

BUYING TICKETS SAFELY

THE HOW-TO

Buying tickets for your favourite music, theatre and sport events should be the start of a great experience. Thankfully, most tickets are bought without any problem #WINNING and that's what we want you to experience. Our guide should help you.

WHAT'S THE PROBLEM?

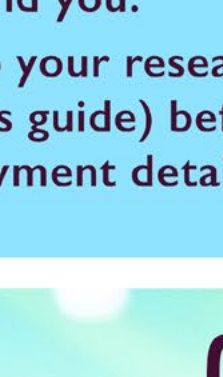
THIS GUIDE IS TO HELP YOU AVOID PEOPLE THAT MIGHT:



RIP YOU OFF



CHARGE YOU MORE THAN YOU AGREE TO PAY



SELL YOU COUNTERFEIT TICKETS OR TICKETS THAT WON'T WORK



BREAK THE LAW

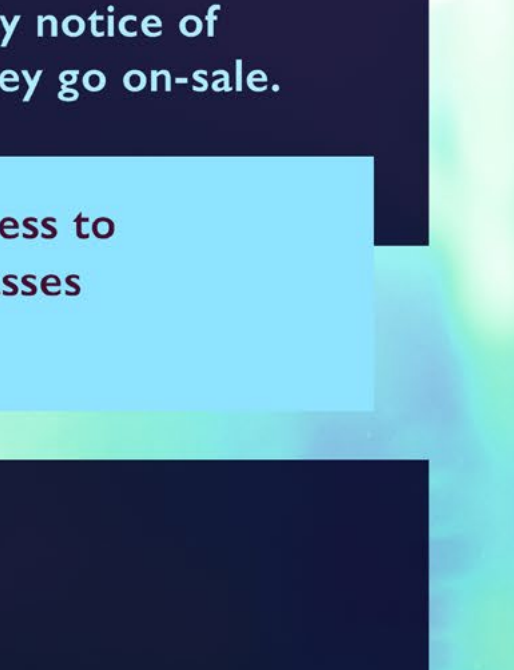
AND SO THAT YOU KNOW A BIT MORE ABOUT WHAT TO EXPECT, ESPECIALLY IF YOU'RE BUYING TICKETS ON YOUR OWN FOR THE FIRST TIME

TOP TIP

If you're being offered something that seems too good to be true it probably is.

Don't let your desire to get tickets blind you.

Do your research (including reading this guide) before putting in those payment details.



GET READY!

BEFORE THE EVENT GOES ON SALE YOUR PERSONAL CHECK LIST:



Register with your favourite venues, artists, sports clubs or ticketing providers using their mailing list or social media pages.

Reputable ticket sellers also give early notice of when events are happening and when they go on-sale.

TOP TIP

Signing up will often give you access to pre-sales, so you can beat the masses and that FOMO!

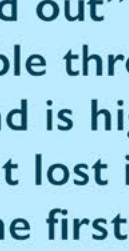


Get familiar with the STAR logo

Most reputable ticket sellers are members of the Society of Ticket Agents and Retailers (STAR). Buying from a STAR member ensures you're dealing with a company that has signed up to a strict Code of Practice and that you've got somewhere to turn to if anything goes wrong. STAR is approved by the government to help resolve any disputes. A bit like ABTA but for tickets rather than holidays.

TOP TIP

You can find a list of STAR members on our website at www.star.org.uk or they'll have our logo on their website.



Understand the difference between a primary seller and a re-seller

Events may have more than one company selling tickets for them, one may be the venue and there may be various ticket agents. Each official seller is allocated tickets. Take some time to research who is selling and that they are authorised to do so.

TOP TIP

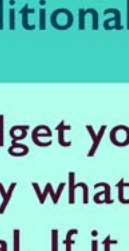
Search engines, such as Google, aren't always the best place to look as unauthorised ticket resellers can buy their way to the top of listings with ads. So, check with the artist, event, festival, venue etc, oh and that STAR logo.

MAKE YOURSELF A CUPPA

EVERYTHING IS LESS STRESSFUL WITH A CUP OF TEA, RIGHT?

BUYING TICKETS

DURING THE ON-SALE PERIOD



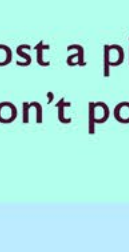
Don't panic if it says 'SOLD OUT'

Not all ticket companies will sell out at the same time, so try other authorised sellers and the venue. In addition, the swarm of people trying to buy tickets can often mean that they end up in people's virtual shopping carts but are then released again if the sale isn't completed. When a site says that an event is "sold out" it means that there are no seats currently available through that sales channel. Very often, if sales demand is high, extra seats or dates can be released. So, all is not lost if you don't manage to get seats within the first hour of on sale.

TOP TIP

Be patient and shop around and - we think we may have mentioned this before but - look out for the STAR logo 😊

OTHER THINGS TO CONSIDER



Pay attention to ticket restrictions

To help stop the unauthorised resale of tickets, some promoters, artists and venues put restrictions in place that may mean the tickets have your name printed on them or you have to provide ID or the payment card used to purchase the tickets when attending the event.

TOP TIP

Always check if there are any restrictions in place and what you should do if you can't use the ticket you've bought. Remember - most major ticket companies offer their own not-for-profit resale facilities if you find you can't attend and need to sell your ticket to someone that can use it.



Check the pricing

There will often be a range of ticket prices associated with different options and add-ons. VIP packages will be more expensive, along with a better position and additional benefits.

TOP TIP

Work out a budget you want to spend. Make sure you read exactly what is included in the price if it is a package deal. If it is a concession-priced ticket, what proof do you need?



What ticket type do you select?

Some tickets are digital and will be on your phone. You may be able to print paper tickets at home or they will come to you in the post or be collected from the box office. If you've got paper tickets, take care of them, especially if they are for general admission (unreserved seating or standing) as it's often not possible for those tickets to be duplicated if you lose them.

TOP TIP

If you move or your billing address is different to your postal, make sure you enter the correct details or let the ticket seller know in plenty of time before the event so they can send your ticket to the right place.



Be careful what details you share!

Sharing the booking confirmation, images of tickets, or barcodes etc, may enable others to replicate the ticket and gain entry using the barcode and you won't then get in to the event.

TOP TIP

You wouldn't post a picture of your credit card online... don't post a picture of your ticket.

RESALE

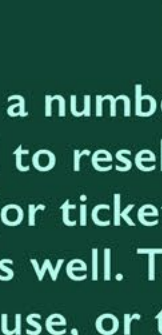
SELLING AND BUYING

If you find you can't get along to the event, some sellers may offer exchange or refund facilities, but it's more likely they will tell you how you can resell your ticket to someone else fairly, safely and legally.

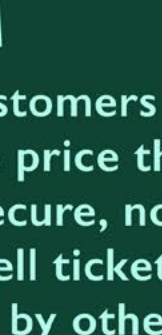
Many STAR members now offer their own ticket resale services to help you list the ticket and offer it to other customers visiting their site. If they don't have their own service, they probably partner with another company and they will tell you who it is.

If you bought ticket protection and can't attend for one of the reasons covered under that, you should make a claim.

Of course, there are people out there buying and selling tickets that are not members of STAR. Some are good, some are bad. However, if you do choose to take the possible risks of buying tickets from companies or websites that are not STAR members then there are some important steps you can take to help protect yourself from ticket fraud:



1. Check out the company online and see what other people are saying about them.



2. Make sure they give you all the right details including the block, row and seat number (for seats) or possibly a Unique Ticket Number if it's a general admission ticket.



3. They must tell you the face value of the ticket – the price stated on the ticket as its price, then whether it has any other fees included.



4. Some may give a guarantee that you will either get the ticket you have bought or, if they fail to supply the ticket, a full refund.



5. Paying with a credit card can give you a bit more protection, but never pay someone you don't know for a ticket by bank transfer.

TOP TIP

Avoid buying from random people selling tickets on Twitter or other social media platforms – there is no guarantee they have a ticket and no way of getting your money back!

TICKET LINGO

BOOKING FEE

Usually applies per-ticket and is a service fee for selling the ticket.

FACE VALUE

The price printed on the ticket.

ON-SALE

This is the date and time the general sale of tickets is opened up to the public. Online sales mean that vast number of customers can be served at the same time. Ticket allocations can sell out very quickly. Remember many seats may have been sold already in presales!

PRESALES

You can sometimes register to be able to buy tickets ahead of them going on general sale – for instance through a fan club or special offers by people like phone companies. Beware of unauthorised channels offering tickets before they have officially gone on sale.

PRIMARY MARKET/ PRIMARY SELLER

These are the main sellers of tickets, typically, the artist, venue, sports clubs and authorised ticket sellers and agents.

RESALES/ RE-SELLER

There are a number of sites that allow for customers who cannot attend to resell their tickets safely for the price they paid. Many major ticketing companies also offer secure, not-for-profit resale as well. This is good if you need to sell tickets you can no longer use, or to buy tickets being offered by other customers that can't attend.

SECONDARY TICKETING/TOUTS

You may hear people talking about the 'secondary market', ticket touting. This is generally used to describe tickets that have been bought through an authorised primary market seller and resold for profit.

TICKET PROTECTION

You may be offered this to help you recoup the cost of your ticket if an unexpected event, such as an injury or possibly bad weather, prevents you from attending. Always check the details.

TRANSACTION FEE

Usually applies for per transaction, so if a few of you are going you can save money by buying all the ticketing in one transaction rather than a few.

UNIQUE TICKET NUMBER

A special number on each ticket – usually for non-seated events or areas - that is unique to that ticket and helps identify it as valid.

Because in the end we want you to be #SORRYNOTSORRY about the amazing tickets you've got, not just sorry.

FIND OUT MORE

CHECK OUT OR BOOKMARK THESE LINKS FOR FUTURE USE:

www.star.org.uk

ACTION FRAUD:
[ACTIONFRAUD.POLICE.UK/A-Z-OF-FRAUD/TICKET-FRAUD](http://actionfraud.police.uk/a-z-of-fraud/ticket-fraud)

CITIZENS ADVICE:
[CITIZENSADVICE.ORG.UK/CONSUMER/EVENT-TICKETS/EVENT-TICKETS/BUYING-EVENT-TICKETS-SAFELY-ONLINE/](http://citizensadvice.org.uk/consumer/event-tickets/event-tickets/buying-event-tickets-safely-online/)

FANFAIR ALLIANCE:
[FANFAIRALLIANCE.ORG](http://fanfairalliance.org)