Event ticketing platform migration checklist

31 items in three blocks. Tick each one, write the owner's name, and keep this with your notes for next time.

eventrise

Before you switch

Decide the window, export everything, and list what points at the old platform. Cancel nothing yet.

	#	Item	Owner	If you skip it
☐	1	Pick the window: the weeks between your last show on sale and your next on-sale.	**GM or producer**	You rebuild events while buyers are clicking old links.
☐	2	Read the contract: term, renewal date, notice period, and what it says about your data when you leave.	**Whoever signed it**	An auto-renewal, or an exit fee nobody planned for.
☐	3	Export the attendee list with each person's opt-in status, and the date and source of the opt-in.	**Marketing**	You lose track of who agreed to hear from you.
☐	4	Export every order: ticket type, price, fees, promo code, date.	**Finance**	No history for refunds, taxes, or next year's pricing.
☐	5	Export refunds and disputes, open and closed.	**Finance**	A dispute arrives and you have nothing to answer it with.
☐	6	Export promo codes and how often each was used.	**Marketing**	A partner's code stops working the week they promote you.
☐	7	Export the answers to your checkout questions: access needs, dietary notes, sizes.	**Operations**	Someone's access request disappears between platforms.
☐	8	Save every seat map as an image or PDF, with prices by section and any seats you never sell.	**Box office**	You rebuild a room from memory.
☐	9	Download this year's financial reports: sales, fees, payouts, sales tax.	**Finance**	Year-end close without the numbers.
☐	10	List every link and embed: website buttons, embedded checkouts, social bios, email templates, partner sites.	**Marketing**	Buyers land on a page that no longer sells.
☐	11	List every printed QR code and where it is: season brochures, posters, flyers, table cards.	**Marketing**	A brochure already in the mail points at a closed checkout.
☐	12	List every automation and integration: confirmation and reminder emails, abandoned-cart messages, Zaps, CRM syncs, badge printing.	**Operations**	An email stops sending and nobody notices for weeks.

During the switch

Rebuild, import, repoint, and test. The old platform keeps selling the shows already on sale.

	#	Item	Owner	If you skip it
☐	13	Open the new account and connect payouts.	**Owner or finance**	Tickets sell and the money has nowhere to go.
☐	14	Add your team with access that matches each job: door, box office, finance, editing.	**GM**	A volunteer at the door can see your revenue, or can't scan.
☐	15	Rebuild each seat map and check every section, row count, and accessible seat against the saved image.	**Box office**	Two buyers hold the same seat, or an accessible seat is missing.
☐	16	Rebuild upcoming events: dates, ticket types, prices, sale windows.	**Producer**	An early-bird price runs a week too long.
☐	17	Recreate promo codes, keeping the same codes where partners already have them.	**Marketing**	Printed and shared codes fail at checkout.

	#	Item	Owner	If you skip it
☐	18	Recreate your checkout questions.	**Operations**	You stop collecting what the night depends on.
☐	19	Import the attendee list with its source, date, and opt-in status. Email only the people who opted in.	**Marketing**	Spam complaints, and a list you can't use.
☐	20	Bring over the tickets already sold on the old platform so one app scans every ticket at the door. If they can't come over, scan those shows with the old platform's app.	**Box office**	Two scanning apps at one door, or ticket holders who can't get in.
☐	21	Tell ticket holders and your list what changes for them: the new sender, the new ticket emails.	**Marketing**	Confirmation emails land in spam or look like phishing.
☐	22	Replace embeds and website buttons with the new ones.	**Web**	Your own website sells on the old platform.
☐	23	Redirect every link you control. Reprint the QR codes you can't redirect.	**Marketing**	Old posters keep sending people to the old checkout.
☐	24	Rebuild automations one at a time and send each one a test.	**Operations**	A reminder email goes out with the wrong date, or not at all.
☐	25	Buy a test ticket end to end: checkout, confirmation, wallet pass, scan, refund.	**GM**	Your first buyer finds the problem.
☐	26	Put the next new event on the new platform. Leave the shows already on sale where they are.	**Producer**	Two checkouts for one show, and seats sold twice.

After the switch

Close out the old platform once its last show, payout, and refund window are behind you.

	#	Item	Owner	If you skip it
☐	27	Compare the first event on the new platform: checkout completion, support replies, payout timing, scan speed.	**GM**	You never find out whether the switch paid off.
☐	28	Keep the old account open until its last show is over and its payouts have landed.	**Finance**	Revenue you earned is stuck in a closed account.
☐	29	Watch the old account for refunds and disputes. On an event ticket the dispute window starts on the event date.	**Finance**	A dispute nobody answers is a dispute you lose.
☐	30	Download final reports from the old platform, then close it in writing before the renewal notice date.	**Finance**	Another year's fee, or reports you can't get back.
☐	31	Write down what broke and what took longest, and keep it with this list.	**GM**	The next switch repeats this one's mistakes.