



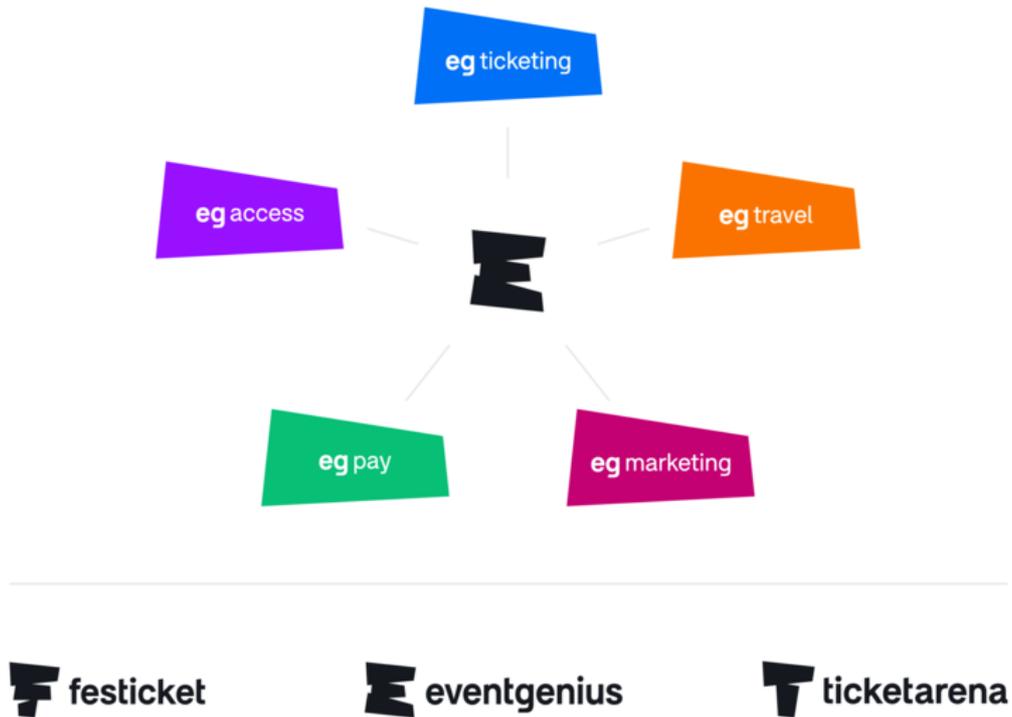
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Event Genius unveil COVID-ready platform and new brand identity

The new suite of COVID-secure features developed to accelerate the return to live events are introduced alongside a branding overhaul that sees Event Genius and Ticket Arena align with parent company, Festicket.

London, United Kingdom - 17 November 2020 In August 2019, ticketing and event management technology platform [Event Genius](#) and the associated consumer facing brand [Ticket Arena](#) was acquired by [Festicket](#). The companies set about a journey to become the most complete end-to-end live events platform for fans and event organisers alike.

Today marks an important milestone in this journey as Event Genius launches a new set of products - [egTicketing](#), [egMarketing](#), [egTravel](#), [egAccess](#), [egPay](#) - and a series of new [COVID-secure features](#) built to help event organisers of all types return to live events amid the coronavirus pandemic.



These updates are punctuated by all three brands unveiling new logos alongside a full branding update that includes an overhaul of all B2B websites, self-service platforms and user interfaces. Check out the brand new Event Genius website at the link below.

 [Check out the new Event Genius website here](#)

As well as a special video to ring in the changes:

Although the return to live events is a difficult path to navigate, the new Event Genius offering and specific COVID-secure feature updates are here to guide event organisers along this road, providing the innovations and technology required to run safe and successful events during the pandemic and into the future.

COVID-secure Product Updates

[egPay](#)

- Help maintain social distancing and improve attendee flow by staggering the number of people entering your venue or event at any one time with time slot specific tickets.

egAccess

Self-Scan Contactless ticket & wristband scanning

- A brand new addition to the Event Genius access control solution will reduce ingress congestion and improve audience flow.
- Contactless self-scan terminals allow fans to scan themselves into events, significantly reducing the amount of fan to staff contact required.
- Utilising digital and mobile tickets will allow event organisers to further avoid virus spread by removing the need for physical tickets on site.

COVID-19 customer testing

- Event Genius is now also working with partners and event promoters evaluating and deploying methods to introduce COVID-19 testing kits pre-event, whilst utilising test results within the egAccess platform as an additional entry requirement with temperature checking and sanitising on site.

Event Genius will remain committed to its mission to provide the most complete end-to-end offering on the live events market for fans and organisers alike, with more updates planned for release across the new look platform over the winter months.

Zack Sabban, CEO, Festicket. “The pandemic made us stop and really think about what we could offer to the industry. It made us realise that the Event Genius acquisition came at just the right time. The feedback we’ve had from clients is that organisers have so much more to contend with at present and that being able to streamline their ticketing, travel, access, marketing and onsite payment processes with one provider gives them the time and freedom to overcome the challenges of organising events during a pandemic.”

“It’s clear that 2020 has been a tough time to be in the events industry, but it’s been amazing to be able to strike up high profile partnerships alongside the likes of AEG Presents, Rolling Loud, Rock in Rio, Afro Nation and more recently EDC Portugal, Revibe Wellness Retreat Festival (USA) and Amnesia Ibiza. Seeing organisers of this nature putting their faith in what we’re doing to help fans and promoters get back to the events they love is both encouraging and extremely rewarding.”



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.



Festicket