



## FESTIVAL/MUSIC SUCCESS STORY

### ShoWare™ Keeps Pace with Rams Head Group's Needs

#### CHALLENGE

With its e-ticketing solution Rams Head Group had to wait days for changes to pricing and promotions to be completed. They needed a system that allowed for changes to be made in real-time.

#### SOLUTION

The Rams Head Group selected ShoWare Ticketing for its ease of use and features in allowing the organization to own its events.

#### BENEFITS

- Quickly and easily update pricing and promotions across its multiple venues
- Increased patron satisfaction and loyalty
- Greater knowledge about the patrons and ability to capitalize on that knowledge
- System allows for growth as Rams Head Group continues to expand

#### ABOUT Rams Head Group

Formed in 1997, Rams Head Promotions is an Annapolis, MD.-based concert & events production company. The principals at Rams Head Promotions own Annapolis' Rams Head On Stage which is recognized as the Top Club under 500 seats in the world by Pollstar magazine. Rams Head Promotions also programs and operates Rams Head Live in Baltimore, MD (a Top 10 Club in the World) and Pier Six Pavilion also in Baltimore, MD. Rams Head Promotions hosts over 600 events per year, entertaining more than 300,000 music fans annually.

#### The Rams Head CHALLENGE

Prior to ShoWare, Rams Head Group was using an e-ticketing solution that was too rigid for their needs. The system did not allow dynamic changes to pricing, seating and promotions. Instead, any changes needed to be done through the e-ticketing provider, which would often take days to complete. "Business changes every day and you shouldn't have to wait to make those changes," said Erin McNaboe, Principal, Rams Head Group.

Rams Head was also frustrated with the holding of funds from ticket sales by their previous vendor, which was approximately one month. "The money from the ticket sales is ours," asserts McNaboe. "You're selling your event, so you should be able to have that money and not have to wait to get paid." Rams Head needed to find an e-ticketing solution that would provide greater flexibility and control over its events.



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**Erin McNaboe**  
Principal, Rams Head Group

Rams Head selected the ShoWare Complete Ticketing Software largely because of the solution’s ease and features in allowing the organization to own its events. ShoWare is used for all three of Rams Head’s venues; Rams Head Live! ([www.ramsheadlive.com](http://www.ramsheadlive.com)), Rams Head On Stage ([www.ramsheadonstage.com](http://www.ramsheadonstage.com)), Pier Six Pavilion ([www.piersixpavilion.com](http://www.piersixpavilion.com)) -- and its event; Silopanna Music Festival ([www.silopannafest.com/](http://www.silopannafest.com/)).

Every venue and event has a unique set of requirements, which Rams Head can meet easily and quickly using ShoWare. Beyond providing greater control, the diverse set of features of the e-ticketing solution has also resulted in increased customer satisfaction. Rams Head On Stage, for example, has reserved seating so they use the seat map application, which has generated great feedback from customers who like the option of choosing their seat.

Rams Head Group is very marketing savvy and has leveraged ShoWare’s integrated marketing capabilities to promote events and better understand its customer base. “We pretty much use all of the features: zip code reporting to find out where customers are coming from, tiered ticket pricing and more,” said McNaboe, who adds that the most significant marketing feature available through ShoWare is ability to sell tickets through Facebook – a feature they urged ShoWare develop ahead of the trend.

“When we started with ShoWare, we sold 40,000 tickets a year and now we’re around 300,000 a year. We haven’t had to change our solution the whole time,” said McNaboe. “If it’s a new festival or general admission seating, there’s enough flexibility in the system to make that happen. We can formulate it to whatever our needs are. ShoWare is consistently on the forefront of ticketing trends and needs of customer.”

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### About ShoWare™

ShoWare™ by VisionOne, Inc. provides turn-key box office solutions, as well as ticket selling and distribution services for an array of events and venues. ShoWare offers a complete range of innovative and reliable ticketing software systems. As an alternative to "outsourcing" box office ticket operations, ShoWare licensed ticketing offers the benefit of total control, private labeling, and content management.

VisionOne, Inc. is a privately held international corporation founded in 1998 with headquarters in Fresno, California and operations in Chile, Brazil, Argentina and Mexico, and European Headquarters in St. Gallen, Switzerland (TicketPortal AG) with operations in Germany and Austria.