

FlippinTickets Promoter Handbook

How to create events, sell tickets, run the door, cash out, and market on FlippinTickets.

Online version: </help-centre/promoters>

Introduction

This handbook is for promoters (organisers) and their team members who manage events on FlippinTickets. It explains what each feature is for, when to use it, and where to find it in admin.

Admin lives at </admin> after you sign in. Draft events show Details, Collaborators, and Gallery. After an event is published you also get Dashboard, Guest list, Printed tickets, Cashouts, and Marketing.

Roles & team

When to use: add door staff, ticket sellers, or marketing partners before the event.

Where: Promoters → your organisation → Team members.

Roles: Organiser/Admin (full access); Scanner (scan + guest list); Ticket seller (scan + printed sales); Affiliate/Influencer (marketing tools); User (read-only).

Invite by email or existing user, assign a role, and have them sign in at </admin/signin> with PIN sign-in.

Create & publish an event

Where: Admin → Events → Create new event.

Complete promoter/market/venue, details, and tickets. When ready, Request to publish from the event header (admins can Publish directly).

Event details

Where: Event → Details (Overview, Tickets, Discovery, Applications).

Overview: name, dates, tags, addresses, About HTML, refund policy.

Tickets: types, prices, inventory, optional ticket groups (every ticket must belong to a group if groups are used).

Discovery: share QRs, festival link, homepage featured settings.

Applications: enable vendor/artist applications, disclaimers, and allowed categories/types.

Collaborators

Where: Event → Collaborators.

Lineup: link performer profiles (labels follow organiser terminology).

Schedule: day-of agenda items.

Sponsors: tiered logo displays on the public event page and festival site.

Vendors: review applications and invite approved vendors.

Gallery

Where: Event → Gallery. Upload poster, banner, and gallery images for the public page.

After publish

Dashboard: sales metrics, trends, affiliate charts.

Guest list: search orders, process eligible refunds within your refund window.

Door ops

Scan: Event header → Scan tickets (or /admin/events/[slug]/scan). Organisers can scan from about five hours before start.

Printed tickets: generate stock, customise design, download PDF sheets, record outlet/door sales.

Cashouts & wallets

Event → Cashouts: request payouts per currency. Admins complete requests and can close remaining balances.

Promoters → Wallets: balances and ledger per market/currency.

Marketing

Where: Event → Marketing (published only).

Affiliates: codes and ?ftk= links. Promo codes: discounts. Reachouts: email/WhatsApp to owned and lookalike audiences. Surveys and polls for engagement.

Promoter profile

Where: Promoters → your organisation.

Edit details, About HTML, display names (e.g. Exhibitors), merchant accounts, ad tracking, and social publishing.

Public experience

Event page: /events/[slug] — tickets, sponsors, Apply CTAs, reactions.

Vendor apply: /events/[slug]/apply. Artist apply: /events/[slug]/apply/artist.

Promoter profile: /promoters/[slug]. Festival sites use consumerSiteUrl when configured.

WhatsApp

Share the WhatsApp tickets QR so buyers message tickets {eventId}.

With your number on your profile: cashout \$50 and Balance for reports. Admins can use balance {eventId}.

Get help

In-app tours cover key admin flows. Online handbook: /help-centre/promoters. Contact support from the contact page with your event or order ID.