



© 22 April 2020, 12:00 (BST)

Event Genius by Festicket partner with Google to host free webinar for event promoters



A Google EVENT

Consumer Behavior Trends & Recommendations During COVID-19

Workshop Webinar April 30th, 2020 @ 12pm (UK Time)



The webinar will explore how brands can successfully adapt to changes in consumer behaviour during the COVID-19 outbreak.

Event Genius by Festicket has partnered with Google to host a free webinar for event promoters at 12PM BST on Thursday, 30th April 2020, titled: Consumer Behaviour Trends & Recommendations During COVID-19.

The webinar will explore consumer trends during the ongoing coronavirus outbreak, and discuss how brands can successfully adapt to these changes in consumer behaviour. It will tackle a number of themes, including strategy, brand communications and utilising Google Analytics to keep informed.

The agenda for the webinar will be as follows:

- What are the consumer behaviour trends we are seeing during COVID-19?
- How can you pivot your strategy during this time to meet changing consumer behaviour?
- How can you adapt your brand communications in the right way to empathise with customers and provide a high level of customer service?
- How can you use Google Analytics data to keep informed on consumer journeys, interests and trends?

Joining Festicket and Google for the webinar will be Prateek Arora (Account Manager at Google), Divya Subramaniam (Strategic Lead for Customer Solutions at Google), Niall McLaughlin (eCommerce Account Manager at Google) and Maxime Calot (Agency Key Account Manager at Google).

On the free webinar, Festicket Marketing Director Luis Sousa said: "These are hugely difficult times for many of our event partners as they deal with having to either cancel or postpone their events, as well as the long-term uncertainty. We wanted to try and help ease some of these stresses by tackling them head on, and we're delighted Google have agreed to join us and share their valuable knowledge."

Those interested in attending the webinar are able to find out more and sign up on Festicket by [clicking here](#).

ABOUT FESTICKET

ABOUT EVENT GENIUS BY FESTICKET

Festicket is the world's largest platform for discovering and booking festival trips. Founded in 2012 by Zack Sabban and Jonathan Younes, the company is backed by a range of investors including Beringea, Edge, Lepe Partners, ProFounders and InMotion Venture and in 2019 completed the acquisition of multi-award winning Leeds (UK) based ticketing and cashless POS platform Event Genius, and the related Ticket Arena consumer website and brand.

The new joint venture, Event Genius by Festicket, creates an end-to-end platform for organisers and fans alike, providing the most complete offering in the live entertainment industry. The platform brings together technology

and expertise including POS and cashless payment services, ticketing, accommodation, travel & packages, marketing, data insights & analytics, access control, fan engagement tools and more to plug a gap in the market that no other organisation has addressed to date.

Together, the company works closely with over 4000 official festival and event partners including Coachella, Tomorrowland, BST Hyde Park, Ibiza Rocks, Motion Bristol and Wales Rally GB, serving a growing community of over 5 million customers.

Festicket was named in the FT (Financial Times) 1000 in 2019, is a Tech Nation Future Fifty member and also made Deloitte's Technology Fast 50 list in 2019. Alongside its London HQ, Festicket has offices in Leeds, San Francisco, Amsterdam, Berlin, Porto and Nantes.

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Festicket