



Smarter cultural working in the East Midlands

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Ticketing

Options include:

- Bespoke in-house ticketing software (i.e. Tessitura) to manage all ticketing, including walk-up, telephone and online ticket sales.
- Web-based 'real time' software to sell tickets from your from your own website and by phone (i.e. ts.com Web)
- External online ticketing services (i.e. We've Got Tickets).

Box Office Solutions:

Box office ticketing software:

- The Patron Edge (from Blackbaud)
- ProVenue Max & ProVenue Databox & ProVenue Online (from tickets.com)
- Ticketingsolutions (from ts.com)
- Tessitura
- Audience View

Integrated online box office solutions:

- www.ts.com
- www.tickets.com

East Midlands Ticketing Network

Four organisations have set up a consortium for collaborative ticketing using the Tessitura system, which is an international relationship marketing and ticketing system developed by the Metropolitan Opera New York.

The members are:

- Nottingham Playhouse, Royal Centre, Dance 4 and Lakeside Arts Centre.
- Possibly The New Art Exchange and Nottingham Contemporary.

Why choose Online Ticketing?

Pros:

- Good option for those who cannot afford bespoke venue software.
- Offering your customers an alternative outlet and ease of booking 24/7.
- Encourages early booking & advance sales.
- Bookings by credit and debit cards.
- Capture of customer data.

Cons:

- Can be time consuming and needs a specific member of staff.
- Monitoring of ticket sales and linking with sales through other outlets.

Online Ticketing providers:

- **Paypal**

www.paypal.com

Fees: credit card fees 1%- 3% of face value of sales.

Online transactions. You need to input the link to your own website.

- **We've Got Tickets**

www.WeGotTickets.com

Fees: 10% of the face value of your ticket. No postage – tickets by e-mail only.

- **Quay Tickets**

www.quaytickets.com

Fees: 10% of the face value of your ticket. 85p postage option available payable by customer.

- **Tix Mob**

www.tixmob.com

Fees: 10% of the face value of your ticket. No postage – tickets by e-mail or SMS.

- **Dig Tickets – Audiences Yorkshire**

www.digyorkshire.com/digtickets.asp

Fees: £100 fee for single event licence + £2 transaction fee.

Online Ticketing providers:

- **E Tickets**

www.etickets.to

Fees: £0.60 per ticket (or £0.30 for charities) plus Paypal credit card fees (1% - 3%).

- **Ts.com**

www.ts.com

Free service, but Pay Pal credit card fees.

- **Ticket Web (subsidiary of Ticket Master)**

www.ticketweb.co.uk

- **Ticket Master**

www.ticketmaster.co.uk

- **See Tickets**

www.seetickets.com

- **I booking.com**

www.ibooking.com/products/boxoffice/

- **Secure Account**

www.secureaccount.net

Case studies:

- **Wirksworth Festival**

Quay Tickets / The Lowry <http://www.quaytickets.com>

- **Lincoln Performing Arts Centre – Michael Earley**

Ticketline <http://www.ticketline.co.uk/>

LPAC's ticketing and box office is done through the Engine Shed student centre operation at Lincoln University. Ticketline is mainly aimed at pop music events, so not ideal for theatre. Customers have objected to the high service charge. Looking into Tessitura initiative.

- **Oakham Festival – Joy Everitt**

We've Got Tickets <http://www.wegottickets.com>

Things to ask:

- Do you get access to customer data? Is it only if they agree to accept e-mails from 'Third Parties'?
- When and how do you get access to the ticket sales money? Think of cash-flow...
- What are the fees to organiser?
- What are the fees to the customer?
- Will your customers be ok with the extra charges?

E-mail marketing:

To create your own e-mail newsletters:

Mail Chimp

www.mailchimp.com

From about £90 per year

Constant Contact

www.constantcontact.com

Approximate fees: from around £75 for up to 500 contact e-mail addresses

Patron Mail

www.patronmail.com

Approximate fees: from around £170 per year for unlimited contacts

Resources

➤ Website on Ticketing & Marketing systems by Roger Tomlinson. www.ticketing.org.uk

➤ FULL HOUSE. Turning Data into Audiences.

A Manual on how to develop the Box Office beyond ticketing and use Box Office data for marketing



Training

➤ **Cultivate seminars:**

4th December: Website Development

23 Oct & 5 Nov & 26 Nov: Series of Data Management seminars.



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