



# THE FUTURE OF LIVE ENTERTAINMENT IS...

Industry leaders share their thoughts on what the future of live entertainment is likely to look like.

The variety of ideas demonstrate that there really isn't one definitive direction. It's time for the industry to evolve and innovate. There's no better time to make your mark on the live entertainment industry. Take a look at our top quotes from industry experts to get a glimpse into the future...



BOOKING  
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# THE FUTURE OF LIVE ENTERTAINMENT IS...

“ Exciting but it is churning, evolving, chaotic, messy, and on the edge of great new things. That’s the fun of it all isn’t it? We aren’t supposed to know everything, but we’ve never been better prepared for change than now because it’s always changing. How lucky are we?

Maureen Andersen, INTIX

“ **Inclusion.**

Holly Mulcahy, Violinist

“ The use of technology, to make it a totally personal experience all the way through!

Isabella Basimelli,  
Grupo BWA (Brazil)

“ About creating memorable experiences, connections, and memories for people.

Simon Mabb,  
Booking Protect

“ **...distributed purchasing.**

Jesse Lawrence, TicketIQ

“

Where art and science meet to create the best fan experience. This experience will be customizable to that fan's wants and needs.

**Rick Schefter, A Great Place to Sit**

“

Going to change more and more as events become more immersive experiences through the use of technology. Premium experiences will reach new heights and what is premium today will become a basic offering!

**Doug Mann, Victoria Racing Club**

“

Ever-changing with the continual advancement of technology. Venues and organizations must keep up with these advancements; otherwise, they will risk being left behind as others adapt and thrive.

**Anonymous**

“

Ever more diverse, with events, marketing and sales increasingly targeted to a very varied audience.

**Martin Gammeltoft, Activity Stream**



“

Understanding that selling the “live” aspect is what will get people out of the homes, away from their Netflix and DoorDash lifestyle, and out to experience something that they can’t get on the internet or anywhere else.

**Dan Meagher,  
Tulsa Ballet**



“

All about creating memorable experiences. Tremendous on-field drama cannot be guaranteed but options for fans to have fun and share their experience can be.

**Sean Callanan,  
Sports Geek**

“ **Ever-changing.**

Jacob Laesen, FC Copenhagen

“

Going to come back around on putting the fan first at every turn because without fans and customers, we don’t have much.

**Dave Wakeman, Wakeman  
Consulting Group**

“

## VR/AR.

My own boss has a pair of the VR headsets that he's used to watch sporting events. It's going to get to a point where we are going to see that offered for concerts, movies, plays; anything that is live action will be a VR/AR option one day.

Nicole Sullivan, Florida State University



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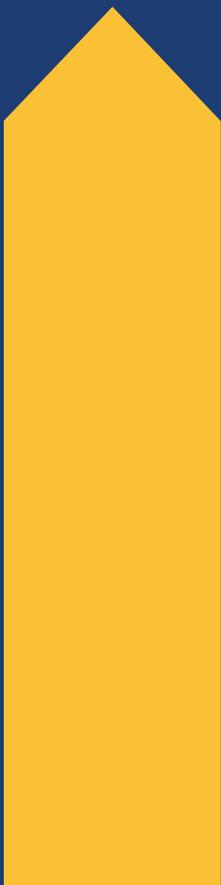
# Listening to our customers.

Sean Kelly, Vatic

“

A great CRM. The collection, analysis and subsequent leveraging of customer data is key to the development of successful relationships with patrons. Enhance the experience by knowing who your patrons are and what they want!

Alison Barry,  
Chautauqua Institute





“ Technology making the experience better and easier for patrons – to find events, buy tickets, navigate in and around the venue and to spend their money.

**Lawrence Peryer, Lyte**

“ Intimate, more personal experiences, with a greater sense of connection to the action.

**John Finn,  
AudienceView**

“ Experiential based ticketing packages. Guests are willing to spend more money on a ticket that includes an experience versus paying a high price for just a seat. Experiences at your venue are all around you and it is up to you to see them.

**Anthony Esposito, Atlanta Braves  
(Major League Baseball Club)**



“

Understanding the power of moments and learning how teams and events can learn to create extraordinary moments that elevate and change us.

**Mike Calvey, Las Vegas Raiders**

“

Amazing because people will work less in an automated world and have more money and time to spend on experiences.

**Johannes Wolhert, Basketball Sweden**

“**EVOLVING.**”

**Paul Ratner, Golden State Warriors**

“

Alive and well as long we continue to make the experience before and after enjoyable.

**Linda Forlini, Ticket Philadelphia**

“

Technology enhancing the ability to broadcast performance globally while knitting together the audience into a single, collective, interactive crowd.

**Eric Fuller, Fuller Facts**

“

Powered by what happens in between the games. If the narrative and storytelling is well organized, fans want to experience the climaxes during the game.

**Bas Schnater,  
Fan Engagement**

“

Going to see more wholistic ownership of the fan journey due to increased data collection and an increasing demand to demonstrate value for money.

**Charles Bruner, Eventcube**

“

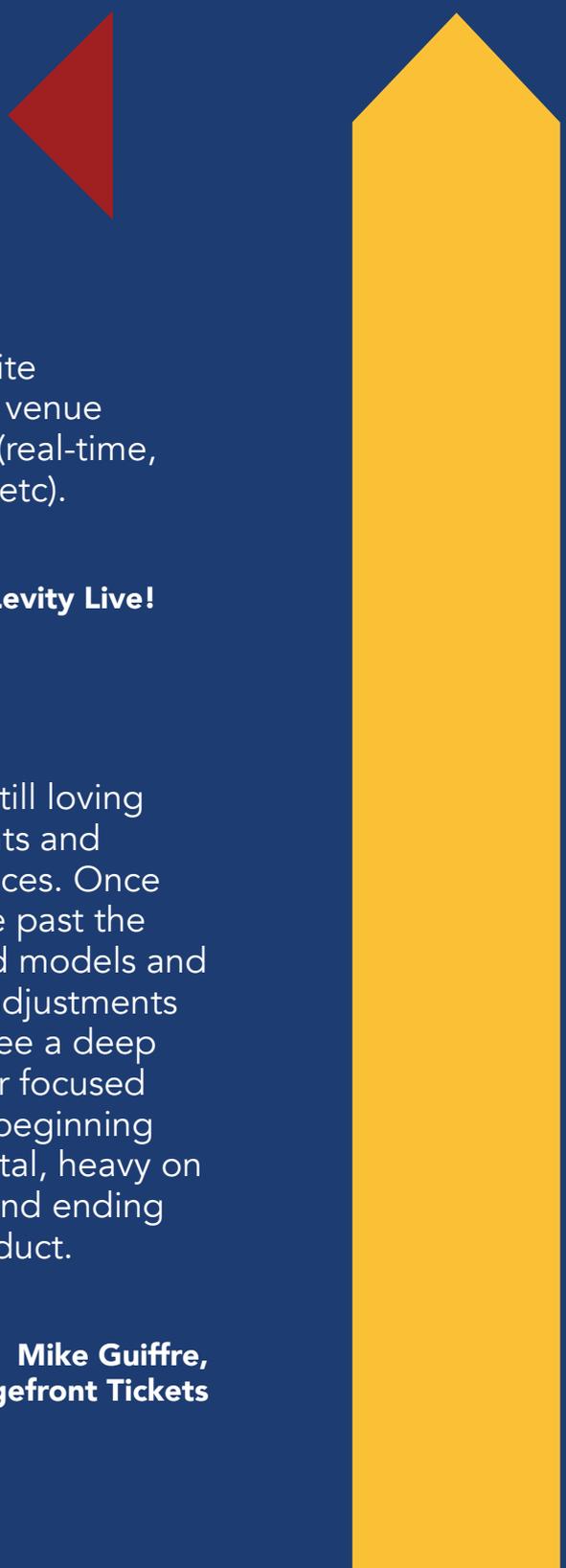
About technologies: VR, Fortnite concerts, blockchain ticketing, venue accessibility accommodations (real-time, live captioning, sensory suites etc).

**Garrett Nolan, Levity Live!**

“

People still loving live events and experiences. Once we move past the outdated models and related adjustments we will see a deep customer focused journey beginning with digital, heavy on service and ending with product.

**Mike Guiffre,  
Stagefront Tickets**



“

Going to be tied to the experience of the individual fan. You can no longer just open the doors and let the people find their own bliss. There will be many more options than their used to be. The future will be marketing these options to an audience demanding far more than they at one time demanded.

**Bill Dorsey, ALSD**

“

The changing habits of how fans buy tickets. Fans want mobile, convenience, and value when they buy their tickets.

**Ken Troupe, KT Sports Marketing**

“

A legal battle over what a ticket is, is it a license to an experience or an asset that is owned? The outcome of this debate will have massive implications for the ticketing industry.

**Matt Zarracina, True Tickets**

“

Millennials. They have moved from owning “stuff” to discovering new and exciting “experiences”. Their demands are heavy, but if live event organizations are up to the challenge, they will reap significant rewards. These demands include flexible seating arrangements, access to common areas that encourage mingling and networking, flexible ticketing, and unique experiences inside the venue. Being able to accommodate the last-minute buyer will be critical going forward but should also include a valued incentive for those who choose to plan early.

**Bill Guertin, “The 800 Pound Gorilla”**

## SHARE YOUR IDEAS WITH US!

Talk to us on [LinkedIn](#) or visit [bookingprotect.com/blog](http://bookingprotect.com/blog) for further insight on the events and ticketing industry.



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