

✓ Checklist: Questions to Ask When Evaluating Ticketing Platforms

(From “The Hidden Costs of Ticketing: Why ‘Free’ Might Be the Most Expensive Option”)

Note: You don’t need to be a tech expert—just ask the right questions.’

💰 Transparency & Pricing

- Can I see a full breakdown of what my patrons will pay at checkout?**
- Do I need to pay more to customize my branding or seat maps?
- Are there extra costs to use basic features (like second seating charts, email tools, or faster payouts)?
- What’s included in the base pricing plan—and what’s not?**

NOTES:

🔒 Contracts & Commitment

- Am I locked into a contract?**
- What happens if I want to switch platforms mid-season?
- Can I try the platform without being cornered into a demo?
- Am I allowed to export my patron or donor data if I leave?

NOTES:

📅 Flexibility & Functionality

- Can I build and edit my own seating charts?**
- How long does it take to get seat maps created or updated?
- Can I easily manage multiple events at once (e.g., classes, concerts, rentals)?
- Does the platform support cash, check, and comp ticket tracking?

NOTES:

Customer Experience

- Will my patrons understand the fees before clicking "purchase"?
- Does the platform support me (admin) with real humans, or just chatbots?
- Is it easy to reach customer service during showtime emergencies?**
- How does the platform handle patron issues, especially on show nights?

NOTES:

Future-Proofing

- If your platform adds new features after I sign up, do I have to pay more to access them?
- Will I have to upgrade plans just to use marketing tools, other features, or support?**
- Is the system updated regularly based on user feedback? Ask for the last 3 updates.

NOTES:

Kevin's Note:

"You don't need a perfect system. You need one that's honest, reliable, and won't charge you \$250 just to move a seat number."

***Key questions in bold**