

# CASE STUDY

## WHITEFIRE THEATRE

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*The beauty of live theatre is what inspires the audience. The story, the acting - all the sights and sound bring to life an experience that makes us wonder, laugh, cry, think...*

*The moment you walk through the doors of the theatre, you are transported.*

*These are the people that make it happen.*

This expression is symbolic of Whitefire Theatre displaying the spark of theatrics over the years.

Founded in 1982, Whitefire Theatre is a professional performance art theater located on Ventura Boulevard's Restaurant Row in Sherman Oaks.

They have been granting professional performance space for independent productions, classes, workshops, casting, and rehearsals. Several film and video projects also use their space, including Buena Vista Television making them a communal hallmark in the Los Angeles entertainment space.

### CHALLENGES

Whitefire was already using different event ticketing platforms such as Brown Paper Tickets and up until recently, Eventbrite for their Live Stream performances. However, the team over at Whitefire Theatre was looking for a cost-effective event ticketing system that had a user-friendly interface for creating their live stream events while maintaining their overall cash flow for each ticket sold.

### SOLUTIONS

Yapsody proved to be the perfect event creation and management platform for Whitefire Theatre since 2018. Not only did our event ticketing fees help them stabilize their revenue during this critical period, but they were also able to stay ahead of the curve by creating all their upcoming events with us.

#### 1. Pricing

Being a critical situation as the entire event community is going through, Whitefire made full use of our attractive pricing to stabilize their event ticketing fees and revenue generation process.

#### 2. Reserved Seating

With social distancing becoming the norm, Whitefire Theatre organized reserved seating events where their attendees could choose their seats. They could easily upload their seating maps with spaced-out arrangements that adhere to 6 feet of distancing.

#### 3. 24/7 Support

They loved our cost-efficient ticketing platform, but what ultimately wooed them to switch over to Yapsody was our 24/7 support staff who went above and beyond for every request and inquiry that was being made.

#### 4. Event Creation Experience

With six more events planned in the upcoming months through Yapsody, Whitefire theatre left no stone unturned in making use of the Online Ticket Store to enhance their event information and ticket selling process.

#### 5. Mobile Apps

Being a theatre, Whitefire experiences a high volume of event attendees hence our mobile apps YapScan and YapStats helped them streamline their entire process of ticket scanning and validation.

*"I found Yapsody several years ago and we've been using it exclusively since. I got the theatre onboard to Yapsody on just a few events. In April we started Live Streaming solo artist shows but had to use Eventbrite because they had "clickable links" in their ticketing email. We needed a way for our audiences to "click" on the video link for our Live Stream event. I put in the request in April. We needed a quick fix so we wound up using Eventbrite. A few weeks ago Yapsody let me know they made changes and after a few more tweaks on your end, we've switched from Eventbrite to Yapsody. I made requests to remove "print this and bring it to the venue" and the scan code...and it happened almost immediately. Once I showed the theatre owner and the other producers how Yapsody has changed to meet our needs, it was a no brainer to switch to Yapsody."*

*- Brandon Loeser*

### EXPERIENCE

This is what their management had to say - "The pricing is great but recently I would say it's the customer support. The team has gone above and beyond. Saved money per ticket. Which saved our audience money. The ease of setting up an event is extremely valuable."

Whitefire Theatre made the right decision of switching over from Eventbrite to Yapsody's event ticketing platform exclusively. With a few swift platform improvements and tweaks, Yapsody was instrumental in helping Whitefire management migrate to a cost-efficient yet feature-rich platform for all their upcoming events in 2020.