

## Chapter 6646

Charlie smiled and said, "I have reached an agreement with her and the agency behind her."

"In the next few years, she will at least complete 50 concerts for me,"

"But I am not going to hold all 50 concerts in a row."

"Let's hold 20 concerts this year to see the effect."

Pollard said in surprise: "That's amazing!"

"Let's not talk about how much economic benefits the 20 concerts can generate,"

"The advertising effect alone is incomparable!"

"Yes." Charlie nodded and said:

"These 20 concerts will be exclusively hosted and sponsored by Changing Automobile."

"What I mean is that we don't need to sell any other advertisements."

"All advertising spaces will be used to display the brand name and logo of Changing Automobile."

Pollard said: "In this case, a lot of advertising revenue will be lost, right?"

"If her concert appearance fee is too high,"

"Will she not be able to recover the cost if she loses this part of the income?"

"It doesn't matter."

Charlie said with a smile: "These 20 concerts don't charge us any fees,"

"So we only need to cover the venue costs."

"For a star of her size, we don't need to spend a penny on publicity."

"As long as it is officially announced, as long as she officially announces that she will hold these 20 concerts,"

"All domestic media will report on it in turn,"

"And it will be on the front page."

Pollard said excitedly: "That's really great."

"Only the concerts of top stars will have a terrible long-tail effect."

"People will still talk about classic concerts after many years."

"This means that our advertising effect will continue with the long tail of the concert."

Meiqing on the side, she thought for a moment, she said,

"If Changying Automobile is to host these performances,"

"We will first need a complete set of performance hosting qualifications."

"Starting from the performance application approval,"

"We must ensure that all qualifications are in place."

"The performance requirements involving foreign performers should be more stringent, which we don't have yet."

Charlie said, "This should be what Aunt is good at."

"How do you think we should solve it?"

Meiqing said, "The simplest solution is to buy a company with complete qualifications."

"After buying it, no matter what its name is, we can change it to Changying Automobile Performance Agency Co., Ltd. Cultural Communication Co., Ltd."

"If we find a suitable one, we should be able to complete the change and name change procedures quickly."

"Okay," Charlie said,

"Then just buy a ready-made one."

Pollard thought for a while and said,

"We will host the performance."

"Should we find a platform to cooperate in ticketing?"

Charlie waved his hand and said,

"I don't trust any domestic performance ticketing platform."

"I'm worried that they will be blinded by greed and become official scalpers."

Pollard asked, "Do you mean we should do the ticketing ourselves?"

"Yes." Charlie said, "I thought about it before coming."

"The biggest test of this performance should be the ticketing issue."

"For an international top star like Tawana, there will definitely be no problem with the approval of various performance procedures."

"China is now also strongly supporting international stars to perform here."

"As for the performance venue, there is nothing to worry about,"

"Because our economy has developed rapidly in recent years, and the domestic performance market has also flourished."

"Second-tier and above cities have performance venues with excellent hardware."

"The venue conditions are there, and the Tawana team has its own stage and sound equipment needed for the performance,"

"So all hardware issues can be assured."

"We don't make money from performances, so I hope there won't be any favoritism or fraud in the ticket sales process."

"It must be fair, fair, and fair only."

"Not only do we have to use a fair real-name system for ticket sales,"

"But we also have to use a fair and strict real-name system for admission."

"We have to make sure that even if the audience buys a ticket for 2,000 yuan, and someone wants to spend 20,000 yuan or even 2 million yuan to buy it,"

"The latter won't be able to enter with the ticket."

"Since we have to ensure absolute fairness and justice,"

"I tend to do the ticketing ourselves."

"We can develop software or a small program to carry the ticket sales."

Pollard said, "This kind of ticketing software may have high requirements for instantaneous traffic."

"It is very likely that at the moment the tickets are sold,"

"Millions of people around the world will rush in to grab tickets at the same time."

"If we develop software or small programs temporarily now,"

"It may be very difficult to carry such a large instantaneous traffic and ensure that there are no problems."

Meiqing on the side said, "Even if we are officially selling tickets and are selling them under the real-name system,"

"We still have to worry about one thing, that is, technical scalpers. "

"When I was studying some new cases in the mainland,"

"I saw cases about technical scalpers. These technical scalpers would develop some ticket-grabbing software."

"Audiences who don't have time to grab tickets or are afraid that they won't be able to grab tickets would give them their personal information,"

"And they would put it into the software to grab tickets for them."

"In this way, their success rate in grabbing tickets would be greatly improved,"

"And they would usually charge very high fees in advance."

"After the transaction, the tickets are purchased with real names,"

"And the real names are required for admission,"

"But the scalpers are still there, earning a lot of illegal profits,"

"And also greatly damaging the legitimate rights and interests of other audiences."