



FALL READINESS

FAQs

FREQUENTLY ASKED QUESTIONS

Q: When should I train my Gate Workers?

A: We recommend training folks who will be working the gate at your event around two weeks beforehand. Check out our [Gate App Guide](#) for some resources that you can share with them so they are well prepared.

Q: How soon should I have my events created in the box office?

A: We recommend having your events created at least 30 days before the event.

Q: When should I start selling tickets to my events?

A: It can vary depending on the type of event, but typically 1–2 weeks gives you enough time to advertise your event.

Q: We want all ticket sales to happen online. How can we be successful at our events?

A: Hang QR code posters that link to your ticketing page at all of your gates, ideally, multiple at each gate. Even better, put up a sandwich board or A-Frame with a QR code poster at each entrance, so fans have multiple areas where they can scan to purchase tickets. Also, use social media and other communication channels to encourage fans to purchase their tickets beforehand to reduce congestion at the gate. The HomeTown Box Out integration let's you create graphics in seconds.

Q: How should I organize lines at the Gate?

A: If you're offering ticket sales at the gate, it's helpful to have those fans in a separate line, i.e. one line for just scanning tickets bought online, and one gate for point of sale transactions. Also, it's helpful to have at least one gate worker working each line.



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Q: Should we offer season passes to the community?

A: Absolutely. Season passes are a great way to encourage community buy in, excitement, and increase revenue earlier in the season.



Q: When should we start selling season passes?

A: The earlier the community can start purchasing them, the better. A month out from the first event is what we recommend.

Q: How should I advertise my events?

A: HomeTown Social Media powered by Box Out can help automate your social media advertisements which can help increase excitement and ticket sales.

Q: How many Gate Workers should I have staffed for the event?

A: 350 guests per 1 staff member is what we'd recommend. You can view how many fans have purchased tickets for the event in the virtual box office so you're well  prepared 

Q: When should I charge or update my equipment?

A: Equipment should be checked weekly for Software and App updates. Always keep your equipment fully charged and updated prior to the event for the best experience.

Q: I'm not a HomeTown customer. How can I learn more?

A: You can [request a meeting](#) with one of our digital ticketing experts to learn more about how HomeTown can help elevate your event experience.