

Capture Ticketing

By Rebecca Patrick

NEW OPTION FOR FAN-DRIVEN EVENTS

"It's an encompassing suite of technology more than it is just ticketing. It's an all-inclusive, one-stop shop for planning an event."

– Zach Little
principal/COO

Little reports the Capture Ticketing product is essentially a plug-and-play model for events. "We get (clients) in, teach them all the ins and outs of the software ... and then, same day they can have tickets for sale."

Snapshot

Capture Ticketing is a web-based event-ticketing and planning platform built for convention-style events – where organizers juggle not only ticket sales, but also vendor management, volunteer coordination and attendee schedules. The company is based in Attica and serves client events across the U.S.

Origin story

- Fourth year as a stand-alone ticketing company; started as an internal solution for another business owned by the founders Zach Little, Clayton Abbott and Lee Tompkins
- Built to replace multiple event tools with one web-based platform
- Fan-based, live events like Comic-Con-style conventions. Examples include Motor City Comic Con in Detroit and Indiana-based POSE Photo Ops

Growing footprint

- Supports events ranging from a few hundred attendees to as many as 40,000
- Clients span multiple states, including California, Michigan, South Carolina and Indiana
- Team size now four employees with a recent addition as the company continues a "slow build"
- Reached milestone of 20 clients

What sets them apart

- All-in-one toolkit: Ticketing plus schedules and other planning needs so organizers don't have to bounce between multiple systems
- Predictable fees: The company caps ticketing fees for customers at \$10
- Reliability focus: "Our whole thing is our system doesn't crash," Little notes – obviously an important promise during high-demand online sales
- Personal touch: Customers can pick up the phone and reach someone who knows their event and can help quickly
- Web-based access: Works on any device or operating system from anywhere

What's next

Rather than racing to scale, the company is staying focused on development and product improvements. One newer capability is supporting ticketed virtual events, where attendees purchase access to a live feed – an option that can help conventions extend programming to fans who can't travel.



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