

DICE × EVERYDAY PEOPLE

PROMOTER CASE STUDY

How DICE is helping Everyday People find new fans and grow globally

Everyday People started as an intimate brunch party celebrating both Black and African diaspora culture on NYC’s Lower East Side, bringing together 200 people for great food and music.

It has since grown into a global event, culture and community platform with multiple residencies in New York and LA attended by thousands, and pop-up events in other influential cities around the US and the world.

THE LOWDOWN

40K+

tickets sold globally on DICE

141

events since 2018

6,475

tickets sold in LA in 2019

26

average fan age



DICE works with the world’s best venues, artists and creators to get people out more

AVANT GARDNER



PRIMAVERA SOUND

SCALA

sónar

TEKSUPPORT

Become a partner

CONTACT DICE



Brief

In 2018, after hearing about Everyday People in New York and attending an event in Los Angeles, the team at DICE approached Everyday People with a proposal to bring the unique experience to more fans. Everyday People and DICE worked together to drive awareness of their events with a new audience in LA. As more fans discovered Everyday People’s events on DICE, the next step was to go further afield: take the party to London.

Strategy

DICE was exceptionally well positioned to help Everyday People grow in both the US and UK markets.

- DICE was the exclusive ticketing partner for a series of 10 events in LA in 2019, using the Discovery feature to promote the events to a new audience and the Waiting List to identify fan demand.
- The DICE creator tool allowed Everyday People to see exactly who’s buying tickets, where they’re succeeding, and which areas to expand to.
- When it came to putting on the first London event, the team at DICE began exploring our network of independent venues. Everyday People was put in contact with a partner venue of the ideal size and style to match their needs: [Night Tales](#).
- The events in LA were a great success, selling a total of 6,475 tickets in 2019. Using data from DICE’s event analytics, the team were able to clearly understand fan demand for tickets, as well as the ideal venue capacities and styles.

Results

The events in LA were a great success, selling a total of 6,475 tickets in 2019. Using data from DICE’s event analytics, the team were able to clearly understand fan demand for tickets, as well as the ideal venue capacities and styles.

The Discovery algorithm automatically put events in front of the right fans, selling more tickets without any additional marketing efforts. With its brand growing internationally, the first Everyday People London event sold out within 30 days. Five-hundred fans bought tickets, and thanks to the Waiting List, Everyday People could see

the demand for more: 157 tickets were reserved through the Waiting List. DICE made it easy for Everyday People to enter a new region successfully, both through identifying fan demand and on-the-ground support with venue scouting. This relationship began the best way: with a fan loving an event and wanting to spread the word.



“DICE have been an invaluable resource for community insights, data and analytics that we have leveraged not only to sell tickets, but to also articulate our value to brand sponsorship and collaborative partners.”

SINCLAIR BOLDEN, Managing Partner at Everyday People