

AirLST Whitepaper

Successful Ticketing for Your Event

Achieve More with the AirLST Suite:

- **More conversions**
- **More revenue per attendee**
- **More transparency**

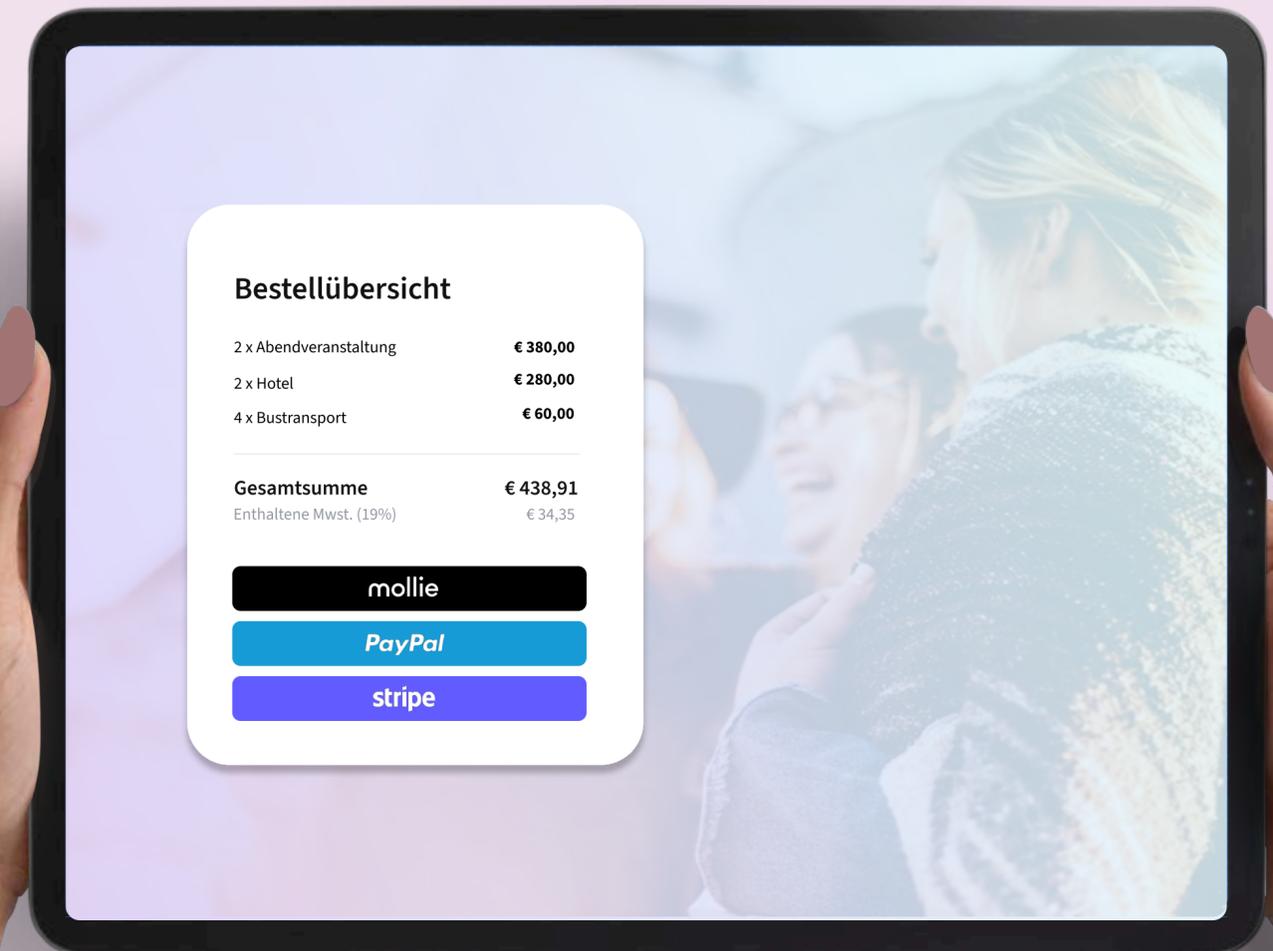
AirLST combines registration, ticketing, and payments into a seamless process — fully in your corporate identity.

Integrated Multi-Payment









“Already in use by corporate event teams and agencies for national and international events.”

Fragmented tools destroy your conversion, transparency, and scalability.

The reality in many event teams

Does this sound familiar?

- **Registration runs in Tool A**
- **Ticketing in Tool B**
- **Payment in Tool C**
- **CRM sync via manual exports**
- **Check-in and badge printing using Excel sheets**

The problem isn't the individual tools.

The problem is the gaps in between.

Ticket shops kill conversion before it even begins

Classic Ticket Shops:

- **Break the brand experience**
- **Redirect users to external payment pages**
- **Lose users during checkout**

Every workflow break lowers conversion and devalues the lead before it even exists.

What This Really Costs You

→ **Conversion**

Every system switch increases drop-offs — especially on mobile.

→ **Revenue**

Add-ons and upgrades aren't consistently upsold.

→ **Scalability**

What works today becomes a bottleneck across multiple events. Fragmented processes cost more than just license fees.

Who This Is Relevant For

For teams who...

**When your
events grow,
your system has
to keep up.**

...run multiple events per year

...offer different ticket categories or add-ons

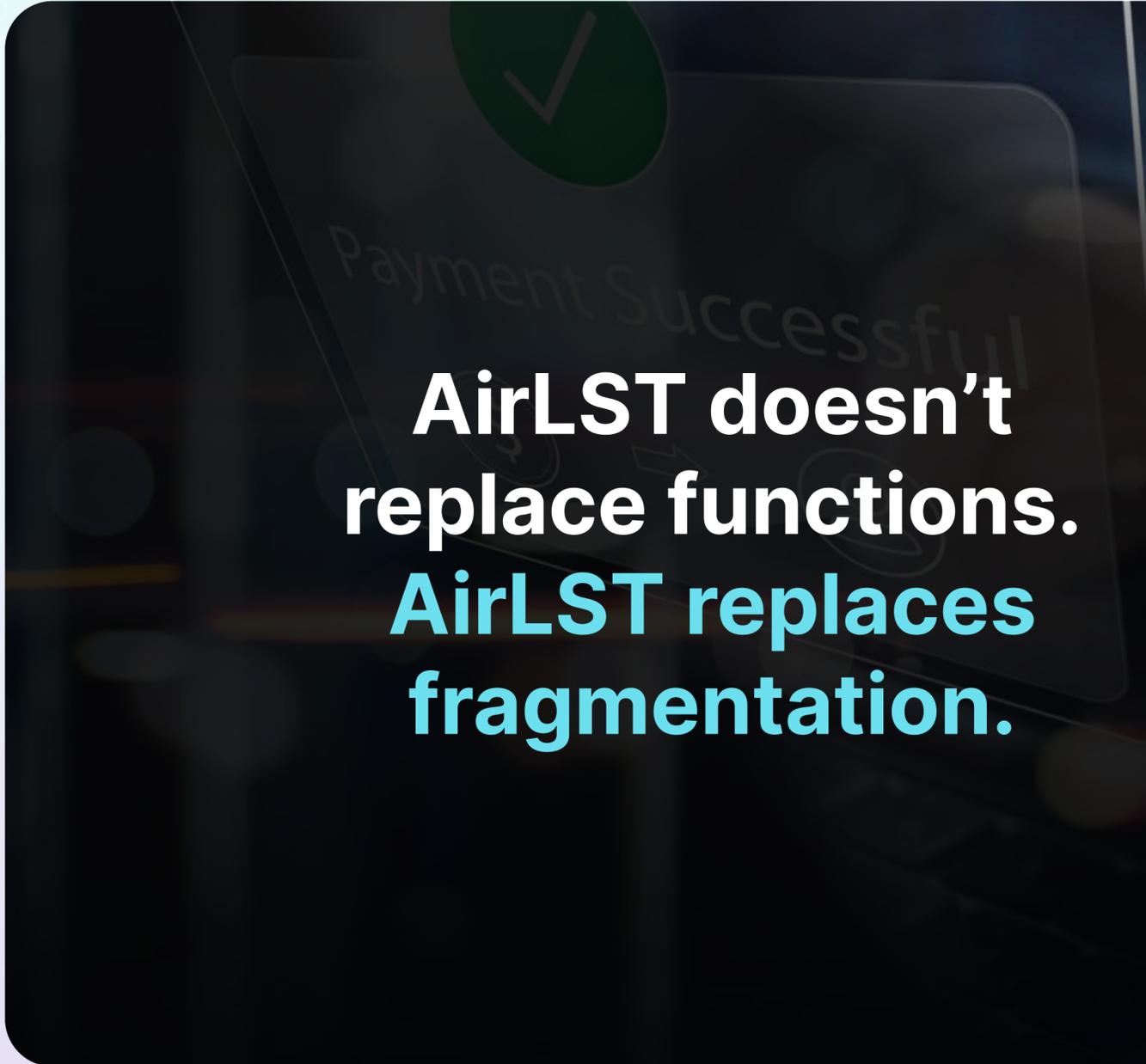
...no longer want to manually reconcile Excel sheets

...want to manage the entire event process in a single system

...value consistent data

Executive Summary

AirLST combines guest management, ticketing, and payment into one integrated platform.



**AirLST doesn't
replace functions.
AirLST replaces
fragmentation.**

Instead of isolated tools, you get a **seamless event flow** — from invitation and registration to ticket purchase, payment, check-in, and reporting.

The result: higher conversion, more revenue per attendee, and significantly **less operational complexity** for event and marketing teams.

1. The AirLST Approach: Everything in One Event System

The result: higher conversion, more revenue per attendee, and significantly less operational complexity for event and marketing teams.

Specifically, this means:

- Every guest is a unique, centralized data record
- Ticket type, add-ons, and payment status are directly linked
- Changes take effect system-wide in real time

This creates a consistent event setup — without any manual data matching between systems.

2. Why This Matters for Your Event

A seamless flow instead of a mix of tools

- Invitation, registration, ticket purchase, and payment in one process
- No switching between guest, ticketing, and payment systems
- No exports or manual reconciliations

Payment status drives guest logic

- Only paid tickets are active
- Add-ons are always linked to the correct guest
- Check-in, badges, and attendee lists are based on actual payment status

Less coordination, fewer errors

- No duplicate data
- No inconsistencies between event, ticket, and payment status
- Reduced coordination needed between event, marketing, and finance teams

3. Tangible Benefits for Event & Marketing Teams

Higher Conversion in Ticket Sales

- Seamless checkout directly within the event flow
- No redirects, no workflow breaks
- Fast, intuitive payment processes
- Fewer drop-offs, more completed ticket purchases.

More Revenue per Attendee

- Tickets and add-ons (workshops, dinners, extras) in a single purchase flow
- Upsells in checkout for premium events

Clean Data & Full Transparency

- Clear mapping: guest ↔ ticket ↔ payment
- Real-time overview of revenue and bookings
- Exportable reports for marketing, finance, and controlling
- Refunds and cancellations fully manageable

4. Integrated Payment — No Extra Tools Needed

Payment is fully integrated into guest and ticket management.

Specifically, this means:

- Payment directly during ticket purchase or registration
- Support for major payment methods (Credit Card, PayPal, Apple Pay, Google Pay, SEPA)
- International payment capabilities depending on setup

For attendees, payment feels like a natural part of the event process — not a separate system.

5. Why AirLST Uses Established Payment Service Providers

For ticketing, payment is a conversion issue — not just a backend feature.

- **Conversion-optimized checkout flows**
- **Fast load times** and familiar payment interfaces
- **Reliable** for typical one-time event payments
- **Easy handling** of refunds

AirLST manages guest, ticket, and add-on logic.

The payment service provider ensures this structure is paid reliably and user-friendly.

6. Clear Roles & Simple Payment Processing

A seamless flow instead of a mix of tools

- **Merchant of Record:** Your company
- **AirLST:** Platform for guest management, ticketing & payment integration
- **Payment:** Processed through a regulated payment service provider

Payouts go directly from the PSP to you.

AirLST never holds customer funds at any point.

7. Technical Stability & Future-Proofing

- **AirLST Payment Service Provider Integration:** PayPal, Mollie, Stripe
- **Supports credit cards, PayPal, Apple/Google Pay, SEPA & more**

The Application

One System — Different Event Realities

B2B Conference

Registration, Ticketing & Payment in One Flow

Registration, Ticketing & Payment in One Flow

Clear Real-Time Overview of Attendee Status

Roadshows / Recurring Events

Consistent Structure Across All Locations

Comparable Data Across Multiple Events

Centralized Control Instead of Local Silos

Corporate & Agency Setups

Clear Roles Between Organizer, Client, and Platform

Standardized Processes Across Projects

Scalability Without Added Complexity

Your Business Value

Conversion Killer #1: External Ticket Shops

The Classic Setup:

- User clicks “Buy Tickets” on your event website
- Redirected to an external ticket shop
(different domain, different design)
- Must register again (even if already invited)
- Checkout redirects to a payment gateway (new design again)

Conversion-Impact:

15-25% drop-off when switching domains
(E-commerce industry benchmark)

30-40% mobile drop-off if external tools aren't optimized

Brand inconsistency reduces trust —
users may wonder: “Is this legit?”

Example: B2B Conference with 500 Expected Attendees

Without AirLST

800 Clicks on “Buy Tickets”

600 Redirected to external shop
(25% drop-off on transfer)

420 Start Checkout
(30% drop-off due to re-registration)

350 Purchase Tickets

→ **Conversion: 43.7%**
(350 from 800)

With AirLST

800 Clicks on “Buy Tickets”

800 Stay in the event flow
(no domain switch)

720 Start Checkout
(10% drop-off instead of 30%)

648 Purchase Tickets

→ **Conversion: 81%**
(648 from 800)

**Difference: +298
Tickets = +85% Higher Conversion**

One Platform

A Central Platform for the Entire Event Process

Before the Event

- Invitation & Registration
- Ticket Selection & Add-Ons
- Integrated Payment
- Real-Time Status per Attendee

No Switching Between Systems. No Data Gaps.



During the Event

- Check-In Based on Actual Payment Status
- Badge Logic Without Manual Corrections
- Event App & Attendee Lists from the Same Data Source
- Live Overview of Bookings and Revenue

The System Thinks Ahead — Not the Team



After the Event

- Clear Mapping of Attendee, Ticket, and Payment
- Unified Reporting for Marketing, Sales, and Finance
- Segmentation Based on Real Data
- No Post-Event Data Merging Needed

**One Platform.
One Data Source.
One Truth.**

The Result



Fewer Tools

Everything in One Platform
Instead of Many Separate
Systems



Less Coordination Needed

A Centralized Process
for Marketing, Event,
and Finance



Higher Conversion Rates

Optimized
Registration Leads to More
Successful Bookings



Clean, Consistent Event Data

All Attendee Data
Automatically Synced

**AirLST Makes Events Scalable —
Operationally and Financially**

Free Conversion Analysis

Duration: 30 Minutes

What Happens?

- **Analysis** of Your Current Event Processes
- **Identification of the Top 3 Conversion Killers**
- **Live-Demo:** AirLST End-to-End Flow
- **Quick-Estimate:** “What Uplift Is Realistic for Your Volume?”

What We Do NOT Do

- **No Sales Pitch**
- **No Signing Pressure**
- **Tailored to Your Setup** (No Standard Demo)

After 30 Minutes, You'll Know:

In 30 Minutes: Is End-to-End Integration Worth It?

Schedule Your Appointment Now →

Your First Pilot Event with AirLST

Setup

- Choose an Event with **200–500 Expected Tickets**
- **AirLST Onboarding Team Guides Your Setup**
(PSP Connection, Checkout Integration)
- A/B Test Available: 50% Traffic to Old Setup, 50% to AirLST
- Conversion Comparison

Timeline

- **Setup:** 1 Week Before the Event
- **Event:** Live-Support via Slack
- **Post-Event:** Metrics Review (Measured Conversion Lift)

Commintment

- **No Long-Term Contract**
- **Pay-Per-Event Model Available**
- **After Pilot:** Choose Full Platform or Exit (No Exit Fees)

Success Metrics

- **Ticket Conversion** (Before vs. After)
- **Operational Time Saved** (Hours Saved)
- **Finance Satisfaction**

3 Reflection Questions

How much **Conversion**
are we losing due to
System Breaks?

How much
Revenue are we
leaving on the table
by selling add-ons
separately?

Are we ready to
challenge the
Status Quo?

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