

Industry Spotlight:

Transforming Awards Event Ticketing with Ticket Generator's QR Code Ticketing



» The Challenge

A non-profit in the television industry needed a reliable way to manage ticketing across multiple high-profile awards events while handling multiple entries and ensuring a consistent experience for attendees.

» The Outcome

Using Ticket Generator, the American organization handled **11 events** and issued **more than 3,400 tickets**, enabling efficient event entry management and a smooth attendee experience across every event.

 **Industry Type**
Television Industry

 **Headquarters**
The United States

Stats

Managed large-scale attendance smoothly

10+

Total Events

3,400+

Tickets Issued

4 Years

Years on Platform

INTRODUCTION

The organization hosts an annual awards ceremony recognizing excellence in television broadcasting. Its events bring together professionals, nominees, and VIP guests, which makes controlled entry central to how each event runs.

To streamline entry and prevent gate-crashing, the organization adopted Ticket Generator's QR Code ticketing as a secure, affordable, and user-friendly solution.

CHALLENGES BEFORE TICKET GENERATOR

Before adopting Ticket Generator, the organization faced several operational hurdles:

1. Gate-crashing and unauthorized entry

Manual guest verification made it hard to manage entries at the gates, resulting in potential financial loss due to unticketed guests.

2. Limited event control

Existing ticketing workflows lacked efficiency, resulting in long queues and guest frustration.

3. High costs

Traditional ticketing platforms were expensive and not tailored to or suitable for nonprofit budgets.

4. No real-time entry validation

There was no easy way to verify tickets at entry across multiple locations, leaving staff without a way to confirm on the spot whether a ticket was valid or had already been used.



WHY THE ORGANIZATION CHOSE TICKET GENERATOR

After evaluating other tools, the organization chose Ticket Generator based on:

1. QR Code ticketing

Each ticket carried a scannable QR Code that validated guest entry instantly, replacing name-by-name checks at the door with a single scan.

2. Cost-efficiency

The platform saved the organization "thousands and thousands of dollars" for ticketing compared to other platforms it had assessed.

3. Ease of use

A simple upload, generate, and send process made ticketing manageable even for a small team, without requiring any special training.

4. Reliable support

Dedicated onboarding support from Ticket Generator ensured a smooth transition, with continued issue resolution after the switch.



IMPLEMENTATION & RESULTS

After evaluating other tools, the organization chose Ticket Generator based on:

1. Quick adoption

Within days, the team was generating and distributing tickets without any special technical support.

2. Improved entry control

QR Code scanning stopped gate-crashers, reduced wait times, and improved the guest experience at check-in.

3. Time savings

The system minimized manual work, particularly during last-minute operations for each event.

4. Repeat usage

The organization has used Ticket Generator for **4 consecutive years, across 11 events, generating 3,400+** tickets – and the number is only increasing.



FUTURE PLANS WITH TICKET GENERATOR

The organization plans to continue using Ticket Generator for its upcoming events, with a few initiatives lined up:

1. Apple & Google Wallet integration

The team is awaiting this new feature to enhance mobile ticketing convenience.

2. Future implementation

The upcoming event will use Ticket Generator again, incorporating new features.

3. Wider adoption

Based on the Executive Director's strong recommendation, other regional chapters may also adopt the solution.



CONCLUSION

Ticket Generator has helped this nonprofit television arts organization tighten event security, streamline guest check-ins, and operate more cost-effectively, while keeping ticketing manageable for a small internal team.

With continued product improvements like wallet integration and word-of-mouth referrals within the organization's wider network, Ticket Generator is becoming the go-to ticketing solution for prestigious nonprofit events.



About Ticket Generator

Ticket Generator is a secure and easy-to-use ticketing platform that helps organizers create, distribute, and validate event tickets with QR Codes. Trusted by global brands and non-profits, it offers features like bulk ticket generation, real-time scan tracking, and customizable design.



[Explore Ticket Generator](#)

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Ticket Generator is a product of Trycon Technologies Private Limited. Trycon helps businesses better engage with their customers using the power of QR Code technology. Established in 2013, Trycon continues to innovate in QR Code solutions. To learn more, visit trycon.io or email us at contact@trycon.io.