

THE EVENT ORGANISERS GUIDE TO IBIZA

DESTINATION IBIZA





THE PHOENICIANS BELIEVED IBIZA WAS A MAGIC PLACE BLESSED BY THE GODS



The island's magnetism dates back to the 1930s. Then, it was Erwin Broner, Walter Benjamin and Raoul Hausmann. Three Jewish-German creatives who used the island's sun and seclusion as their safe haven. A place to write, paint and think away from the tyranny of Nazi Germany.

The Spanish Civil War meant Ibiza had to close. But when the hippies arrived? Rural lifestyle, cheap rents and a place to build community were on their mind. They were enamoured.

But the Ibiza as we know it today began in the 1960s, 70s & 80s. Pacha. Amnesia. Space. The list goes on. You've heard of them all, probably dreamed about going over there. Or maybe you've visited, swept away by the noodling riffs of the Balearic beat, a summer dream that never ends.

We reckon the Phoenicians had a point. But if you don't believe our eulogy, check the stats.

The International Music Summit (IMS) Business Report, published in 2023, highlighted a post-pandemic return to form for the electronic music industry. Revenue is up **34% year-on-year to \$11.3 billion** across all categories, **16% higher** than pre-pandemic levels.

And contributing to that increase is Ibiza. Ticket sales for events on the island have **increased by a staggering 55%** from 2019, translating to €124 million of revenue in 2022. An increase in

events on the island and raised ticket prices are the explanation for this, as partygoers travelled to the magic island in their droves.

So with all that considered, Ibiza was good enough for 20th-century creatives, good enough for the hippies and good enough for generations of people looking for the hottest party on the planet. Why would it be good enough for you?

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Well, let's get the obvious out of the way: the potential for success. Back in 2019, Statista reported that **2.4 million** passengers landed on the island on international flights. Of those **2.4 million** passengers, **2.37 million** arrived between April and October.

With so many people coming to and from the island, you've got a massive chance of capturing their imaginations with a knockout

event. Whether it's great DJs, an amazing club space or a unique event that no one has seen before, the potential is there. It's up to you to harness it.

It can also be a pathway to other things on the island. Think about it: everyone has to start somewhere. Your debut run of events could get people talking, which could be a platform for bigger and better things in Ibiza. Before you know it, twenty years have passed, and the honest event you start next season could spark a career promoting parties in one of the most idyllic places the world has to offer.

We've put this guide together to help you out. While the promise of the island is alluring, it's a tough nut to crack. You'll be up against established promoters, other promoters trying to do similar to you, and promoters with budgets that would make your eyes water.

Here, you'll get tips on planning and promoting your event, with insights from some of Ibiza's most seasoned promoters. Elsewhere, we'll look at how Skiddle can help you and how to make sense of data for post-event analysis.

So, are you ready to tap into the magic place blessed by the gods? Keep reading and we'll show you how.

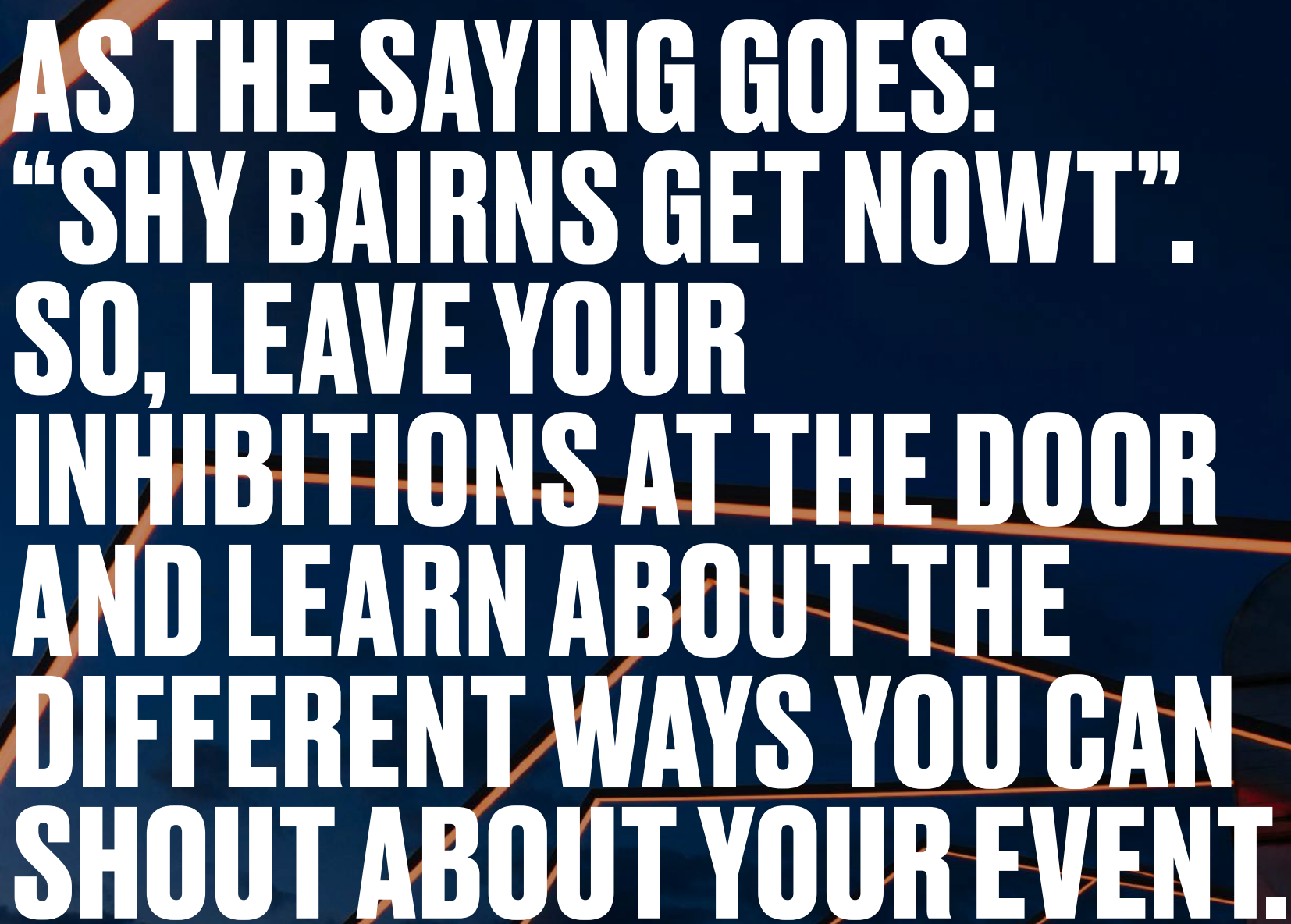
We'd love to say build it and they'll come. But unfortunately, event promotion doesn't work like that.

Back in the day, promoters would travel up and down the strip, filling the walls with eye-catching flyers and devising schemes to catch people's attention in unique ways. The medium has changed, but the hard work? That certainly hasn't. So, expect to put some graft in.

However, one positive of the change from print to digital is the accessibility. While it's a tough job to get eyes on your event, the tools you can use don't have to break the bank. Things like paid media and content marketing, which we'll cover, can be really cost-effective, and as a newcomer to the island, they will help you a lot.

It's also a chance to get creative. Our opening paragraph was pretty honest, sure, but you can certainly have fun when generating ideas for content and filming short videos to go on Instagram.

That will resonate with your audience and help you convert viewers into customers.



**AS THE SAYING GOES:
“SHY BAIRNS GET NOWT”.
SO, LEAVE YOUR
INHIBITIONS AT THE DOOR
AND LEARN ABOUT THE
DIFFERENT WAYS YOU CAN
SHOUT ABOUT YOUR EVENT.**

FINDING YOUR PEOPLE WITH PAID MEDIA



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It's time for a small experiment. No Bunsen burners, just a quick social media search.

Type '#Ibiza' into Instagram's search feature and take a look at the post numbers for each hashtag. That's right, the top two each have over a million posts to their name.

These are the people you want to target when promoting your club night.

Now, you might be thinking: "Instagram has millions of users. How am I going to advertise to anyone but spam bots?"

With Paid Media.

Instagram has a lot of users; that's true. But somewhere, in the millions of people scrolling are your people.

The people who live for the feel of sub-bass travelling through their bodies.

The people who want to spend summer away from the UK's grim weather. By using paid ads, you can find them.

The thing with paid media is it's cost-effective. Sourcing the correct paper? Gone. Finding a reliable printing service? You don't need to. Travelling up and down the strip to put flyers up? A thing of the past.

You also have options. Images, video, stories ads, carousel ads, and explore page ads are all ways in which you can find your people.

As a new or inexperienced promoter, the cost effectiveness and ability to reach the right people will be invaluable. So, if you've got a joker or a creative on the team, film them doing something funny.

It has the potential to turn viewers into customers.

And maybe the most important thing? The targeting feature. This is how you'll find your people, by selecting who you want to show an ad to based on their age, location, interests, behaviours and traits. It means that you won't be serving ads to 'LovelyTiger661', who, let's face it, probably isn't real.





ACTIVATE THE THRILL OF WINNING

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THE THRILL OF WINNING IS POWERFUL.

There's a reason TV channels are full of gameshows. The tension. The excitement. The glory. Big prizes excite people and in some ways, the chances are pretty slim. Think about all those poor souls who went to the wire on Deal Or No Deal only to leave with a measly penny.



Now, we're not saying two tickets to an Ibiza party will have people throwing their phones in delight or despair. But there's a lot of value in contest marketing.

No one who likes going to the island is going to balk at the chance to get two or more free tickets to the hottest new party.

Let's say you're using Instagram. You've put four tickets away, posted an eye-catching asset and told people to follow, tag three mates and share the post to their story to be in with a chance to win.

If all goes to plan, your follower count should go up, which means more eyes on this event and any in the future. You're showing your brand to entrants' friends, as they've been tagged. And your brand is being shown to their friends, thanks to the story posts.

So, it's simple to set up and the potential for increased brand awareness is high. Normally, you'd have to spend a lot of money to achieve that. Plus, once you've run a few of them over the years, you can use the strategy to engage new and existing customers. It's a no-brainer.



GET CREATIVE

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A DJ is silhouetted against a bright, hazy sky, standing behind a DJ booth with their arms raised in a 'V' shape. Above them is a rig of stage lights. In the foreground, the silhouettes of audience members' heads and hands are visible, some reaching up. The overall scene is a vibrant night-time music event.

So, you've got ads and competitions. What else can you add to your locker?

Content marketing.

Technically, everything in this list is content. Even this guide is content. But that sounds a little bit too Black Mirror, so, for clarity: content marketing is classed as videos, blog posts, newsletters and graphics designed to be informative, funny and entertaining. But not necessarily all at once.

The goal is to create things that resonate with your target audience. From there, you can build awareness of what you're doing, promote your event, and ultimately sell tickets.

It could be a way to close the gap between you and the big boys. They might have a department that can deliver glossy, on-location shoots, but the comedian on your team? They can come up with a laugh-out-loud Instagram Reel.

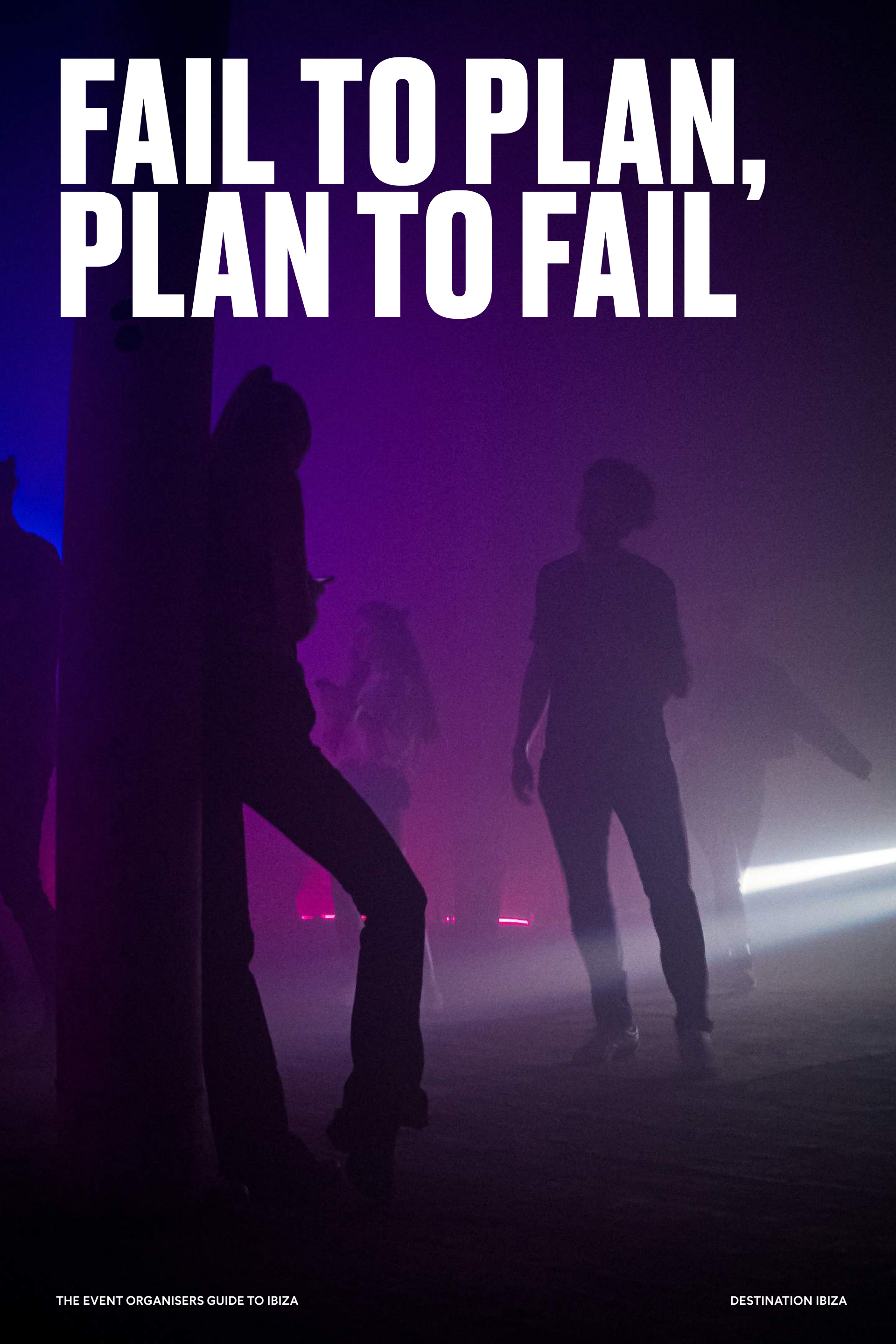
If your audience can see themselves in your content, you're on to a winner.

But if humour doesn't come naturally to you, that's okay. The thing about content marketing is the variety on offer. You might have a team member who's great at chatting. So, in the lead-up to your event, why not jump on Instagram Live and hold a series of discussions

with the performers appearing at your event? If your event is aimed at the underground music heads, you could ask the DJ in question to take you and the audience through some of the rarest records in their collection.

It's a chance to get creative, delivering entertainment, humour and information to your audience.

Hopefully, after a bit of strategising, you'll be able to convert them to customers and chat about the funny Reel your team member made in real life.



FAIL TO PLAN, PLAN TO FAIL

Remember when school teachers told you that if you 'fail to plan, you plan to fail?'

Well, we hate to break the news: they were right.

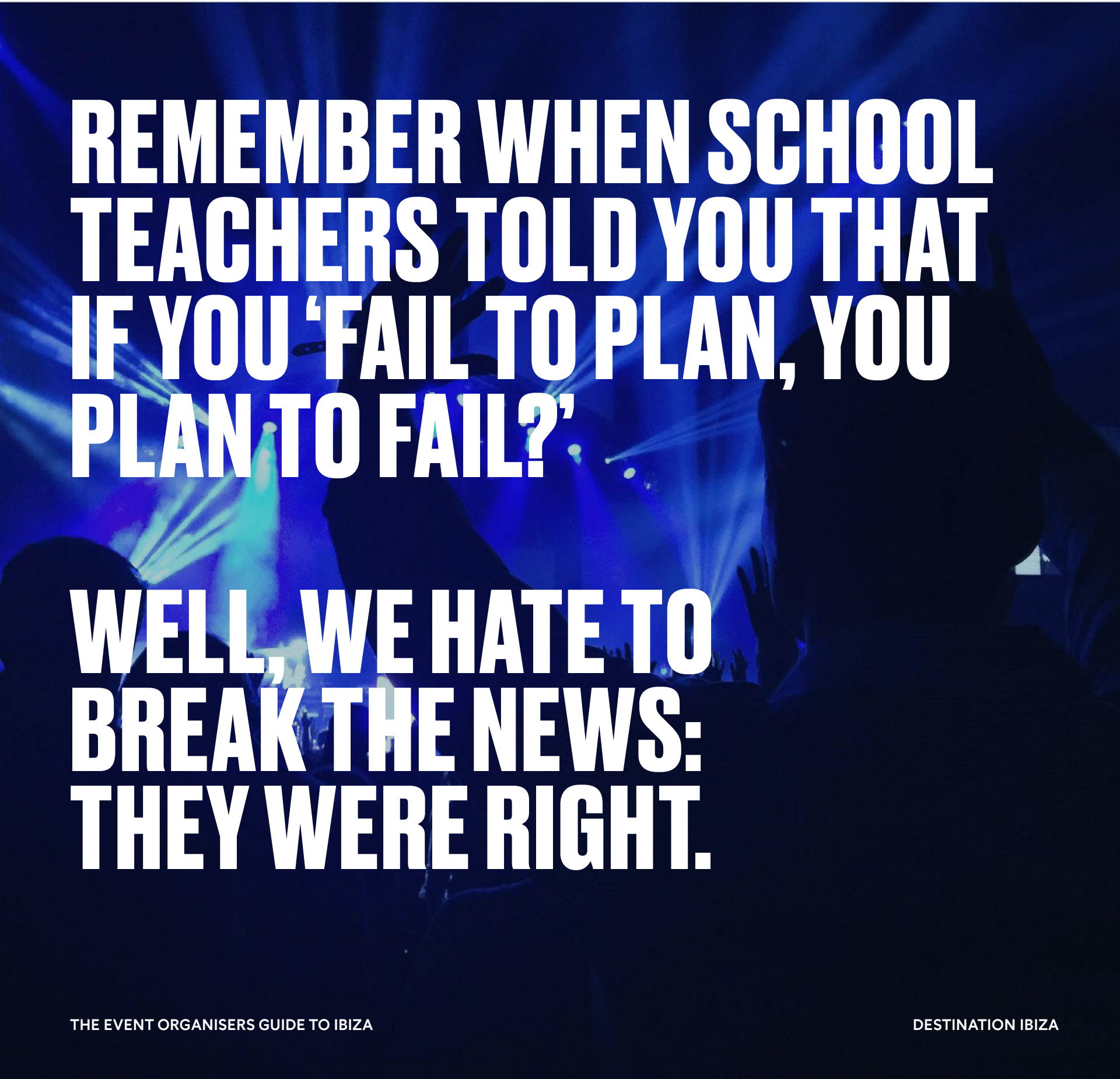
School feels like a million years ago, and trust us, we'd like to forget it too. But that old platitude has weight, especially in Ibiza. There's a lot of competition, so nailing your planning will help you get the most out of your event.

When we talk about planning an event, there are lots of moving parts. You'll need to think about budgeting, which determines the type of night you can put on, the DJs you can book and where you can host the event.

Timing is crucial, too. If you've got some experience in event promotion, you'll have heard the horror stories of people doing things last minute and cutting corners. Ibiza's a different beast, so you'll want to be on your A-Game.

Each aspect comes with its own challenges, and this section of the guide aims to break them down, giving you ideas on how to approach them.

So, are you ready to get the lowdown on planning an event in Ibiza? Scroll down for more.



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BRING SOMETHING FRESH TO THE ISLAND

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AT THE HEART OF EVERY SUCCESSFUL EVENT IS AN IDEA.



A spark that lights the fire of imagination, bringing excitement to you and your team. From there, you can create a picture of how your night will look in the real world.

In Ibiza, you can let your imagination run wild a little. After all, it's a magic place blessed by the gods. But you'll need this imagination to stave off the competition.

You'll be up against seasoned promoters with established brands and newcomers like yourself. The established brands have a budget and an influence on the island, meaning people will be looking to them every year. And the up-and-comers? They'll be hungry. Like you, they'll want to make a splash, so your idea needs to turn heads.

So, it's crucial to get out to Ibiza and get a feel for what's going on. As an event promoter, you've likely seen thousands of events, so think: what's the island missing?

Get chatting with people and gauge what they like. You might find that people would love to see an event type adapted from somewhere else that hasn't been done in Ibiza.

Once you've come up with an intriguing idea, you've got a starting point. The more unique the idea is, the less you have to go up against the seasoned promoters on the island. Your event can exist in its own world, as it'll hopefully be the first of its kind.

FINDING AVENUE



ACTIVATE THE THRILL OF WINNING

So, you've got a great idea for an event in Ibiza and you're sure it'll be a hit. Next, you need a venue.

Here are some questions to ask yourself. We spoke to Nick Ferguson, founder of The Supernova Group, and he kindly gave the following advice:



“Will the DJs you want to book want to play at the venue?”

“Are there far better events in the same venue the day before and after the show?”

“Will the venue support you in any way?”

“Does it have the right level of production?”

“Can you trust the venue with how the finances will work?”

All of Nick's tips are crucial, and we'll hear from him again later in the guide. But for now? Let's focus on the second point.

When you're looking at venues, you want to consider how your event will look in the grand scheme of things. For example, if you're going for a high-end, luxury-style event, don't hold it in a warehouse suited for underground, deep techno heads.

Similarly, if you're trying to book an event in a club that's promoting nights with loads of prestige DJs, you'll put yourself at a disadvantage. It'll be harder to sell the idea of a new event among long-established ones.

It might be helpful, then, to find like-minded promoters. If there are event brands organising parties with a more underground flavour, see if you can strike up relationships with them. They'll likely be at a club set up for that kind of event, and if there's space in the venue's calendar, try to get a slot.

MANAGING YOUR BUDGET



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The immediate benefit of budgeting is simple: it stops you from overspending. If you overspend, you risk scuppering your operation before it's even got off the ground.

But budgeting will help you think of the bigger picture, too. You can set yourself up for the future, anticipate problems that might arise along the way, and make decisions from a solid financial base. It's the building blocks of good business.

So, where do you start? "As soon as you conceive the idea for the event," says Nick Ferguson. He tries to form a complete budget before launch, leaving contingencies for any changes. In Nick's words: "You may find yourself needing to invest more in social media or line up or cutting drink riders to make ends meet!"

As an up-and-coming promoter, you might be thinking about

where you'll be spending the most money. Nick tells us that "line-ups tend to take the biggest chunk." That's because artist fees aren't cheap, and production costs can pile up as "they can get crazy with some artists' demands".

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You'll need to consider your deal with the club, your split on the door, what you can charge for entry, drinks, VIP and realistically, how many people you're expecting to attend. On the performance side, be sure to think about staffing, promotion, riders, travel and accommodation for your performers and print costs.

But what about ticket prices? Nick tells us that "It is important not to overprice an event in such a competitive environment." So, look at ticket prices for other events in your venue and think about what you're offering, whether it's valuable and what your target audience would be willing to pay.

It's also helpful to know that most venues have a pricing cap, so you can't charge what you could in one club compared to the other.

When you've sorted that out, Nick advises you to "test a few ticket prices to see what the break-even scenario is." And finally? "Never enter into an event where your break-even is sky-high as you are guaranteed to lose money and jeopardize the future of your brand."

PROGRAMMING YOUR EVENT



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WE'VE ALL DREAMED OF IMAGINARY LINE-UPS
THAT WE THINK WOULD GO OFF IN A CLUB.



Promoting lets us do that in the real world, but how do you give yourself the best chance to book the best DJs and performers?

Organisation.

Nick tells us that it's best practice to "make a list of targets and sort them in priority order." And get in there early. You'll "expect to wait a long time, as agents will rarely lock an artist into a deal far ahead if they are likely to have other offers incoming", but like our points on budgeting, it'll put you in the best position if you need to make any contingencies.

When you're starting out, you might not have the funds to secure the most prestigious artists. But that's fine.

You can make connections with agencies, "earn their trust with their smaller artists, look after those acts and deliver good, well-managed and well-attended shows before looking to then book bigger acts on their rosters."

Talking to people via social media and in person can help, too. After all, the events industry thrives on connections, and if you make a good impression with the right people, you're likely to have some luck.

But what if acts drop out? That's okay. Ideally, you'll have more than a few backup plans, and Nick says that as long as the crowd are happy, "If you have sold a lot of tickets off the artist's name and they cancel, then you save on their fee and gain far better profits."



WHAT DOES SUCCESS LOOK LIKE?

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Success is entirely subjective.

Your goals for the event will play a big part, which is why it's crucial to be clear on them before you begin to organise. However, the promoting game can be a minefield to begin with, so having some guidelines is helpful.

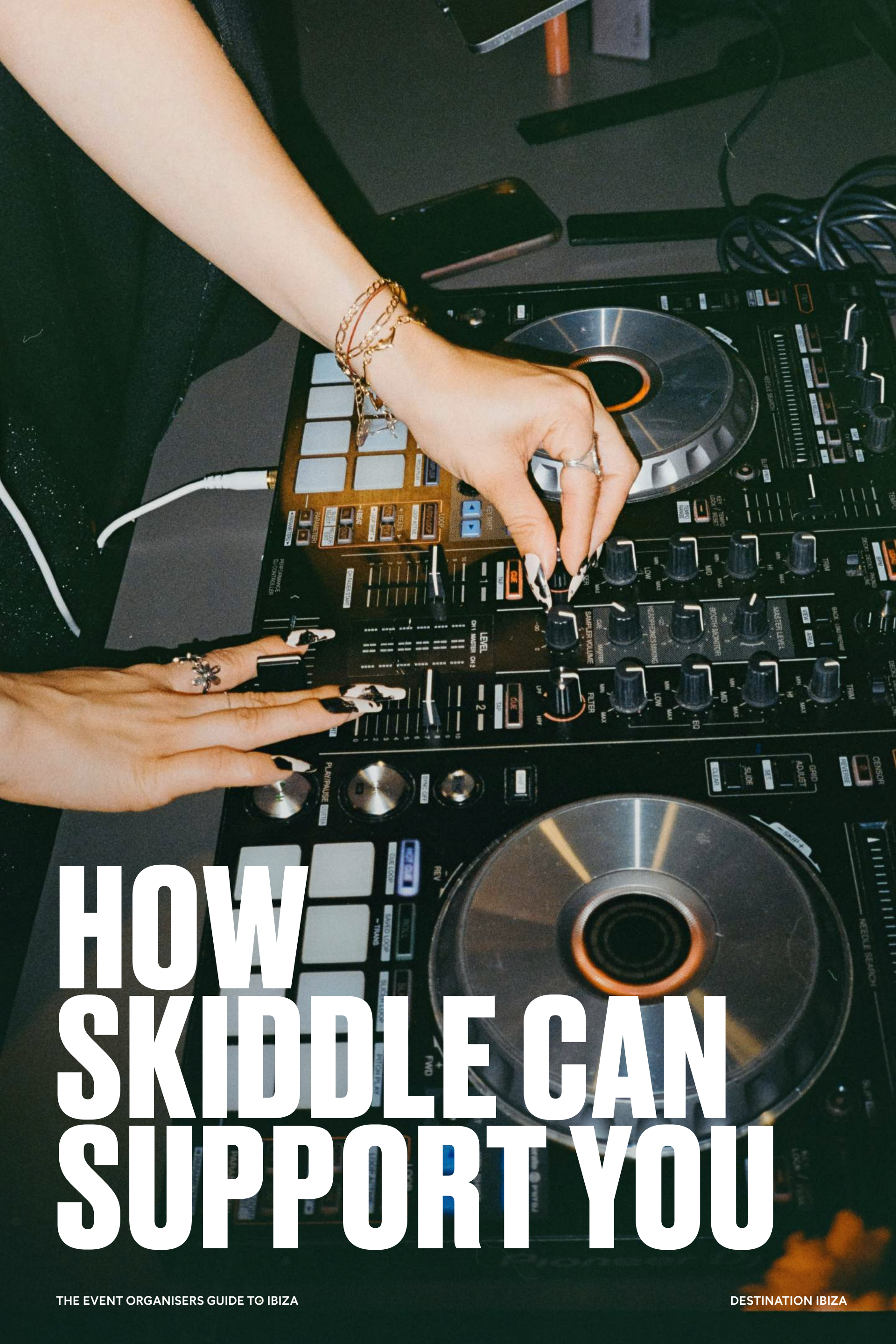
If you've been working on a budget, nailed your promotion and the event is a hit with attendees, that's a success. Even if you didn't sell out, you've maximised your resources and delivered something people enjoyed.

You might lose money, sure. But what promoter hasn't? If your night is a hit with your attendees, that could be the beginning of a core fanbase, and you'll have something to build on to set your brand up nicely for the future. In the meantime, you can look at what you could've done better, analyse what worked and what didn't, make some changes and come back stronger for the second year.

Nick agrees that you'll lose money, but he tells us

"Be prepared to lose some money the first summer though, it is really hard to get it right at the start, and the primary aim should be establishing yourself in the market and building a brand and event that can come back in a stronger position in year two."





HOW SKIDDLE CAN SUPPORT YOU

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Deep in the Skiddle headquarters, the words 'More Than A Ticket' are emblazoned on whiteboards, plastered on the walls and whispered in meetings.

Okay, it's not quite like that. But the tagline is a core value of ours. Basically, we've been in the events game for a while, and a lot of people probably see us as a place to buy tickets from. That's true, but we can also help you bring your event to life in various ways.

If you list your event on Skiddle, you'll use the Promotion Centre. We've designed it to be as intuitive as possible, but if you run into any issues or have any questions, our Account Support team will be

your first port of call. Think of them as a hivemind. They've got experience organising events themselves; they know the Promotion Centre like the back of their hand, and they can help spread the word to more people by sending targeted emails.

Then, there's our content and marketing team. They're like a multi-genre DJ collective who mix sounds together for the good of the party. If your event needs a boost, no worries: our social media team can broadcast your digital flyer to a follower base of nearly 40,000 people.

We have event round-ups and guides that compile the best nights on the island, too.

We can also help with event analysis. It sounds dry, we know. But after you've spent some time basking in the afterglow of a successful event, you'll likely be keen to see how your event performed, whether it matched your expectations and where you can improve. Sitting down and combing through data as a whole can help you analyse how well different ticket tiers have performed and see which tickets people are spending the most money on.

When you sign up with us, you open the door to a lot of benefits.



THANK YOU

DESTINATION IBIZA

