

## **International Ticketing, Access Control And CRM Association Addresses Emerging Trends, Challenges And Research In Ticketing, Access Control And CRM For Event And Entertainment Markets**

*Emerging trends, best practices, industry standards and an Enterprise level community portal are being developed to support the demand for information, research, resources and access to web enabled knowledgebase tools*

For Immediate Release

COLLINSVILLE, Conn./EWORLDWIRE/Sep. 26, 2006 --- International Association of Ticketing, Access Control and CRM Advancement (www.iataca.org) launched to address global challenges and requirements for standards, research and resources of the estimated \$50Billion ticketing ecosystem.

Emerging trends and technology such as mobile ticketing, RFID and NFC (Near Field Communications) are challenging the current global ticketing ecosystem. Integrated ticketing, access control and CRM systems like those employed by FIFA are emerging as the next generation solution for venues, sports teams, entertainers and all event and entertainment interests.

IATACA has been established to represent the interests of the entire ticketing ecosystem. Issues of ticket scalping and the secondary market continue to plague the industry. IATACA will address these trends toward the development of accepted standardization and best practices.

"There is a clear and consistent need for global representation of the ticketing ecosystem. IATACA has been established to support the industry in these needs. Enterprise class technology tools are being developed to provide access to information on demand. The industry is experiencing great changes and challenges that will require unity and focus on a truly global level. Founding sponsors are being accepted to assist in the organization and direction of the Association," says Brian Sikorski, executive director IATACA and editor-in-chief (www.tickettrends.com).

### **About IATACA**

The International Association of Ticketing, Access Control and CRM Advancement has been established with the assistance of members from www.tickettrends.com . The Association is to be owned and managed by its founder and members which is intended to provide a non-biased and focused organization dedicated to improving the global ticketing ecosystem.

### **About www.tickettrends.com**

With over 5,000 members from 18 market segments, Tickettrends has grown to be the global leader of news, research and resource to support the ticketing ecosystem. The convergence of Tickettrends and IATACA will provide enterprise class tools and research information for professionals in the event and entertainment ticketing Industry.

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