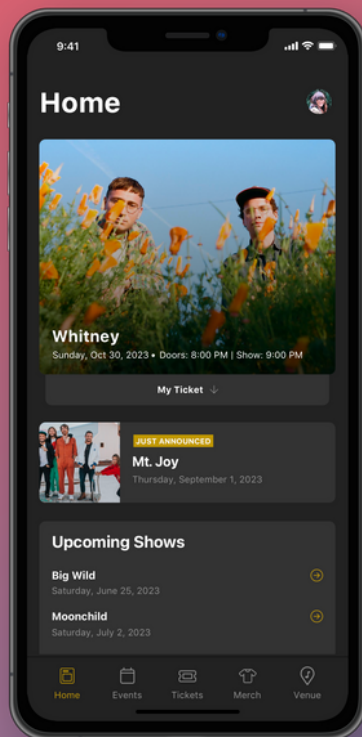
- Profile:** Francis Fleming, jikhimpic@tos.org, Top Fan. Statistics: 101 Total Events, \$3,221 Lifetime Spend, \$32 Average Ticket.
- Location:** Indianapolis, IN. A map shows the location near Kessler Blvd E Dr and Bacon Dr.
- Venue Purchases:** Rebels & Rogues.
- Top Genres:** Rock, Jazz, Funky, Funk, Alternative.
- Top Artists:** Phat Phunction, Big Pimp Jones, Sbirrofunk, Funky P, No More Kings.
- Upcoming Events (3):**
  - Jamestown Revival: September 27, 2023 - 8pm, Rebels & Rogues.
  - Here Come the Mummies: October 27, 2023 - 9pm, Rebels & Rogues.
  - Alex Williams: November 4, 2023 - 9pm, Rebels & Rogues.
- Recent Activity:** Francis Fleming Viewed Event (April 21, 2023 - 10:11 AM EST), Squirrel Nut Zippers (November 8, 2023 - 8pm), Francis Fleming Viewed Event (April 21, 2023 - 10:06 AM EST), The Infamous Stringdusters - Toward the Fray Fall Tour 2022 (November 19, 2023 - 9pm), Francis Fleming Viewed Event (April 19, 2023 - 6:19 PM EST), Charley Crockett - The Man From Waco Tour w/ Greyhounds @ Rebels & Rogues (November 27, 2023 - 8pm).
- Past Events (98):**

Event	Date	Venue	Ticket Price
Minnesota	September 13, 2022	Rebels & Rogues	\$25.00
Yonder Mountain String Band	August 28, 2022	Rebels & Rogues	\$28.00
Kevin Griffin	August 16, 2022	Rebels & Rogues	\$30.00
Pink Talking Fish	July 28, 2022	Rebels & Rogues	\$20.00
Counting Crows	July 17, 2022	Rebels & Rogues	\$50.00

# Build fan loyalty with a mobile app branded to your venue

Drive revenue with a branded mobile experience for your fans

- A brand new, owned channel
- Streamline the purchase process
- Fan ticket management
- Upsell opportunities, right in your fans pockets

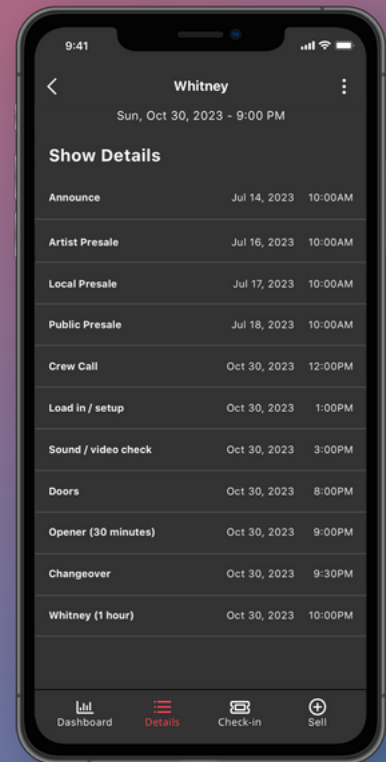
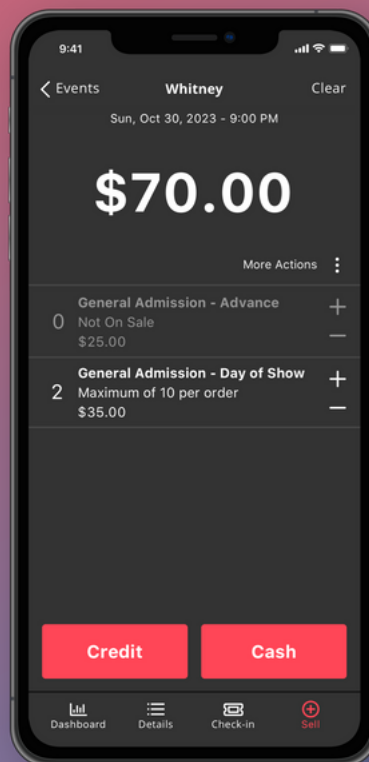
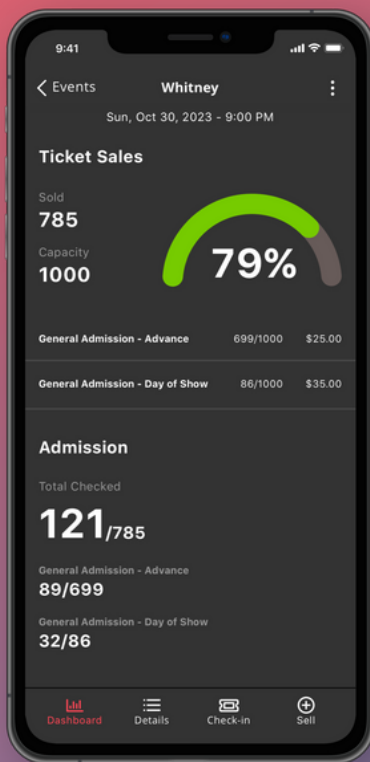




# Manage your entire event, from ticket scanning to live attendance tracking

The Opendate Organizer app helps you manage your events with ease.

- A box office at your fingertips
- Scan tickets within the app
- Live attendance tracking
- A hub for your entire team



# Learn more at opendate.io

Check out Inbound, our new artist submission tool.

It's 100% free and easy to set up!