



Maximize revenue

Ultimate customer experience

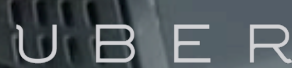
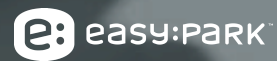


What has changed?





Disruption in various markets





Go Big

or go home





Understanding pitfalls

1

Forced digitalisation

2

Behaviour in different cultures

3

Resistance

4

Know your fans





Roadmap to success!

1

**Start easy
and lean**

2

**Analytics leads
the way**

3

**Fine tune your money
making machine**





Yonoton is the future of mass events!

Mika Eskola
CEO, HC TPS





**Cutting queues is
a huge business!**



YONOTON