THE ZAMBIAN EVENT TICKETING ENGINE

Maximize Ticket Sales. Stop Gate Fraud. Automate Entry.

ZamTicks is Zambia's purpose-built e-ticketing and gate operations platform. We empower concert promoters, festival organizers, club operators, and corporate event producers to sell out faster, collect payments instantly via **Airtel Money, MTN MoMo, Zamtel Kwacha, and Visa/Mastercard**, deploy street sales forces with zero cash theft, and eliminate gate counterfeit entry permanently.

100% ORGANISER PAYOUT

You keep 100% of your listed ticket face value. Zero deductions from your revenue. If your VIP ticket is K1,000, you receive K1,000. Customer pays a transparent 6.5% checkout fee.

ALL LOCAL PAYMENT RAILS

Frictionless checkout on MTN MoMo, Airtel Money, and Zamtel Kwacha alongside Visa and Mastercard. Zambian buyers complete purchases in under 45 seconds.

HIGH-SPEED GATE SCANNERS

Gate staff scan tickets in under 1 second using their phone cameras. Zero app download or login required. Instant Green (Admitted) or Red (Duplicate/Already Used).

HYBRID PRINTED + DIGITAL

Selling pre-printed physical paper tickets? ZamTicks generates anti-counterfeit QR codes on your tickets. 'Fast Admit' allows seamless cash admission at the door.

HOW ZAMTICKS COMPARES TO TRADITIONAL TICKETING

Ticketing Challenge	Traditional Way (Paper / Screenshots)	The ZamTicks Advantage
Counterfeits & Duplicates	Photocopied tickets, shared WhatsApp screenshots, multiple entries on one pass.	**100% Cryptographic QR verification.** Each code scans green once; duplicates turn red instantly.
Street & Cash Sales	Loose paper ticket booklets; promoters take cash with high risk of loss or theft.	**Campus & Street Promoter Agent Mode:** Real-time activation, tracked cash balances.
Gate Lines & Queues	Manual name search on clipboards; slow ushers causing bottleneck queues outside.	**Sub-second camera scan** with zero app install. Gate staff scan 20+ guests per minute.
Backstage Transparency	Organizers and artists have zero clue how many people are inside until days later.	**Live Backstage Command Center:** Real-time headcount & VIP arrival tracker on phone or iPad.
Settlement & Payouts	Hefty commissions (10%-20%), delayed reconciliations, weeks to receive event cash.	**100% Face value payout.** Full settlement to your Zambian bank or MoMo in 24–48 hours.

PARTNER NETWORK: Trusted by Zambian entertainment leaders, including **Scream Club Disco (KK Mall)**, **Mc Wise Investment**, **Ingoma Television**, and **KIKAC** for major album concerts, festivals, and nightlife events.

GAME-CHANGING REVENUE & CROWD DRIVERS

4 Proprietary Innovations to Pack Your Venue

Standard ticketing platforms just sit back and collect fees. ZamTicks gives you proactive tools to defeat customer procrastination, mobilize street promoters, and boost VIP spend before doors even open.

LIVE OPERATIONS & SECURITY

1. Backstage Live Gate 'Command Center'

A dedicated, real-time dark-mode operational display designed for backstage iPads, promoter smartphones, or production monitors.

- **Real-Time Headcount:** Live counter displaying exact attendee count and venue fill percentage (e.g., '2,140 / 3,200 Inside — 67% Capacity').
- **Tier-by-Tier Velocity:** Separate live meters for Ordinary, VIP, Golden Circle, and VVIP Table passes so you know exactly which sections are full.
- **Pacing & Flow Meter:** Scans-per-minute speedometer showing gate usher throughput. Catch and resolve gate line bottlenecks before tempers flare.
- **VIP Table Alerts:** Instant alerts when top sponsors, VIP table buyers, or high-profile guests cross the gate, ensuring hospitality is ready.

KILL CUSTOMER PROCRASTINATION

2. 'At the Gate' Price Escalation & FOMO Countdown

Zambian fans routinely wait until 22:00 at the gate to buy tickets, creating intense pre-event cashflow anxiety. ZamTicks solves this with automated urgency.

- **Price Escalation Display:** Prominently displays 'Advance: K400 · At the Gate: K600' on the listing and promo flyers to punish procrastination.
- **Early Bird FOMO Timers:** Automated time-locked countdowns (e.g., 'Early Bird Tier ends Thursday at 23:59'). System transitions prices automatically.
- **Upfront Working Capital:** Drives fans to commit cash early via MTN/Airtel MoMo, giving promoters guaranteed working capital to pay sound, artists, and venues.

MASSIVE SALES MULTIPLIER

3. 'Squad Pass' / Group Bundle Pricing

Zambians rarely go to concerts or nightlife events alone — people arrive in crews of 4, 5, or 6 friends. Squad Passes capture the entire group in one checkout.

- **Group Bundles in 1 Tap:** Sell group packages (e.g., 'Squad of 5 Ordinary' for K1,700 instead of K2,000, or 'VVIP Table of 10' for K15,000).
- **Individual QR Passes:** One single MoMo checkout instantly generates distinct, independent QR passes for every member of the squad.
- **Independent Arrival:** Friends can arrive in different cars at different times (e.g., 20:00, 21:30, 22:00) without waiting outside for each other.
- **Higher Average Order Value:** Doubles or triples your average transaction size while guaranteeing solid early-evening crowd volume.

STREET & CASH MONETIZATION

4. Campus & Street Promoter 'Agent Mode' (Cash & Direct MoMo POS)

A huge percentage of Zambian students (UNZA, CBU, Evelyn Hone) and street patrons prefer paying cash or direct MoMo to a person they know.

- **Mobile POS for Agents:** Equip student reps, club hosts, and brand ambassadors with a zero-friction mobile sales screen on their smartphones.
- **Physical Ticket Handover:** When an agent hands a physical ticket (e.g., BWZ-ORD-0250) to a buyer, they tap 'Activate' to lock the cash and validate the pass.
- **Digital On-the-Fly:** If the promoter runs out of paper tickets, they can enter the customer's phone/email and issue a digital QR pass instantly.
- **Zero Cash Leakage:** Live promoter leaderboards and cash reconciliation dashboards. You know to the Ngwee how much cash each agent owes you.

BULLETPROOF GATE ENTRY & SECURITY

Eliminate Fraud, Duplicate Entry & Gate Bottlenecks

Gate operations make or break an event. ZamTicks ensures entry lines move smoothly, staff have no room for fraud, and every VIP and general admission attendee is tracked with military-grade precision.

ZERO-APP-DOWNLOAD SCANNER

Dedicated Gate Usher Scanner Links

Keep your financial records and admin backend 100% private while empowering 5, 10, or 20 gate staff simultaneously.

- **Instant WhatsApp Link:** Organiser generates secure scan tokens in 1 click and sends them to ushers via WhatsApp. No login, username, or password needed.
- **Works on Any Smartphone:** Opens directly in Safari or Chrome on any Android or iPhone using the device's native camera.
- **Zero Administrative Access:** Gate staff can only scan tickets for that specific event. They cannot see revenue, payouts, settings, or customer databases.
- **Instant Visual & Audio Feedback:** Clear, unmistakable feedback: Full Green Screen ('Admitted') or High-Contrast Red Screen ('Already Checked In at 20:42').

HYBRID TICKETING MASTERY

Pre-Printed Physical Tickets + Live 'Fast Admit'

Already have physical tickets printed for street sales? ZamTicks is built from the ground up for hybrid physical + digital operations.

- **Anti-Counterfeit QR Codes:** We supply print-ready vector PDFs formatted for A4 or thermal printers with high-resolution, cryptographically signed QR codes.
- **Unified Gate Scanning:** The same usher scanner validates both online digital passes (Apple/Google Wallet, WhatsApp) and pre-printed physical tickets seamlessly.
- **Instant 'Fast Admit':** If an agent sold a genuine physical ticket for cash but forgot to log it, the scanner alerts ushers: 'Genuine Paper Ticket. Not Logged Yet' with an instant 'Admit & Mark Sold' button.

VIP & SPONSOR MANAGEMENT

VVIP Multi-Scan 'Table Pass' (Tables of 10)

Solves the ultimate VIP nightmare: table buyers who cannot coordinate 10 separate guests arriving in 10 different vehicles.

- **One Master Table QR Code:** The VIP host receives one Master Pass that accommodates up to the exact table capacity (e.g., 10 guests).
- **Live Remaining Counter:** When scanned at the gate, the usher's screen clearly shows: 'Entry 1 of 10 Admitted. 9 Remaining'. Each friend enters freely as they arrive.
- **Automatic Lockout:** Once all 10 guests have been checked in, any subsequent scan turns red and alerts security: 'Table Pass Fully Utilized'.

FRICTIONLESS CUSTOMER JOURNEY

45-Second Guest Checkout & WhatsApp Delivery

Mandatory account sign-ups kill over 40% of online ticket checkouts. ZamTicks makes buying as fast as sending a mobile money text.

- **No Account Required:** Fans buy directly using Guest Checkout — enter name, phone, email, and choose their mobile money wallet (MTN, Airtel, Zamtel).
- **Direct WhatsApp & PDF Delivery:** Passes are instantly generated with downloadable PDF passes and a 1-tap 'Send to WhatsApp' button for offline presentation.
- **Automated Event Reminders:** System automatically sends pass reminders 24 hours before the event and on the morning of the event to ensure zero gate delays.

PARTNERSHIP TERMS & SIMPLE ONBOARDING

Transparent Pricing, Payouts & How to Launch

ZamTicks operates on complete transparency. We don't take money out of your ticket revenue — you receive 100% of your listed ticket price, settled rapidly with audited financial reconciliation.

Commercial Term	Standard Rate	What This Means for You
Event Listing & Setup	**FREE (K0.00)**	Zero upfront costs. You pay nothing to list your event, generate tickets, or create gate scanner links.
Organiser Payout	**100% of Face Value**	If your Regular ticket is K400, you receive exactly K400. Zero commission taken from your ticket revenue.
Customer Checkout Fee	**6.5% Customer Markup**	Customer pays a nominal 6.5% markup at checkout (e.g. K26 on a K400 ticket), which covers the Lipila payment gateway and platform ops.
Settlement Schedule	**24 – 48 Hours Post-Event**	Full automated settlement sent directly to your Zambian Bank Account or Mobile Money wallet accompanied by an itemized audit sheet.

WHAT WE DELIVER TO YOU AS YOUR TECHNOLOGY PARTNER

- **Print-Ready Vector Ticket Sheets:** PDFs formatted with individual anti-fraud QR codes for physical printing.
- **Unlimited Gate Usher Scanner Links:** Private WhatsApp links ready for 5, 10, or 20 staff with zero logins.
- **Backstage Live Command Center:** Dark-mode attendance and VIP tracking screen for iPad/TV.
- **Campus & Street Promoter Links:** Direct POS links for your street agents to sell for cash with live tracking.
- **Itemized Post-Event Audit:** Complete financial reconciliation spreadsheet verifying every ticket sold.

3 SIMPLE STEPS TO LAUNCH YOUR EVENT ON ZAMTICKS

STEP 1	**Send Event Artwork & Tiers:** Share your flyer, venue, date, and ticket tiers (Ordinary, VIP, VVIP). Your listing is live on zamticks.com within 15 minutes.
STEP 2	**Deploy Gate Links & Street Agents:** We supply print-ready anti-fraud ticket PDFs, private WhatsApp usher scanning links, and promoter POS links.
STEP 3	**Monitor Live Sales & Get Paid:** Track ticket velocity on your dashboard and Backstage Command Center. Receive 100% of your earnings 24–48 hours post-event.

THE ZAMTICKS ORGANISER GUARANTEE

- **Zero Technical Stress:** We configure all listings, tiers, and scanner links. You don't need any technical skills.
- **On-Call Show Support:** Dedicated WhatsApp hotline on event night for immediate resolution of any gate or usher questions.
- **Direct Escrow Security:** Every Kwacha collected is locked and reconciled in real-time until post-event payout transfer.

READY TO LEVEL UP YOUR NEXT EVENT?

Partner with ZamTicks today for your upcoming concert, festival, club showcase, or corporate gala. We handle the technology, security, and payments so you can focus on putting on an unforgettable show.

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