

## harri kaasinen in brief



- experienced event organizer since 1987
- sports channel producer, reporter for tv4
- implementation of first viable webshop in finland for Lippupalvelu Ltd (ticketmaster), market leader
- buyer and user of six different ticketing systems
- developer of crd systems (piletti), ticket sales and distribution, access control and cashless payment systems
- significant developer of ticket sales and distribution business since 1999
- creator of dynamic pricing concept as business director of cts eventim finland
- creator of unique event revenue management concept, building of new earnings for promoters and better customer experience
- erm, strategy and sales management consultant since 2013

# BILESU SERVISS BALTICKET FORUM



**how to increase customer experience and find new money from the market?**

learn how to build attractive customer experience, unique revenue streams, learning digital marketing tools and learn the newest trends in our industry

harri kaasinen profitworks ltd

11.10.2017

# Summary



1. Market is one person
2. 39% of the companies does not have their digital marketing strategy
3. Traditional means do not bring in new money
4. Dynamic pricing, diversified pricing, smart pricing
5. Sell right thing, with right price at right time
6. Every venue has hot and cold seats
7. Give to people possibility to choose how much they want to pay or how they appreciate Yur event
8. Price is never too high – depends how customers perceive value
9. Sold out event means mostly lost money
10. Strategy without correct implementation is an hallucination



# Summary



11. Every event organisation: state, private needs more money:
  - to offer best product and
  - to pay to artists, actors, directors and orchestrants
12. Event Revenue Management – Harri Kaasinen has developed his own theory and used it successfully in practice. Harri helps You to create and implement new strategy



how can we pull this together?

## event revenue management

“**event revenue management** is the application of disciplined analytics that predict consumer behaviour at the micro-market level and optimize productizing opportunities and customer activation to maximize **revenue and customer experience** growth”

harri kaasinen  
developer and erm enthusiastic

**erm is a process focusing on essentials**

strategy

erm analytics

productization

customer activation

sales

alternative measures

# event revenue management improves customer experience and creates opportunity to earn new money

strategy

erm analytics

productization

customer activation

sales

alternative measures

# thank you.

harri kaasinen

ceo, profitworks ltd

+358 400 252550

[harri.kaasinen@profitworks.fi](mailto:harri.kaasinen@profitworks.fi)

skype harri.kaasinen