CASE STUDY · CHRONIZE · EVENTS · GERMANY

Yuvan Shankar Raja Universe Tour: sold out in every city

Marketing, partnerships and a pitch deck for a German events and booking platform.

AT A GLANCE

100% of tour cities sold out	**Every seat** booked at each tour stop	**2** areas: the flagship tour and the wider event calendar	**1** partnership pitch deck

Client	Chronize (chronize.de), a German platform for event tickets and restaurant bookings
Industry	Live events and entertainment
Flagship event	Yuvan Shankar Raja, Universe Tour
Duration	Several months
My role	Marketing, partnerships, and the partnership pitch deck

1. The challenge

Event marketing is crowded and loud. Every event competes for the same attention, and every empty seat is lost revenue that cannot be recovered after the event. Chronize needed two things at once: full events, and partners willing to back them.

> **The question:** How do you fill every seat on a multi-city tour, keep the smaller events full at the same time, and give partners a clear reason to join?

2. What I did

Workstream	What I did
Flagship tour	Marketed the Yuvan Shankar Raja Universe Tour across its cities
Wider events	Marketed Chronize's other events at the same time, including local courses and gatherings
Partnerships	Built the partnership pitch deck that presented Chronize's events as an opportunity for partners
Ongoing marketing	Ran Chronize's marketing over several months, not one campaign

3. Results

Area	Result
Universe Tour	Sold out in every city on the tour: every seat booked at each stop
Other events	Every event filled, including local courses and gatherings
Partnerships	A pitch deck ready for partner conversations

4. What this project shows

- **Demand generation:** filling a fixed number of seats by a fixed date, the hardest kind of marketing deadline.
- **Running two things at once:** a flagship tour and a calendar of smaller events, without one starving the other.
- **Commercial thinking:** a pitch deck that frames events as a business opportunity for partners.

5. What I would add next time

This project sold out, but I would track more so the result can be repeated and explained:

- Ticket sales by channel and by city, with source tags on every link.
- How fast each city sold out, to plan budget and timing for the next tour.
- Partner results: which partners brought which audience.

My role

I ran Chronize's marketing and partnerships over several months, marketed the Universe Tour and the wider event calendar, and built the partnership pitch deck.

Tools I work with: Meta Ads Manager, Google Analytics, Apollo, Canva, Higgsfield, Claude Code and other AI tools.