universe

# Success Stories: Bike Shed London

Fairs & Festivals

# Gaining control of the ticketing process



## 10K
registered guests

## £400K
projected net sales

## 15K
projected ticket sales

Bike Shed Motorcycle Club successfully used Universe to ticket Bike Shed London 2017, Europe's biggest and best independent annual motorcycle show in Shoreditch–one of London's most sought-after neighborhoods. About 10,000 registered guests attended this weekend-long event to celebrate the creativity of new-wave and cafe-racer custom motorcycle culture. The main demographic of those in attendance were individuals between the ages of 25-50 and have a passion for motorcycles.

**Streamlined registration process**

**Customized data collection**

**Direct ticket sales from brand site**

**CHALLENGE**

The founders of Bike Shed, Vikki and Dutch Van Someren, were looking to greatly expand their event and make it more accessible to all bike enthusiasts across Europe. To do so, they realized that they needed to take a more hands-on approach and gain more control over their event ticketing processes. The team needed a solution that would offer guests an extremely intuitive checkout system, provide them with a better way to collect attendee data for further retargeting efforts, and would not compromise their carefully crafted brand.

**SOLUTION**

With these challenges in mind, Universe was able to provide a streamlined registration process that allowed attendees to get tickets quickly and efficiently as well as collect valuable customer data with customized checkout questions. Additionally, our platform helped them to maintain control over their branding and web design with the ability to directly embed ticket sales directly on their site. Among the 10,000+ who registered and attended, 30% of those individuals easily purchased tickets onsite.

**RESULT**

Bike Shed 2017 was their most successful event to date. Their team was able to collect over 10,000 emails from registrants. This allowed them to make better data-driven decisions for the next event. Thanks to Universe's simple ticketing solution, Bike Shed London 2018 is projected to sell between 12,000-15,000 tickets and is on track to continue to increase sales over the next 3 years.

With a more seamless and data-driven ticketing solution, Bike Shed was able to host their **most successful event to date.**
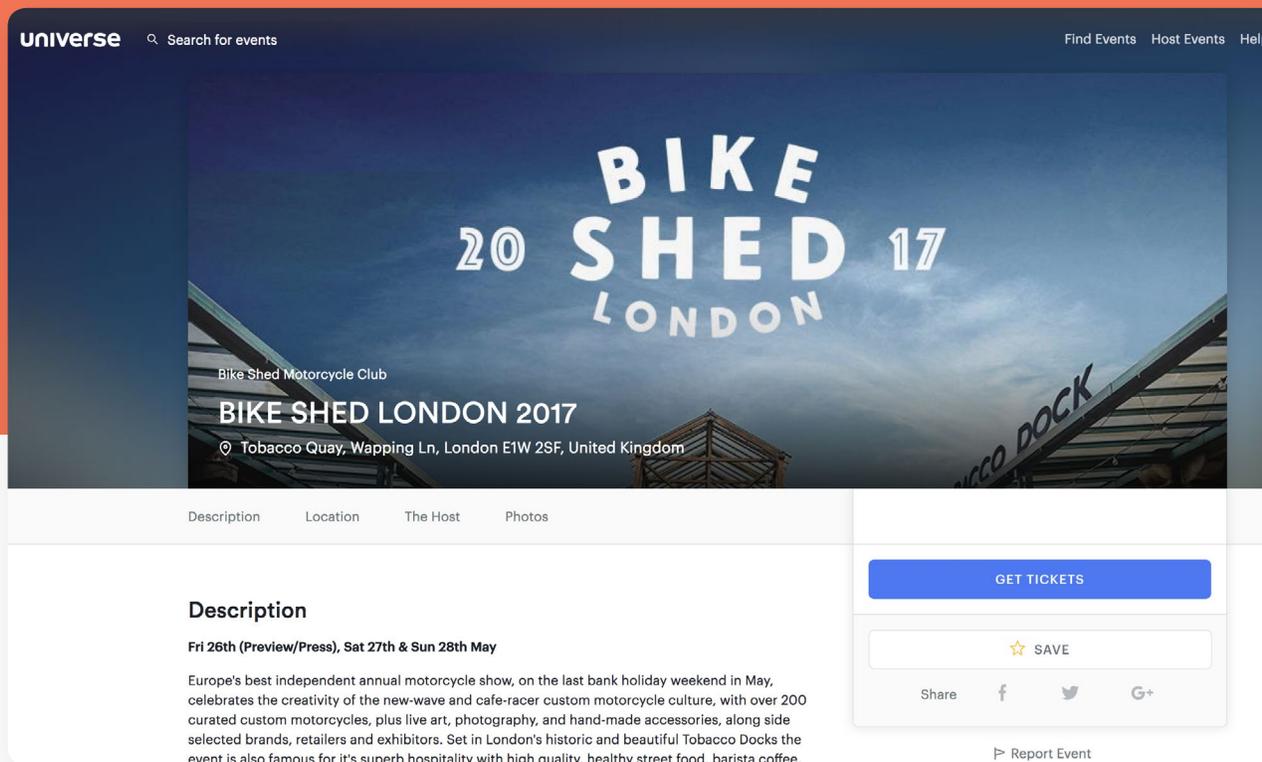
Make your next event the best one yet
**universe.com**

Fairs and Festivals

**universe**