



Hello

and Welcome

Your Ticketsolve Seasonal Toolkit

Wednesday 30th August 10:30am



What we'll cover

- How we can help with busy events going on sale
- Setting up and designing gift vouchers
- Marketing campaigns to past bookers
- Getting to know your audience - crossover reporting
- Weekly sales comparison reports



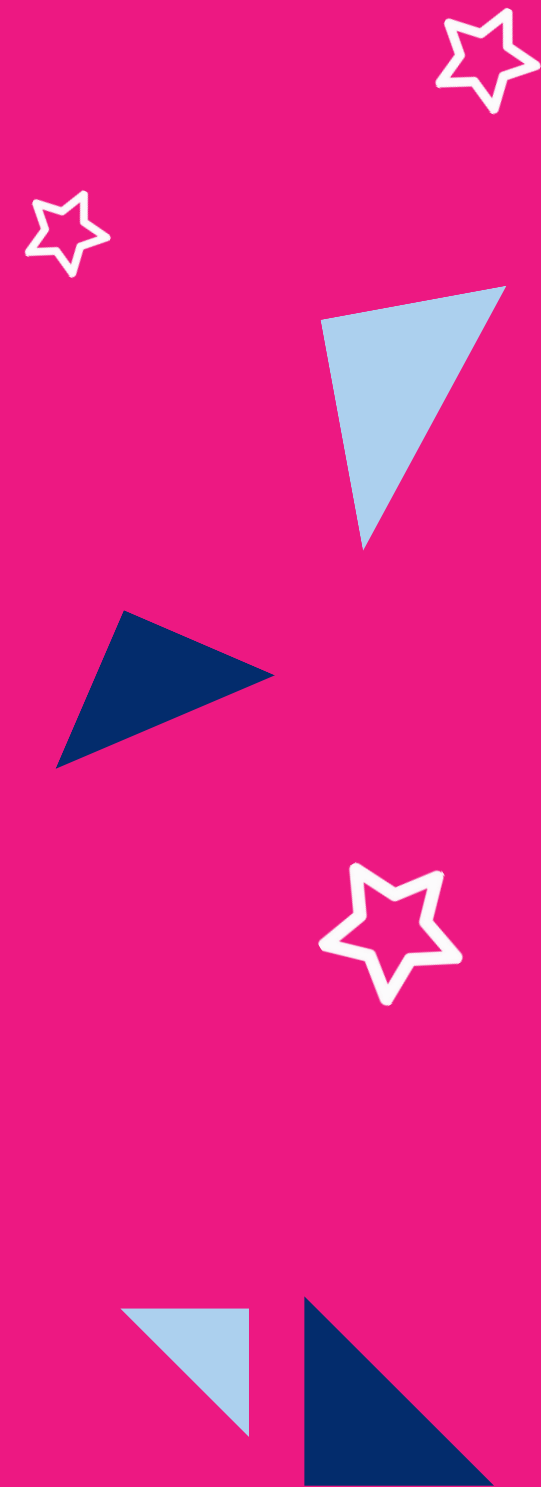
Busy event going on sale?

- Let us know so we can help!
- Our comprehensive onsale process includes:
 - A queuing page to hold customers in ahead of onsale time
 - Traffic management to get customers onto your site
 - Settings to streamline booking process



What we need from you for a busy onsale:

- When: When is this event going onsale? What is the exact time of the onsale?
- Is there a pre-sale?
- What: What traffic do you expect to have i.e 100's or 1000's of people on your site for this?
- Is there a big announcement prior to the event?





Queue-it
ticketsolve.queue-it.net

You'll be able to enter the website soon

We are expecting increased traffic on our website, so we have turned on this queue to help manage the volume of people joining the site at once.

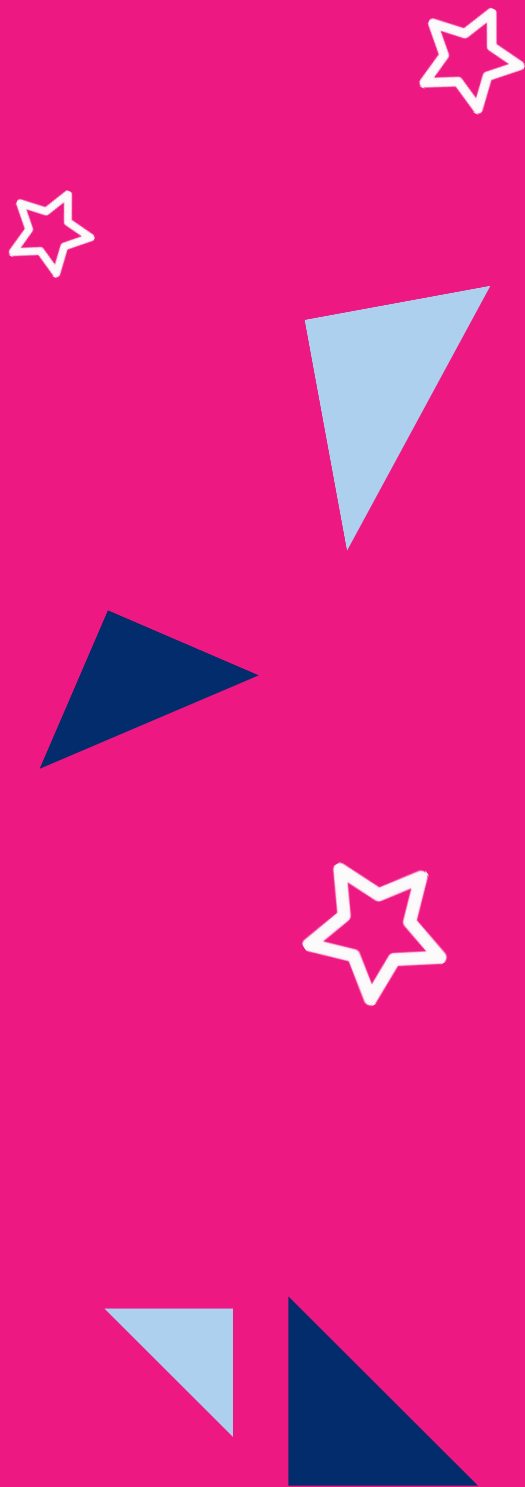
Those waiting in the queue before 10am will be allocated a random queue number. Those joining after 10am will join the back of the queue.

Please do not refresh this page or you may lose your place..

Due to the high demand, tickets will be allocated on a best available basis.

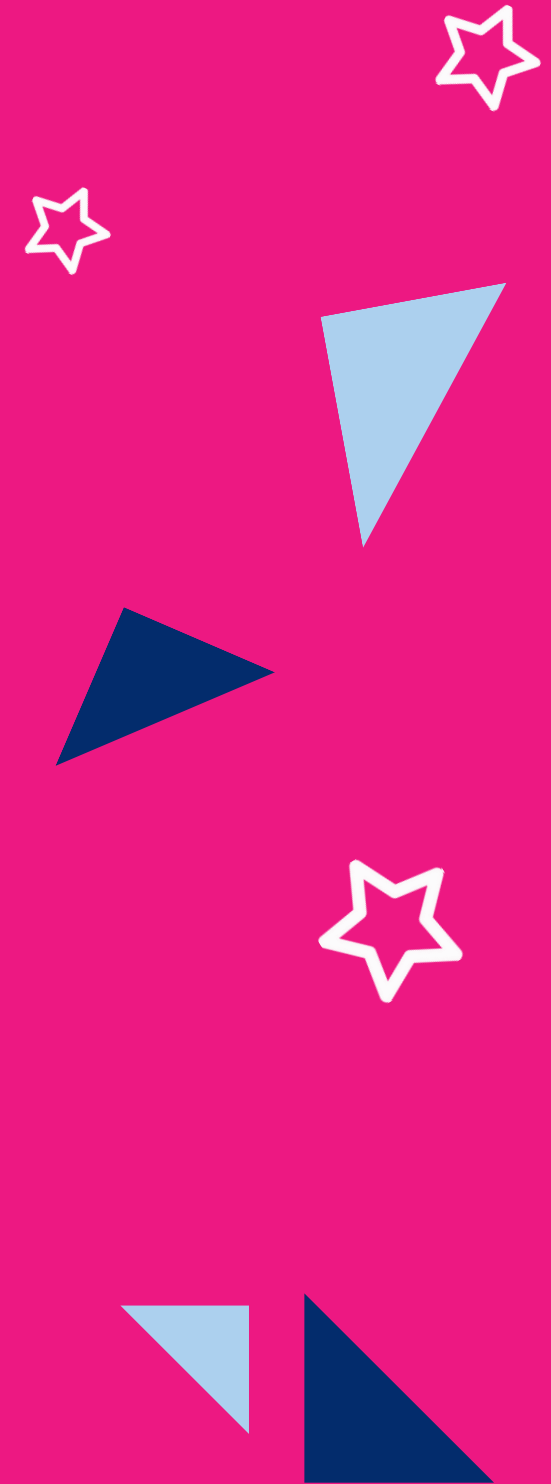
For other FAQs and queueing information please visit our [Help Centre](#).

[What is this?](#)



Gift vouchers

- Create gift vouchers for different denominations
- Add a custom 'print at home' template
 - Different design for each gift voucher product / denomination
 - Customer can download it as a PDF from their Checkout Mailer to send or print for the recipient



 ticketsolve
Gift Voucher



Git vouchers can be used for tickets to any show at My Venue.

You can use this voucher at the box office or online by using the following redemption code:

Code: grckmxzusx, Expires: 29-Aug-2024

myvenue.ticketsolve.com
01234 567 890



SCAN ME

 ticketsolve

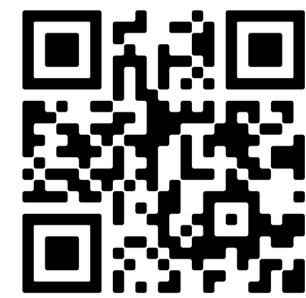
MERRY
christmas



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01234 567 890



SCAN ME

Preview: Gifting Vouchers



€10.00



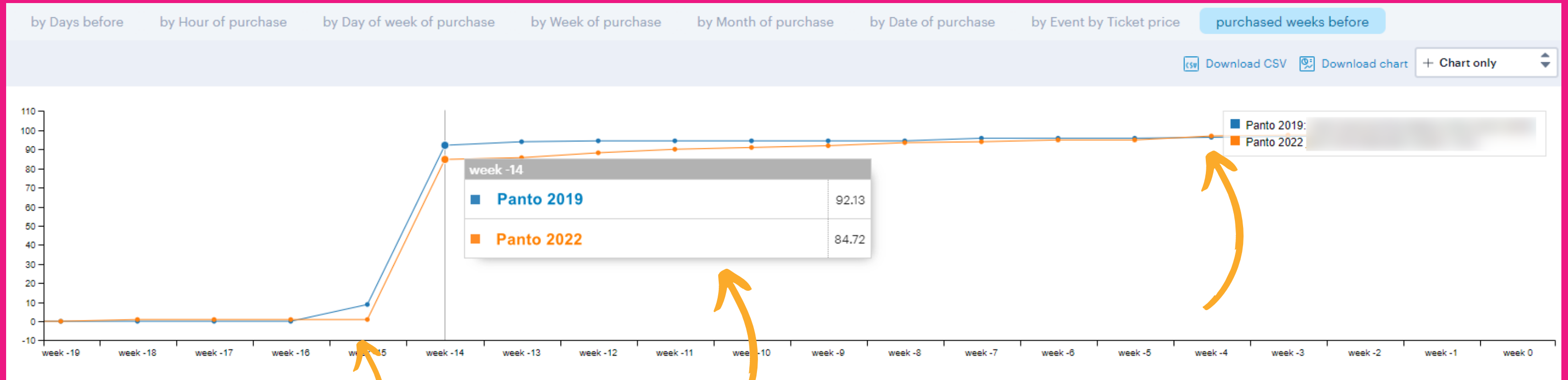
€10 Voucher

€10.00

Marketing campaigns to past bookers

- Create your report A looking at people who have already purchased for this year.
- Create a second report B looking at people who have booked for last years event.
- Add 'based on customers in' and exclude that first report.
- Push this over to mailchimp using customer email lists.

Weekly Comparison Report

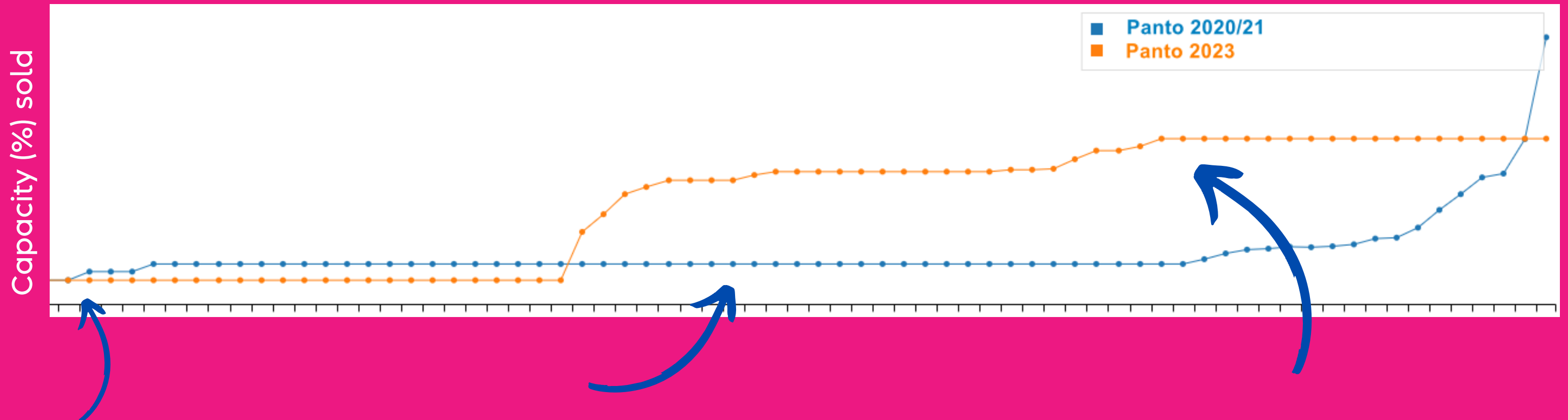


Here we can see that sales for Panto 2019 started 1 week earlier than Panto 2022

As we get nearer to the show, we can see that Panto 2022 continues to be slightly behind Panto 2018

But we can see that by about 4 weeks before the show, capacity (%) sold across both Pantos was the same

Weekly Comparison Report



Here we can see that sales for Panto 2020 started a lot earlier than Panto 2023

But then we see that Panto 2020 sales stop for many weeks - most likely because of the pandemic, and the Panto show moved to 2021, which is when we then see sales start again

We can see Panto 2023 sales stop here because we are still X weeks before the show so the data is incomplete

Any questions?

Speak now or forever hold your peace!

... or email us at support.ticketsolve@zendesk.com

... or send us a ticket on Zendesk

... or give us a call



Ticketsolve Workshops!

▶▶ England, Scotland & Wales

Manchester Tuesday 5th September

Mercure Manchester Piccadilly Hotel

Barnard Castle Wednesday 6th September

The Morrill Hotel

Carmarthenshire Thursday 7th September

Carmarthenshire Theatres - Ffwrnes

Glasgow Tuesday 12th September

CCA Glasgow

London Thursday 14th September

The London Irish Centre

Leicester Wednesday 20th September

Attenborough Arts Centre

Portsmouth Wednesday 27th September

New Theatre Royal

▶▶ Ireland & Northern Ireland

Omagh Wednesday 13th September

Strule Arts Centre

Cork Tuesday 19th September

The Everyman

Galway Thursday 21st September

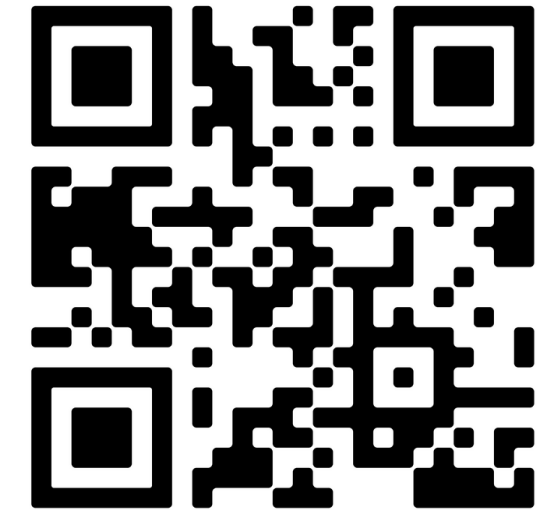
Town Hall Theatre

Dublin Tuesday 26th September

Samuel Beckett Theatre, Trinity College

Belfast Thursday 28th September

Crescent Arts Centre



Sign Up