

The Amazing Son in Law/Super Hero Charlie Wade - Charlie Wade Chapter 7274

Matilda has spent her lifetime working in the legal field. Whether in the United States or China, studying the latest case precedents is a crucial aspect of her work.

She understands that revising legal provisions is a lengthy and meticulous process. To grasp the latest legal trends and judicial practices, analyzing precedents remains the most effective approach.

Through this study, she has also noticed the rising prevalence of technical scalpers.

She remarked to Charlie Wade, "Cases like this are becoming increasingly common, yet the penalties remain somewhat lenient. In today's performing arts market, ticket premiums are soaring, and the profits these scalpers make are growing significantly. However, the punishments for their actions are still relatively mild. While we can't revise judicial provisions quickly, we need to find a fundamental way to eliminate these technical scalpers, who thrive by exploiting the system."

Charlie Wade nodded in agreement and said, "Scalpers succeed by investing substantial manpower, resources, and technical expertise to dominate the competition early on. In that case, could we rethink our approach and avoid using timed ticket releases altogether?"

"Abandon timed ticket releases?" Hank asked, intrigued. "What's the alternative?"

"Lottery draws," Charlie Wade replied firmly. "We can set up a registration system where anyone interested in attending a show signs up for a random draw. A computer will generate the winners, and we can involve a notary department to ensure the process is fair and transparent."

Hank considered the suggestion thoughtfully. "That's an excellent idea. It would prevent network congestion from high traffic during ticket sales. By requiring real-name registration and limiting each person to one entry, we can ensure equal chances for everyone. Scalpers won't be able to manipulate the system by increasing their odds or using others' identities to grab tickets. With a real-name system throughout, the process becomes foolproof."

Matilda nodded in agreement. "As long as the lottery is conducted fairly and transparently, the outcome will be entirely just. Why haven't they adopted such a straightforward method already?"

Charlie Wade smiled. "It's not that they don't know about it—it's that they're unwilling to implement it."

Most businesspeople lack moral integrity. They want to earn both the money they deserve and what they don't. Asking them to stop scalpers is futile—they're often the biggest scalpers themselves. You can't expect them to undermine their own profits, right? Since we don't intend to profit this way, we have a solution to eliminate the problem. As long as we maintain internal integrity, there won't be issues with the tickets. Every fan will enter the lottery based on their luck and ability. Winners will

receive an SMS directing them to our official channel to pay for their tickets. If they pay within the specified time, their tickets are secured. If not, those tickets will be redrawn.

“Furthermore, tickets will only be valid for the original purchaser. This rule must be clearly stated at the time of sale. If we discover that the person entering is not the ticket holder, we reserve the right to deny entry and void the ticket. Anyone willing to take the risk of transferring or buying someone else’s ticket will end up empty-handed—losing both the ticket and the chance to attend.”

“Agreed!” hank said. “We’ll begin arranging this immediately. Developing a lottery system within a short time is straightforward.”

He then asked charlie Wade, “Mr. Ye, when should we officially announce this? Once it’s public, it will undoubtedly attract significant attention. Tawanna is immensely popular, so the sooner we begin the warm-up phase, the better.”

charlie Wade thought for a moment and replied, “If we want this to make national headlines instantly, the best approach isn’t for us to announce it—it’s for Tawanna to do so. Over the years, there’s been plenty of false news about his concerts, so nothing is more impactful than an official announcement from the artist himself.”

Chapter 7275

He continued, “Here’s the plan: Notify bruce Automobile’s internal management, especially the brand promotion team, and share this news at an internal meeting. Emphasize that while there’s no confidentiality requirement, they can discuss it externally. This way, employees will share the news with their friends, family, and even media contacts.”

“However, make sure not to mention the total of 20 concerts—just say one. As the news spreads informally, it will go from one to ten, and ten to a hundred. With no official confirmation, the speculation will ignite public curiosity and raise expectations to the maximum level.”

“Once public interest peaks, numerous media outlets will try to verify the information. At that point, it’s likely that five of the top ten social media trends will revolve around this topic. Then, instead of making an official announcement ourselves, we’ll let Tawanna release the news directly. Through his channels, the announcement of 20 concerts will immediately cause a frenzy among fans and dominate social media.”

“Okay!” hank said without hesitation. “I’ll get started right away and ensure the gossip begins spreading through the private social circles of our company employees tonight.”

...

It was just after nine o’clock in the evening.

A rumor was spreading like wildfire among the social circles in Aurous Hill.

Excited Bruce Automobile employees eagerly shared the news with their families and friends: the famous and beloved singer Tawanna Sweet was rumored to be collaborating with Bruce Automobile to host a solo concert in Aurous Hill.

As soon as the rumor surfaced, it began spreading rapidly. When Charlie Wade got home, Claire greeted him with excitement: "Husband, Loreen just sent me a WeChat message! There's a rumor that Tawanna might be coming to Aurous Hill for a concert soon!"

"Really?" Charlie Wade asked with feigned curiosity. "That's quite the coincidence. We just went to Tokyo to see her, and now she's coming here to perform?"

"I was skeptical too," Claire admitted. "But Loreen said it seems the newly launched Bruce Automobile is planning to collaborate with Tawanna and invite her for a concert. While there's no official announcement yet, it makes sense when you think about it. Bruce Automobile is well-funded and newly established, so they need strong promotion to build their brand. With their resources, inviting Tawanna shouldn't be difficult."

"That's a fair point," Charlie Wade said with a slight nod.

In truth, this was the exact publicity effect he had intended. He wanted people to talk about it, speculate on its credibility, and spread the rumor further. The more people discussed it without confirmation, the faster the buzz would grow.

Claire smiled. "A group of local designers in Aurous Hill is already debating the potential ticket prices. Some think that if the concert happens, tickets will cost significantly more than Mr. Zhou's concert. They're even speculating that front-row seats could go for six figures!"

Charlie Wade replied, "If the news turns out to be true, you should try to get tickets. Don't you love her performances? Watching her live here in Aurous Hill would definitely feel special."

Claire shook her head with a laugh. "How could I possibly get one? I've been trying to get tickets for Mr. Zhou's concerts for years, but I've never succeeded, no matter how many times I tried. I logged in on time every time, but the tickets sold out instantly—especially the good seats. Then, almost immediately, scalpers started reselling them in the social circles, with prices skyrocketing to several times, or even dozens of times, the original price. Tawanna is so famous, I bet it'll be even crazier this time."

Charlie Wade smiled but said nothing. By now, the entire city was buzzing with excitement about the rumor, and everyone interested was talking about it. His plan had worked. By tomorrow, the news might spread across the country. Once the anticipation reached its peak, Tawanna could make her official announcement!