FOR EVENT ORGANISERS

# Everything tickts does, with a 0% booking fee

The complete ticketing platform for anyone who sells a ticket: theatres and immersive productions, festivals, music and comedy venues, sports clubs, workshops and classes, charities, conferences and village halls. Fifteen feature areas across payments, ticketing, fundraising, marketing and operations, in one place.

| 0% | 15 | 125+ | 3 |
|---|---|---|---|
| BOOKING FEES | FEATURE AREAS | LIVE FEATURES | SIMPLE PLANS |

Updated November 2026

tickts.fr/for-organisers

THE PROMISE

# Built so the money is yours, simply.

FOUR THINGS THAT NEVER CHANGE

### ✓ 0% booking fees

No fee added to your supporters' tickets, and no commission taken on your sales.

### ✓ You choose who covers the card fee

Absorb the processor's standard fee (Stripe 1.5% + 20p, or PayPal's rate) or pass it to the buyer, set per event.

### ✓ Your money, your account

Payments land in your own Stripe or PayPal account in real time. tickts doesn't hold your funds.

### ✓ Free to start, no contract

List your first event in minutes and cancel any time.

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# Fifteen areas, one hundred-plus features.

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Every feature below is live. Tagged **Growth** or **Pro** means it needs that plan; everything else is on the free Starter plan.

# 01

## Payments & payouts

13 FEATURES

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|---|---|
| **Stripe Connect or PayPal** | Connect your own Stripe account, or PayPal, or both. Every payment is processed directly into your own balance. |
| **0% platform fee** | tickts adds no booking fee and takes no commission on your ticket sales. |
| **Processing-fee choice** | Per event, absorb the processor's standard fee (Stripe 1.5% + 20p; PayPal at its standard rate) or pass it to the buyer as a separate line. |
| **Direct payouts** | Stripe settles to your bank on its schedule, typically 2 to 5 working days; PayPal money sits in your PayPal balance. tickts is never in the money flow. |
| **Full & partial refunds** | Issue from your dashboard with a full refund log; tickets are voided automatically on a full refund. |
| **Apple Pay, Google Pay & Link** | Wallet and express payment methods enabled at checkout on your connected account. |
| **Pay by Bank** | Offer open-banking payments alongside card: fans pay straight from their banking app at a fraction of card fees, with no chargebacks. Ideal for high-value tickets, hospitality and donations. |
| **VAT invoices** | Buyers on completed orders can download a proper VAT invoice; numbers are sequential per organiser and snapshotted immutably. Off by default, on when you switch it on. |

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| **Duplicate-charge protection** | Idempotent payment handling prevents double charges on retries. |
| **Optional refund protection** | Buyers can add ticket protection from a third-party provider (TicketPlan) at checkout, shown as a separate line item. |
| **Buy now, pay later** | Offer Klarna and Clearpay at checkout so fans can spread the cost. You are paid in full and upfront by the provider, exactly like a card payment. |
| **Gift cards & vouchers** | Sell stored-value gift cards that fans buy for someone else and redeem against any of your events at checkout. |
| **Dispute Assist** | If a buyer raises a chargeback, tickts auto-assembles the winning evidence and can submit it to the card network on your behalf. |

# 02

## Ticketing

24 FEATURES

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|---|---|
| **Single & multi-date events** | Run one-off events or multi-fixture seasons, each date with its own venue, times and tickets. |
| **Unlimited ticket types** | Adult, concession, family, VIP and more, each with its own price, capacity and limits. |
| **Tiered / auto-advancing pricing** | Up to four price tiers per ticket type, triggered by quantity sold or by date (early bird to standard). |
| **Capacity & per-order limits** | Set totals per ticket type and a maximum per order to manage demand. |
| **Event add-ons** | Sell paid extras alongside tickets (programmes, parking, merchandise). |

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| **Hidden ticket types** | Keep certain tickets off the public page, unlocked by a hidden promo code. | |
| **Companion / carer tickets** | Offer a free ticket for an essential carer or personal assistant alongside any ticket type, capped one per accessible ticket bought, so disabled fans aren't charged twice to attend. | |
| **Custom checkout questions** | Collect up to ten custom answers per order, marked required where needed. | GROWTH |
| **On-sale scheduling** | Set the date and time tickets go live. | |
| **Drafts, cloning & cancellation** | Save drafts, duplicate events, cancel a whole event or a single date with automatic buyer refunds. | |
| **Rescheduling** | Change a date and notify ticket holders automatically with your own message. | |
| **Unlisted events** | Link-only events, hidden from search and listings. | |
| **QR posters & door lists** | Generate printable QR event posters and printable door / guest lists. | |
| **Timed entry** | Sell tickets for specific time slots on the same day, each with its own capacity. Ideal for tours, attractions and staggered arrivals. | |
| **Early sales cut-off** | Close online sales a set time before the event so you can manage the final numbers and take the rest on the door. | |
| **Online & livestream events** | Run a virtual event with no physical venue; the public page drops the map and address automatically. | |
| **Secret locations** | Keep the exact address off the public page and show the area only. Buyers get the full address and directions with their tickets, or, if you prefer, on a date you choose, when everyone who has booked is emailed it at once. | |

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| **Waivers & disclaimers** | Require buyers to read and tick a disclaimer before they can pay, per event or per date, so a preview night or a higher-risk session can carry its own wording without troubling the rest of the run. |
| **Start time to be confirmed** | Leave the start time blank and the listing says Time TBC rather than publishing a made-up time. Set it later and every ticket holder is told. |
| **Copies of buyer emails** | Have every confirmation sent to your buyers copied to you, so your inbox mirrors theirs without asking them to forward anything. |
| **Box office** | Take walk-up, phone and comp orders yourself from the box-office tab, by cash, card, bank transfer or complimentary, on the same live inventory as your online sales. |
| **Card readers** | Take card payments on the door with a Stripe Terminal reader (WisePOS). Charges settle straight into your Stripe account. |
| **Merchandise, food & drink** | Sell physical products with variants (sizes, options) right alongside the ticket, in one checkout and one payout. |
| **Bookable slots & rolling dates** | Run hourly, bookable sessions, a room, a booth or a court, as a booking event, and let tickts roll the dates forward automatically each week so your listing never lapses. |



# 03

## Seating & reserved seating

7 FEATURES

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|---|---|
| **Seat-map designer** | Drag-and-drop builder for sections, rows and individual seats, for stands, theatres and halls. |
| **Reserved + general admission** | Mix allocated seating with standing or general-admission ticket types in one event. |

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| **Price by section** | Set different prices per stand, block or tier. |
| **Best-available selection** | Offer fans the best consecutive seats automatically, or let them pick their own. |
| **Seat holds** | Seats are held during checkout so two buyers can't take the same seat. |
| **Accessibility marking** | Flag accessible and companion seats on your layout. |
| **Reusable layouts** | Save layouts and reuse across events. Starter 1, Growth 10, Pro unlimited. |



# 04

## Season passes & memberships

8 FEATURES

| | | |
|---|---|---|
| **One pass, every fixture** | A single pass covers all included events; the same QR code scans at each one. | PRO |
| **Phased & early-bird pricing** | Date-windowed price phases and early-bird rates for season tickets. | PRO |
| **Monthly memberships** | Offer a monthly membership option with a minimum term. | PRO |
| **Renewals** | Send renewal invitations to current holders and prompt auto-renewal before the new season. | PRO |
| **Live attendance tracking** | See who has attended which fixtures across the season. | PRO |
| **Declining season pricing** | Season-pass prices step down automatically as fixtures are played, so late buyers only pay for the games still to come. | PRO |

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| **Fixture importer** | Paste your public fixtures link and tickts builds the whole home season for you, with cup ties auto-excluded, ready to price and publish. | |
| **Season-ticket holder import** | Bring your existing season-ticket holders across in bulk by CSV; each holder gets their pass and wallet code. | PRO |

# 05

## Pricing, discounts & promo codes

7 FEATURES

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|---|---|---|
| **Promo codes** | Percentage, fixed-amount or hidden codes, with usage limits, start and expiry dates. | |
| **Targeted codes** | Apply to a specific event or your whole account, and restrict to chosen email domains. | |
| **Verification-required codes** | Buyers upload proof (student, member, NHS) and you approve before the discount applies. | |
| **Bulk codes** | Generate codes in bulk and revoke a batch in one click. | |
| **Automatic group discounts** | Discount automatically when an order meets a minimum quantity, no code needed. | GROWTH |
| **Pay what you can** | Let fans choose what they pay at or above a minimum you set, ideal for community, fundraiser and sliding-scale events. | |
| **Buy X get Y free** | Per ticket type, run "buy X, get Y free" offers (for example buy 2 get 1 free). The free tickets come off automatically at checkout and every buyer still receives their own ticket. | |

# 06

## Payment plans

2 FEATURES

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|---|---|---|
| Deposit + instalments | Let buyers pay a deposit now and the balance in 2 to 12 scheduled instalments, charged automatically via Stripe. | GROWTH |
| Retry & recovery | Automatic retries on failed instalments, with partial-payment and cancellation handling. | GROWTH |

# 07

## Check-in & scanning

5 FEATURES

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| Free scanner | Scan on the gate with a browser web app (no install) or the native iOS and Android app, on any smartphone. |
| Magic-link door staff | Send volunteers a link that opens the scanner with no account or login. |
| Offline scanning | Tickets pre-fetch so scanning works without signal, then syncs when back online. |
| Multiple scanners | Run several gates at once, synced in real time to prevent duplicate entry. |
| Live entry stats | Watch scan counts and entries from your dashboard as the gate moves. |

# 08

## Buyer & fan experience

12 FEATURES

| | |
|---|---|
| **Guest checkout** | Fans buy in seconds with no account required. |
| **Multi-event basket** | Fans add tickets from several events, plus donations, add-ons and merch, and pay for the whole lot in one checkout and one payment. |
| **QR e-tickets** | Every ticket carries a unique QR code, delivered by email with a PDF. |
| **Apple & Google Wallet** | Add tickets to Apple Wallet and Google Wallet, with passes that can update. |
| **Ticket transfers** | Fans transfer a ticket to someone else by email; you choose whether transfers are enabled. Buyers who checked out as a guest can transfer too, confirmed by a code sent to the address that bought the tickets, so the original stops working and only one copy is ever live. |
| **Somewhere to stay** | Fans travelling to your event see hotels and rooms nearby on the event page and in their tickets, so a night away is one less reason not to come. |
| **Free-ticket orders** | Zero-price tickets skip payment entirely for community and comp tickets. |
| **Optional ID / age checks** | Require document upload and approval before an order completes. |
| **Fan accounts** | Tickets, transfers, following and add-to-calendar, with Google and Apple sign-in. |
| **Split the bill** | A group pays separately: everyone pays their own share on their own card, and one share is one ticket. |
| **Fan-to-fan resale** | When a date sells out, fans who can no longer attend safely resell at face value to other fans. It beats the touts and keeps you full. |

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| Call Dibs | On a sold-out date, fans save a card and are issued tickets automatically the moment inventory frees up. |

09

## Marketing & growth

22 FEATURES

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| Email campaigns | Email your buyers per event or across your whole audience, with open and click tracking (100 / 5,000 / 10,000 per month). | GROWTH |
| Fan CRM | A customer database with spend history, repeat-buyer filtering and segmentation. | PRO |
| Affiliate tracking | Per-event referral links tracking clicks, orders and revenue. | GROWTH |
| Waitlists | Capture demand when sold out and send timed offers automatically. | GROWTH |
| Automatic waiting room | Switches itself on for any event when a crowd arrives and lets fans in as fast as checkout can take them. | |
| Follow & notify | Fans follow your club and venue and get a nearby-events digest. | |
| SEO built in | Event pages emit schema.org structured data, with sitemaps and on-site search. | |
| Embeddable widgets | Sell from your own website with an embeddable event or listing widget. | |
| Email connectors | Sync your buyers to Mailchimp so your existing email tools stay up to date automatically. | |
| Make it happen (pledge mode) | Gauge demand before you commit: fans pledge a card and are only charged if you confirm the event goes ahead. | |

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|---|---|---|
| **Abandoned-checkout recovery** | Fans who start buying but do not finish get an automatic reminder with a link to complete their order. | |
| **Rep programme** | Run a street team: reps sell through their own tracked links, you set the commission, and tickts pays them automatically from your takings after the event, straight to their own bank via Stripe. Reward the ones who deliver with commission that rises as they sell more, and one-off bonuses at ticket milestones. | GROWTH |
| **Rep self-signup** | Switch on a public signup page and new reps join themselves, get their own link instantly and start selling, with no admin from you. | GROWTH |
| **Facebook & Instagram auto-posting** | Connect your pages and tickts posts each new event to Facebook and Instagram automatically when you publish. | |
| **Event trailer video** | Embed a YouTube or Vimeo trailer on your event page to lift conversion. | |
| **Photo gallery** | Add a gallery of images to your event page, with an in-page cropper and a full-screen lightbox. | |
| **Line-up & artists** | Add the acts on your bill, with links; they show on the event page and help fans discover you. | |
| **Programme on the ticket** | Put what a printed programme carries (a welcome, the cast, the running order, your thanks) under the QR code on every ticket, with a public page and a ready-made foyer sign for people who paid on the door. Or link to a programme you already make, with a different issue for each date. Nothing to print. | |
| **Sponsors** | Show your own sponsors' logos on confirmation and reminder emails, on your event pages and on the ticket itself. Add an offer for ticket holders, and send each sponsor a report of bookings, views and clicks. | GROWTH |

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| **Auto-generated FAQ** | tickts builds a smart FAQ for each event from its own details (times, refunds, accessibility); edit or override any answer. |
| **Web & app push notifications** | Fans who opt in get push notifications for on-sales, reminders and updates, on the web and in the tickts app. |
| **Newsletter sponsorship** | Pay to feature your event in tickts's weekly fan digest, targeted by city, region or nationally. |



# 10

## Analytics & reporting

9 FEATURES

| | | |
|---|---|---|
| **Real-time sales dashboard** | Revenue, tickets sold and capacity remaining as sales happen. | |
| **Advanced analytics** | Revenue over time, by event and by ticket type, refund rate, average order value and peak sales hours. | GROWTH |
| **Automated reports** | Daily and weekly sales summaries emailed to you. | |
| **CSV exports** | Export orders, attendees, sales, fans, waitlists and affiliates. | |
| **Your own GA4 & Meta Pixel** | Plug your own Google Analytics and Meta Pixel into your event pages. | GROWTH |
| **Server-side conversion tracking** | Send completed purchases straight from our server to Meta (Conversions API), Google and TikTok (Events API), recovering the conversions the browser pixel loses to ad-blockers and iOS. Consent-aware and de-duplicated with your pixel. | GROWTH |
| **Stripe fee reconciliation** | See the real Stripe card fee and net payout captured against every order, with a per-event settlement summary, so your payouts always reconcile. | |

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| **Accounting export** | Export a clean, accountant-ready breakdown of sales, fees, refunds and payouts for your books. | |
| **Analytics API** | Pull a sales summary, attendee roster and payout history programmatically. | PRO |



## 11 Team & access

4 FEATURES

| | | |
|---|---|---|
| **Team members** | Add staff with access scoped to specific events. Starter 2, Growth 5, Pro unlimited. | |
| **Door-staff access** | Scanner-only access for gate volunteers via magic link. | GROWTH |
| **Partner dashboards** | Read-only views for sponsors or stakeholders, scoped per event. | |
| **Activity logging** | A full audit trail of team actions. | |



## 12 Branding & white-label

3 FEATURES

| | | |
|---|---|---|
| **Custom branding** | Your colours, logo, fonts, hero image and welcome text. | GROWTH |
| **White-label** | Your own subdomain and "Powered by tickts" removed. | PRO |
| **Branded emails & tickets** | Confirmation emails, tickets and wallet passes carry your branding. | |

# 13

## Integrations

6 FEATURES

| | | |
|---|---|---|
| REST API | A versioned API covering events, ticket types, orders, refunds, attendees, tickets, venues, promos, fans, analytics and payouts, with scoped keys and a published OpenAPI reference. | PRO |
| Webhooks | HMAC-signed webhooks for order-paid, order-refunded and ticket-checked-in events, retried on failure. | PRO |
| AI connector (MCP) | Point an MCP-compatible AI assistant at your account to ask about your events, orders and sales in plain language. | PRO |
| One-click migration | Import your events from 12 platforms including Eventbrite, Skiddle, DICE, See Tickets and Ticket Tailor. | |
| Event feeds (iCal & JSON) | Publish your events as subscribable iCal and JSON feeds so calendars, listings sites and local press stay in sync automatically. | |
| Multi-language / international | Sell in more than a dozen languages, with a locale selector and fully translated buyer emails, for events beyond the UK. | |

# 14

## Fundraising & charities

3 FEATURES

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|---|---|
| Donations | Collect optional donations alongside ticket sales on any event, with your own suggested amounts. |
| Donate-only page & second QR | Every donations-enabled event gets a standalone donate page and QR, so people can give without buying a ticket. |

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| **Charity verification & payouts** | Verify your charity status once; donations settle straight into your own account. |

15

## Security & compliance

5 FEATURES

| | |
|---|---|
| **Two-factor authentication** | App-based 2FA with single-use recovery codes. |
| **PCI handled by Stripe** | Card details never touch tickts servers. |
| **GDPR tooling** | Subject Access Request exports and self-service data download. |
| **Consent & verification** | Cookie and marketing consent logging, email verification and versioned terms. |
| **UK data hosting** | Platform data hosted in the United Kingdom. |

## Plans & pricing

| | Starter<br>Free | Growth<br>£29 / mo | Pro<br>£69 / mo |
|---|---|---|---|
| Booking fee | 0% | 0% | 0% |
| Venues | 2 | 5 | Unlimited |
| Seating layouts | 1 | 10 | Unlimited |
| Team members | 2 | 5 | Unlimited |
| Campaign emails / month | – | 5,000 | 10,000 |
| Email campaigns, group discounts, payment plans, waitlists, affiliate tracking, rep programme, checkout questions, custom branding, own GA4 & Pixel, server-side conversions | – | ✓ | ✓ |
| Season passes, fan CRM, virtual queue, REST API, webhooks, white-label, priority support | – | – | ✓ |
| Scanner, box office & card readers, Pay by Bank, VAT invoices, multi-event basket, QR e-tickets, wallet passes, ticket transfers, seating | ✓ | ✓ | ✓ |

START SELLING FOR FREE

# List your first event in minutes

Set yourself up, connect your own Stripe or PayPal, and start selling with a **0% booking fee** on every ticket, now and always. No setup fee and no contract.

**tickts.fr/for-organisers**



SCAN TO GET STARTED