

universe

# Success Stories: Bike Shed London

Fairs & Festivals



# Gaining control of the ticketing process



**10K**

registered guests

**£400K**

projected net sales

**15K**

projected ticket sales

Bike Shed Motorcycle Club successfully used Universe to ticket Bike Shed London 2017, Europe's biggest and best independent annual motorcycle show in Shoreditch—one of London's most sought-after neighborhoods. About 10,000 registered guests attended this weekend-long event to celebrate the creativity of new-wave and cafe-racer custom motorcycle culture. The main demographic of those in attendance were individuals between the ages of 25-50 and have a passion for motorcycles.



### Streamlined registration process



### Customized data collection



### Direct ticket sales from brand site

#### CHALLENGE

The founders of Bike Shed, Vikki and Dutch Van Someren, were looking to greatly expand their event and make it more accessible to all bike enthusiasts across Europe. To do so, they realized that they needed to take a more hands-on approach and gain more control over their event ticketing processes. The team needed a solution that would offer guests an extremely intuitive checkout system, provide them with a better way to collect attendee data for further retargeting efforts, and would not compromise their carefully crafted brand.

#### SOLUTION

With these challenges in mind, Universe was able to provide a streamlined registration process that allowed attendees to get tickets quickly and efficiently as well as collect valuable customer data with customized checkout questions. Additionally, our platform helped them to maintain control over their branding and web design with the ability to directly embed ticket sales directly on their site. Among the 10,000+ who registered and attended, 30% of those individuals easily purchased tickets onsite.

#### RESULT

Bike Shed 2017 was their most successful event to date. Their team was able to collect over 10,000 emails from registrants. This allowed them to make better data-driven decisions for the next event. Thanks to Universe's simple ticketing solution, Bike Shed London 2018 is projected to sell between 12,000-15,000 tickets and is on track to continue to increase sales over the next 3 years.

With a more seamless and data-driven ticketing solution, Bike Shed was able to host their **most successful event to date.**

“

We've continued to see success every year with Universe. Set-up is simple and the registration process is very user-friendly. Plus, it's incredibly easy to collect customer data through custom checkout questions for our marketing efforts.



Anthony "Dutch" van Someren  
Founder

The screenshot shows the Universe website interface for an event titled "BIKE SHED LONDON 2017". The header includes the "universe" logo, a search bar, and navigation links for "Find Events", "Host Events", and "Help". The main banner features the event title in large, white, stylized letters against a background of a building's roofline. Below the banner, there are tabs for "Description", "Location", "The Host", and "Photos". The "Description" tab is active, showing the event dates "Fri 26th (Preview/Press), Sat 27th & Sun 28th May" and a detailed paragraph about the event. On the right side, there is a blue "GET TICKETS" button, a "SAVE" button with a star icon, and social sharing options for "Share", Facebook, Twitter, and Google+. A "Report Event" link is also visible at the bottom right.

Make your next event the best one yet  
[universe.com](https://universe.com)