Week 11

SAFE TICKET BUYING

Avoiding Scams and Buying with Confidence

WHY SHOULD I CARE?

Your favorite artist announces a concert, tickets go on sale Friday morning, and within minutes they're almost gone. It's exciting… but it's also when many people make costly mistakes. Knowing how to buy tickets safely, recognize scams, compare resale options, and understand your consumer rights can help you avoid fraud and buy with confidence. Whether you're planning your first concert, a big game, or a special event with friends, being an informed buyer can help make sure the only surprise is the show itself.

BIG IDEAS

BUY WITH CONFIDENCE
Buying tickets from official vendors and verified resale platforms helps reduce the risk of scams. Taking a few extra minutes to confirm a seller can save you money and disappointment.

UNDERSTAND THE PRICE
The first price you see isn't always the final price. Learning about face value, service fees, and dynamic pricing helps you compare your options before making a purchase.

WATCH FOR RED FLAGS
Scammers often create urgency to pressure buyers into making quick decisions. Verifying sellers, avoiding suspicious payment methods, and using purchase protection can help you avoid fraud.

KNOW YOUR RIGHTS
Understanding ticket transfers, refund policies, and verified resale platforms helps you buy, sell, and transfer tickets more safely and confidently.

Sponsored by: StubHub

KEY VOCABULARY

All-in-Pricing: The total cost of the ticket and all mandatory fees. The price you see the first time should be the price you pay.

Digital Ticket: An electronic ticket that is stored on a smartphone or other digital device.

Dynamic Pricing: A pricing method in which ticket prices change based on demand.

Face Value: The original price of a ticket before additional fees or resale markups.

Official Vendor: A business authorized to sell tickets for an event.

Purchase Protection: A policy or service that may help buyers recover money if eligible purchases are fraudulent or not delivered.

Seller Verification: The process of confirming that a ticket seller is legitimate before making a purchase.

Service Fee: An additional charge added to the cost of a ticket that helps cover processing, customer service, and buyer protections.

Ticket Scalping: The practice of buying tickets with the intent to resell them, often at a higher price.

Ticket Transfer: The process of securely sending a digital ticket from one person to another.

Verified Resale: A ticket resale program that verifies tickets before they are sold to another buyer.

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Learn it. Live it.

Buying tickets online is fast and convenient, but taking a few extra minutes to verify a seller can help protect your money and your personal information. Smart consumers know that a great deal isn't worth the risk of a scam.

Challenge: Choose a concert, sporting event, or show you'd like to attend. Compare tickets from two websites. Look at the total price (including fees), refund policies, and buyer protections before deciding which is the better value.

Reflection: What differences did you notice between the ticket sellers, and which factors were most important in deciding which one you would trust?

DID YOU KNOW?

Paying for tickets with a credit card can provide purchase protections that many peer-to-peer payment apps, such as Zelle, Venmo, or Cash App, do not.

Source: *AARP Fraud Watch Network*

EXPLORE AND EXPLAIN

- Why is it important to buy event tickets from trusted and verified sources?
- What are some warning signs that an online ticket offer may be a scam?
- What steps can you take to verify that an online ticket listing is legitimate before making a purchase?
- How can taking a few extra minutes to verify a seller help you avoid fraud and protect your money?

WANT TO KNOW MORE?

VIDEO

Can You Spot the Red Flags in This Ticket Scam?

A concertgoer loses $750 while trying to solve a problem with his tickets. Watch what happens and see how many warning signs you can spot.

Source: *ABC7 Chicago*

INTERACTIVE

What Do Real Ticket Scams Look Like?

Explore reports from real consumers and see if you can spot the warning signs that show up again and again.

Source: *Better Business Bureau*

ARTICLE

How Can You Protect Yourself When Buying Tickets Online?

Before you buy, learn what to check, where scams often happen, and what protections to look for if something goes wrong.

Source: *StubHub*

When something sells out in minutes, it's easy to make an expensive mistake.

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