

## Feature Study

# The Greenwich Town Party Uses ShowClix's Live Mobile App to Track Ticket Sales and Share Important Data

## Results

**4+**

Ticket levels monitored at once in Live

**100%**

Visibility into ticket sales while on the go

**5+**

Team members sharing data through Live

## Background

The most highly-anticipated event in the Greenwich, CT community, The Greenwich Town Party, is an all-day, family-friendly music festival that brings together multiple generations of residents to celebrate town pride. Open to those who live, work, or go to school in Greenwich, this event aims to build community strength and values through musical celebration, featuring local and renowned artists like Eric Clapton, O.A.R., and Steely Dan. The Greenwich Town Party is entirely funded from local businesses, residents, and their annual auction, and many donations are even used to pay for those who may not be able to purchase tickets themselves.

## Challenge

Because of the immense popularity of the event, GA tickets would sell out within minutes, so The Greenwich Town Party implemented a lottery system through ShowClix that would give everyone an equal chance to purchase tickets over a longer period of time. GTP wanted a way to quickly track how many people were utilizing their lottery number, share updates with their team if they needed to add attendees from the waitlist, and measure the overall efficiency of their lottery system. They needed the ability to check in on event activity and monitor trends while on the go.

## Solution

The Greenwich Town Party began using ShowClix's mobile companion app, Live, to help them monitor their annual event's ticket sales. Live allows them to see trends in web traffic, identify sales spikes, monitor the effectiveness of their lottery system, and more. With real-time mobile access, GTP can now stay in the loop no matter where they are, and they can instantly share important data via text or email from inside the app.



**“ShowClix’s technology has made our ticket process better each year, and allowed us to implement a more flexible ticket sales process and timeline. Live enables us to monitor, communicate, and address any issues in real time. It’s been a valuable tool for our team.”**

**Scot Weicker**, Event Manager, The Greenwich Town Party