

Friday 18th March

**Ticketing
Professionals**
Conference 2022
Birmingham | 16-18 March

#TPCC2022



Time	Title	Hall
8:00 - 16:15	Registration Desk open	
9:00 - 10:00	Breakfast Snacks and Coffee - Sponsored by SPEKTRIX	EX HALL
9:30 - 10:00	Pricing Strategies for Attractions	1
9:30 - 10:00	Marketing Trends	2
9:30 - 10:00	How Accessible are your emails?	4
9:30 - 10:00	Planting Trees with Audiences	5
9:30 - 10:00	The Patrons' Perspective: An Overview of Buying Behavior in Live Entertainment	BRI
10:00 - 10:00	Travel Time	EX HALL
10:10 - 11:10	Build it or Buy It?	1
10:10 - 11:10	Timing is Everything	2
10:10 - 11:10	Reach for the Stars	4
10:10 - 11:10	Inclusivity and accessibility at the Dutch National Theatre	5
11:10 - 11:30	Let's Talk 'T' Break - Sponsored by Queue-Fair	EX HALL
11:30 - 12:30	Neurodiversity and breaking the barriers to engagement	1
11:30 - 12:30	Unexpected Item in Bagging Area	2
11:30 - 12:30	Ticketing and Pricing for Families	4
11:30 - 12:30	Influencing Upwards	5
12:30 - 13:30	Lunch - Sponsored by Ticketsolve	EX HALL
13:00 - 13:15	Commercial Presentation - Queue Busting Customer Service	BRI
13:00 - 13:15	Commercial Presentation	BR2
13:30 - 14:00	CAP ON IT	1
13:30 - 14:00	Implementing Digital Ticketing	2
13:30 - 14:00	Influencer, Influenced or Influential?	4
14:00 - 14:10	Travel Time	EX HALL
14:10 - 15:10	Measuring Customer Sentiment and monitoring your competitors	1
14:10 - 15:10	Is Mobile Optimisation a Silver Bullet for Growing Ticket Sales?	2
14:10 - 15:10	They Went Da-ta way	1
15:10 - 15:30	Afternoon Coffee - Sponsored by Tickets.com	EX HALL
15:30 - 16:15	Closing Keynote - Parting is Such Sweet Sorrow	3
16:15	Conference Closing	