

Digital ticketing and collectibles for a corporate event with Eurobank Group



About Eurobank Group

The Eurobank Group, consisting of Eurobank SA and its subsidiaries, is a robust financial organisation. The Group develops financial products and services, focusing on customers and their needs. It offers sophisticated choices and well-rounded services to individuals and businesses. The Eurobank Group operates with transparency, builds credibility and applies modern corporate governance practices.

With presence in Greece, Cyprus, Luxembourg, Bulgaria and The UK (London), the Eurobank Group counts (data as at 30 June 2024):

- €81.3 billion in total assets
- 539 branches network in Greece and abroad
- 10,622 employees

The Eurobank Group operations encompass a wide range of financial services: Retail and business banking, investment banking, wealth and capital management, cash management and capital market services, financial leasing, factoring and forfeiting, trading services and property services. ¹

The challenge

Eurobank was looking for a ticketing provider regarding an upcoming corporate internal event that would be based on a private list of invitation only attendees. ComeTogether had been working with Eurobank for more than a year to support their eCommerce payment provider requirements.

In addition to ticketing, Eurobank wanted to develop a Non-Fungible Token (NFT) to celebrate the event that would be a digital representation of a statue that is awarded to children of employees based on their exceptional academic achievements. This digital 3D model was available to all students and their parents, to mint as an NFT in order to retain a digital collectible in addition to their physical award.



ComeTogether's Solution

ComeTogether has supported more than 1,800 events with their ticketing needs. Although historically known for its work in the music live events industry – from festivals to concerts to NFT collectibles developed with artists. The company has now moved beyond music into other industries – sports, performing arts, business conferences, museums and art galleries.

Building on our deep digital ticketing expertise we were able to provide a solution that circumvented the need for a traditional ticket sale experience for the attendee. Based on a private list provided by Eurobank we sent invitations to attendees and allowed them to accept their ticket to the event. Ticketing for the event included ticket categories for Eurobank employees, their award winning children and other family members, with parallel assignment of seats per ticket.

The realization and distribution to the awardees through the cometogether.live marketplace of a digital (NFT) collectible with a representation of the Heniokhos statue in digital 3D art. Digital collectibles are also a core component of ComeTogether's solution. Owners of digital collectibles can share them via social channels and mint them as NFTs. In addition to the promotion of the individual's ownership of the NFT, the issuing company receives viral community marketing on their behalf.

The complete ComeTogether solution includes a Ticket Marketplace, Wallet, Organizer's Dashboard and Scanner/Validator app.

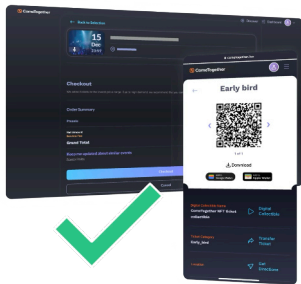
Innovations and optimizations include:



Tamper-proof ticket delivery through a dynamic QR code that changes every few seconds.



Digital (NFT) collectibles along with tools for community marketing and sponsorships.



Ease of use with social login, minimum clicks for checkout, advanced 3D seating, easy resales and more.



Cross-selling of physical and digital experiences and products.



MARIA TACHATAKI

Head of Employee Technology & Internal Communication at Eurobank

“ We collaborated with ComeTogether on our corporate event. Our aim was to utilize new technologies to provide our guests with a seamless, unique, and engaging experience. ComeTogether's approach, ideas, and solution were innovative and fresh, aligning with the Eurobank's vision ”



Re-imagine ticketing for maximum revenue and fan engagement and supercharge with NFT collectibles and utilities.