

Welcome



Plan for day - Morning

10.30am - Welcome

A big hello and welcome to the Ticketsolve Workshop 2023

10.35am - What's new?

Get the lowdown on the launch of our new features that have launched in Ticketsolve over the past few months

11:00am - Maximise Revenue

We share our top tips on how you can instantly increase additional streams of revenue for your org right away

11:30am - Leveraging Sales Reports

Find out which core reports to use to gather ticket and product sales data.

12:00pm - Time-saving Tips for Box Office

Explore handy how-tos that you can use to become a pro at the Box Office.

12:30pm - Great Food & Better Company

Grab a bite to eat, catch up with your fellow Ticketsolvers, and ask them the question: 'What do you find the most useful in Ticketsolve?'





Plan for day - Afternoon

1:30pm - Real Insights & Success Stories

A relaxed chat to share your knowledge about what you find the most useful in Ticketsolve.

1:45pm - Super Settings Mean Better Results

A run-through of some of the small but mighty settings you can use to customise your Ticketsolve account

2:15pm - Bringing Clarity to Audience Data

Learn how to create tailored reports to get to know your customers and build targeted marketing campaigns

2:45pm - Coming Soon....

Get a sneak peek into features and functionality coming soon to Ticketsolve

3:00pm - Getting the most out of working with us

How you can benefit from everything Ticketsolve has to offer

3:15pm - Let's Call it a (Productive) Day

We'll round up the day and officially finish









Latest Innovations

Get the lowdown on the launch of our new features that have launched in Ticketsolve over the past few months

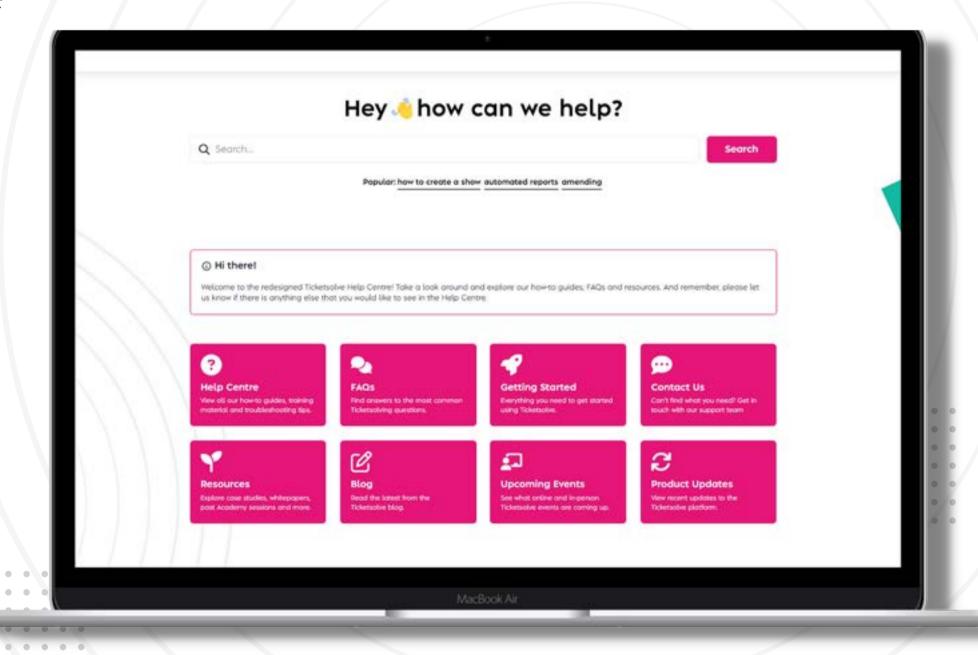




New Help Centre

We launched the new Ticketsolve Help Centre including:

- redesigned homepage
- improved navigation
- better search functionality
- industry resources



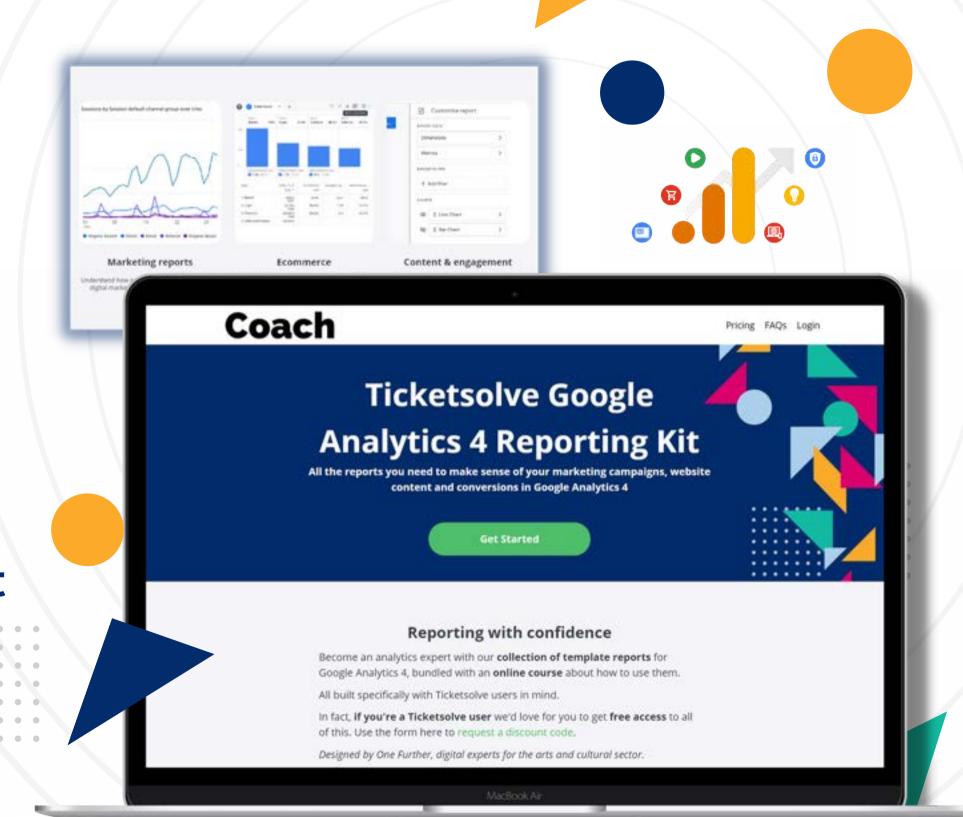




Google Analytics 4

Ticketsolve partnered with One Further to integrate with GA4, bringing you the most powerful ecommerce integration in the industry. This includes:

- Step-by-step integration guide
- On-demand GA4 Academy session
- Google Analytics 4 Reporting Kit

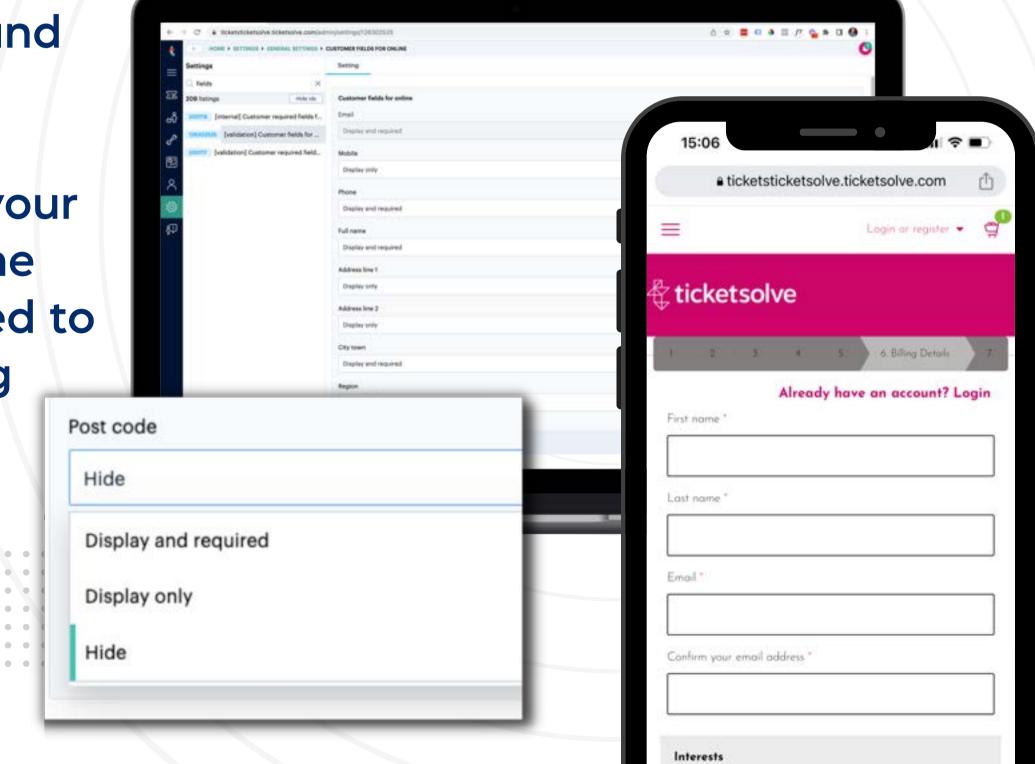




Streamline Your Checkout

You can now choose which customer fields are displayed and required for online orders.

This means that if it's right for your organisation, you can reduce the number of fields customers need to fill in and speed up the booking process.

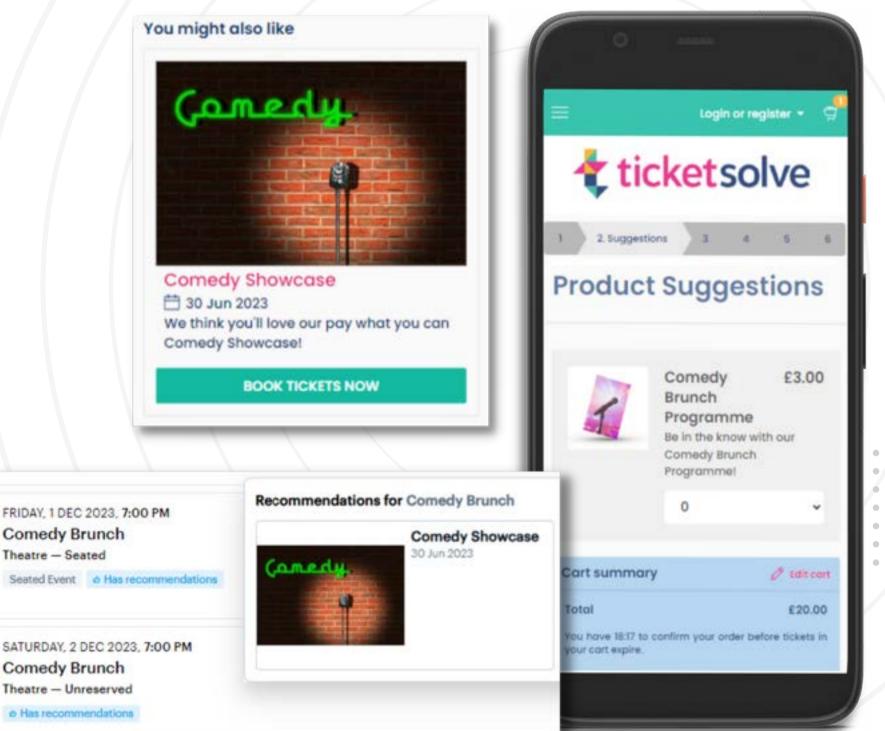




Box Office Recommendations

Our Recommendations feature is now available at the Box Office as well as online.

The Recommendations feature makes it easy to cross-sell related shows and products at the point of sale and maximise your revenue.





Manage Tags

We released a new Manage Tags feature to help you keep on top of all the tags in your account. You can:

- View, add & delete tags
- Give tags a colour
- Give tags an emoji

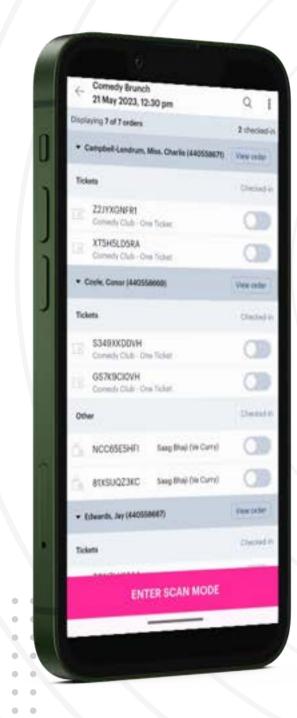


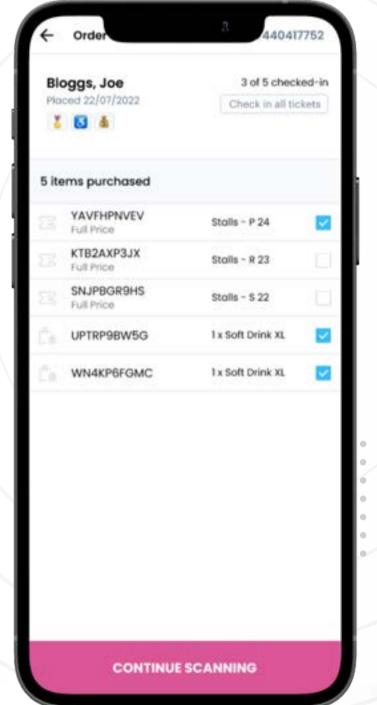


Checkin App

We are in the process of rolling out our brand new checkin app to everyone to include:

- Product scanning
- Tag implementation
- Checkin all
- Free scan mode









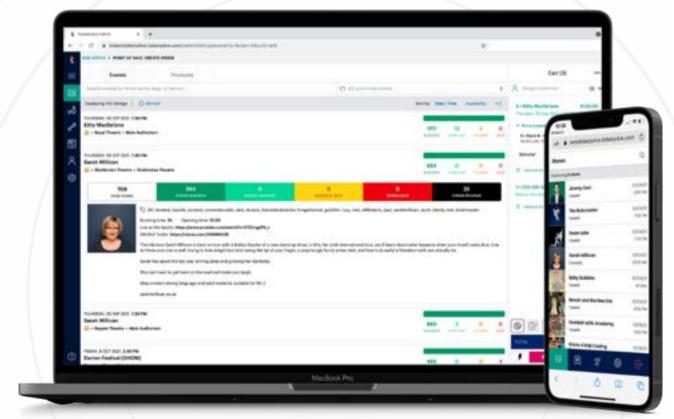


Webhooks

Webhooks are now available to everyone

- Push Ticketsolve data to other apps
- Improves our integrations e.g
 CrwodEngage

Book of Kells use Klaviyo as their main CRM and email system. They now push data from Ticketsolve via webhooks







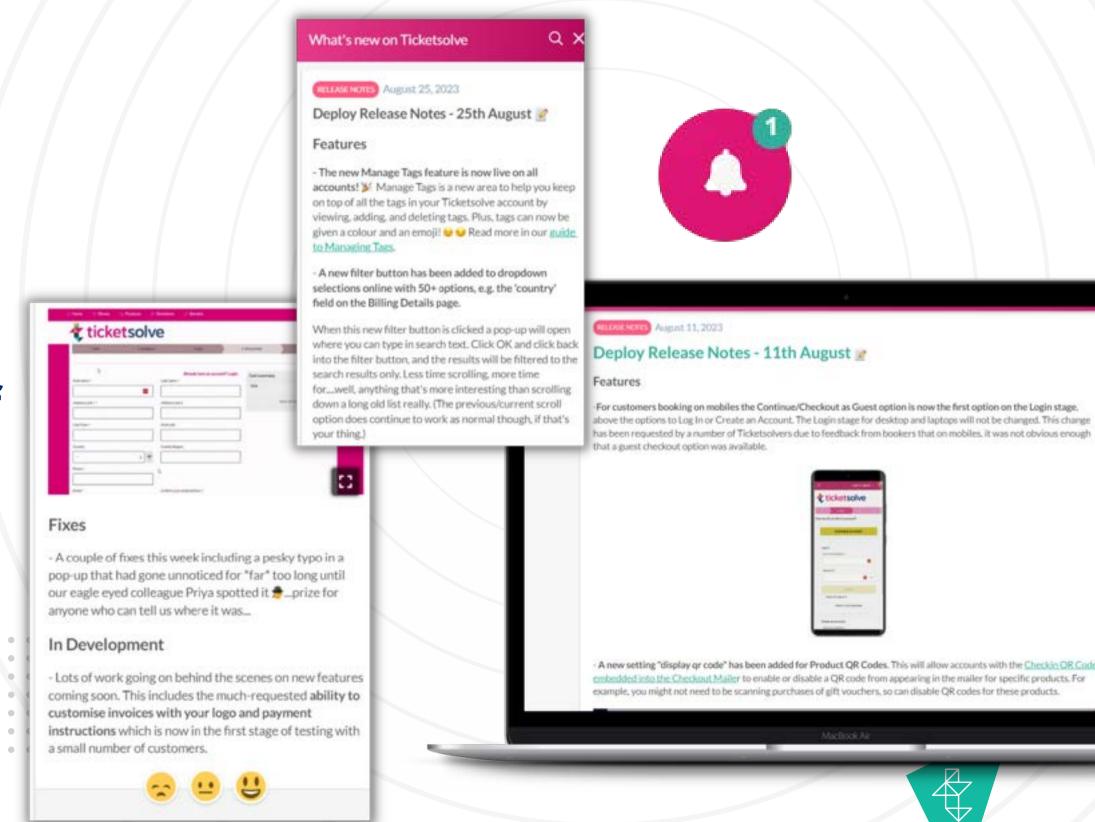




Plus...lots more!

Each week we release system updates, new features and fixes to keep Ticketsolve optimised.

We'll always let you know what's new via the notification centre on the top right corner of your screen.







Maximising Revenue

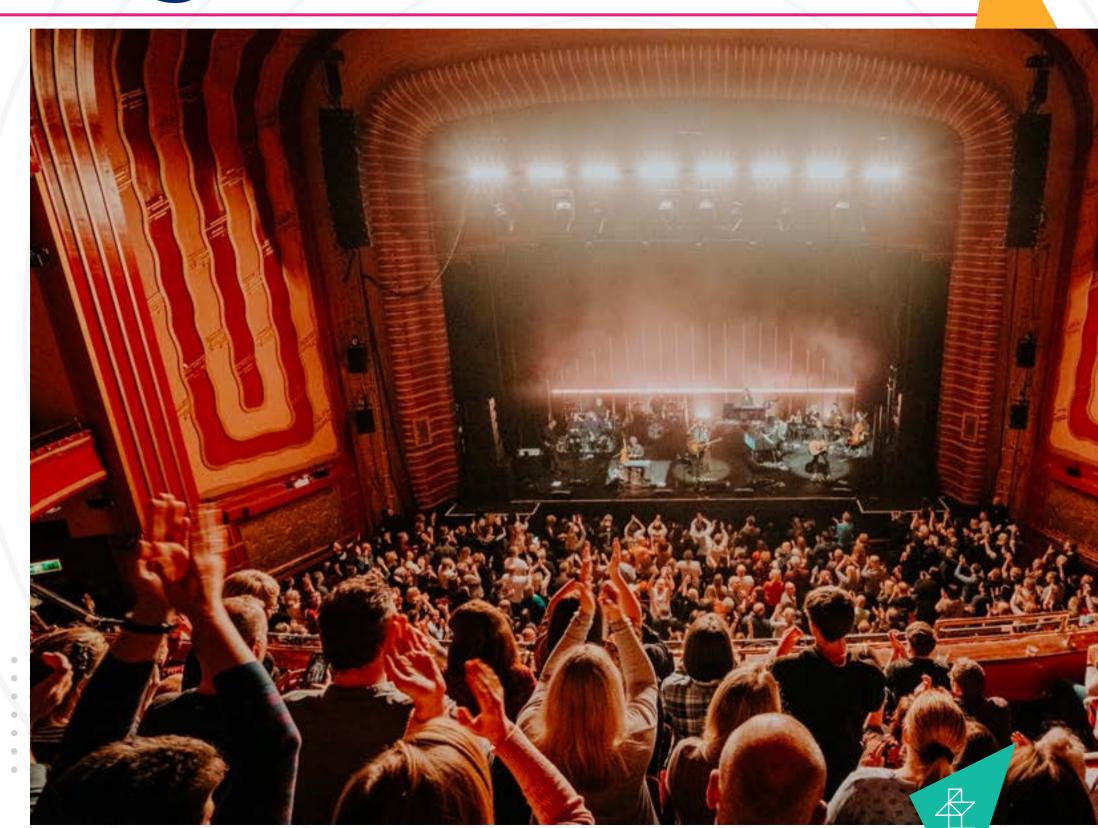
Useful Tips and Practical Examples on how you can maximise revenue streams within your organisation





Current Challenges

- Funding
- Increased costs
- Customer spend
- Customer attendance (78% only come once a year)
- Do more with less





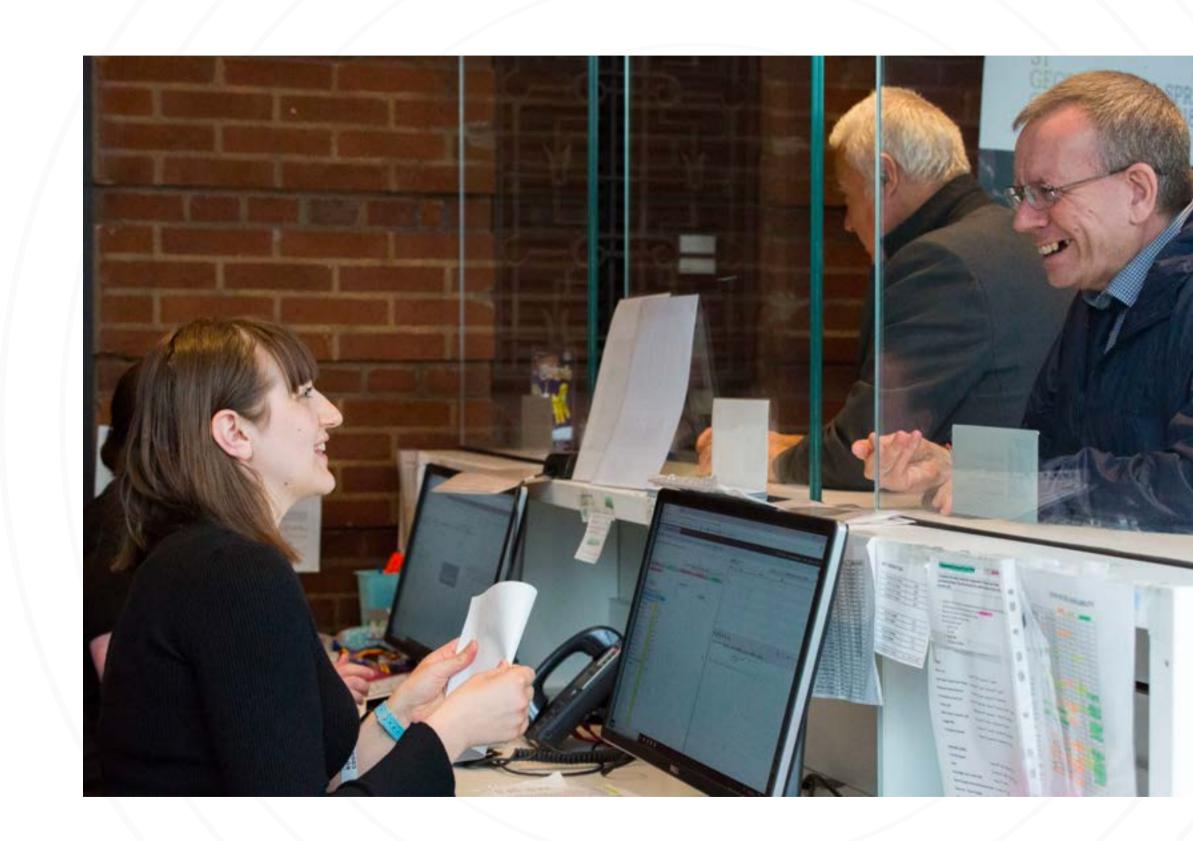
Diversifying Revenue Streams

- Risk mitigation
- Attracting broader audiences
- Future Growth and Sustainability





Practical Examples and Ideas



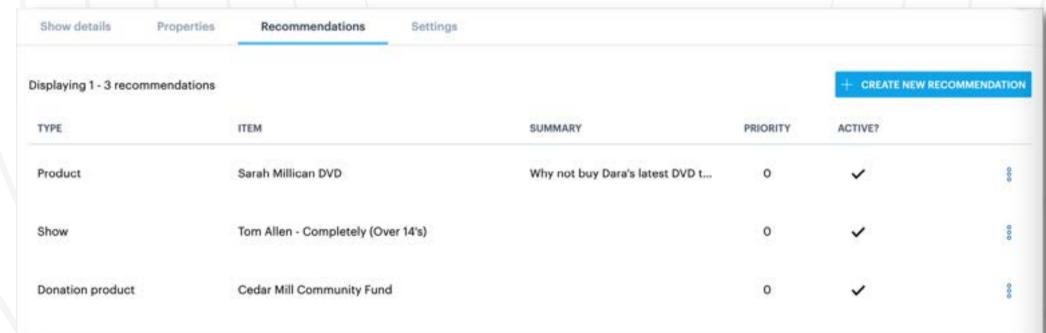


Upselling Other Events

Use our recommendation feature to up-sell other similar events

We would recommend to select a maximum of 4 other events (3 is the optimum)

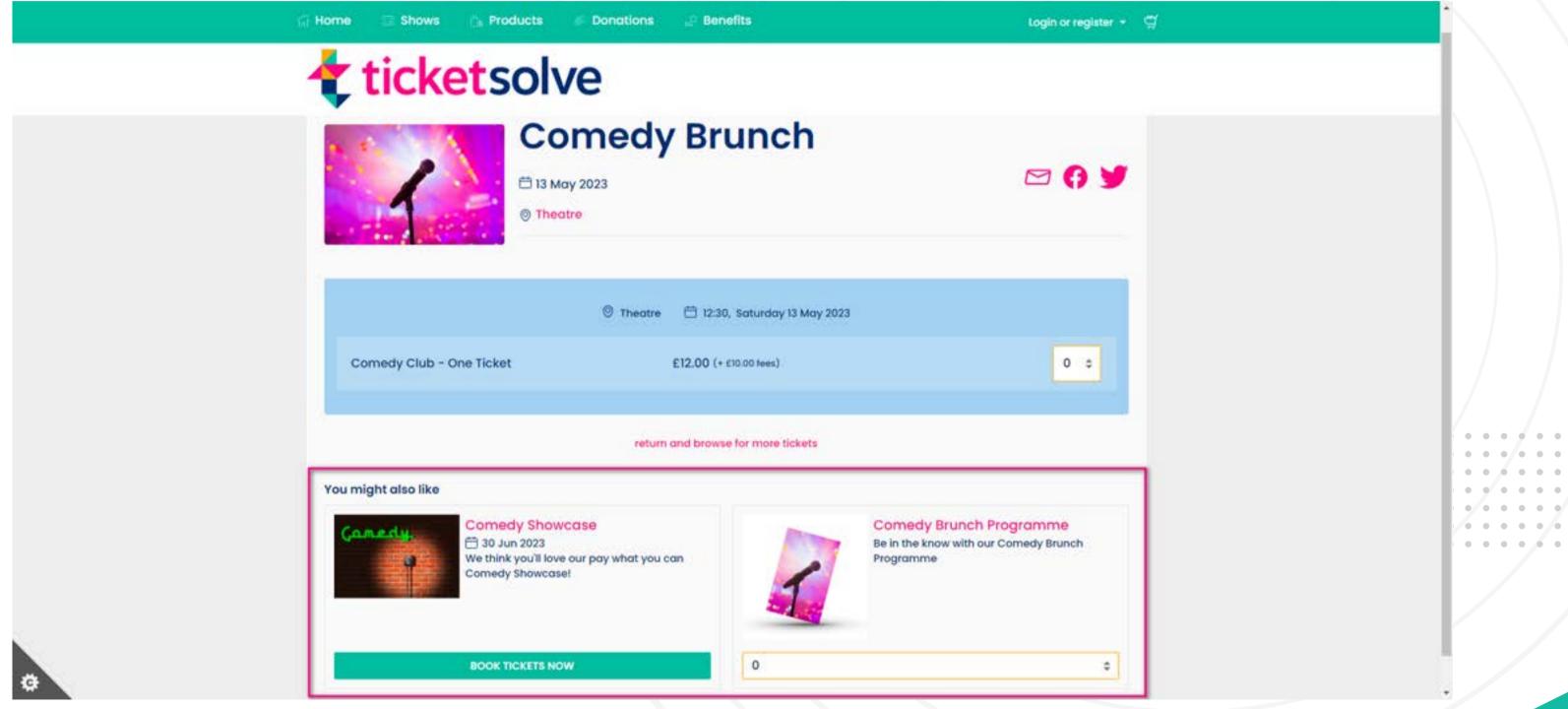
This feature will be available in the box office and online





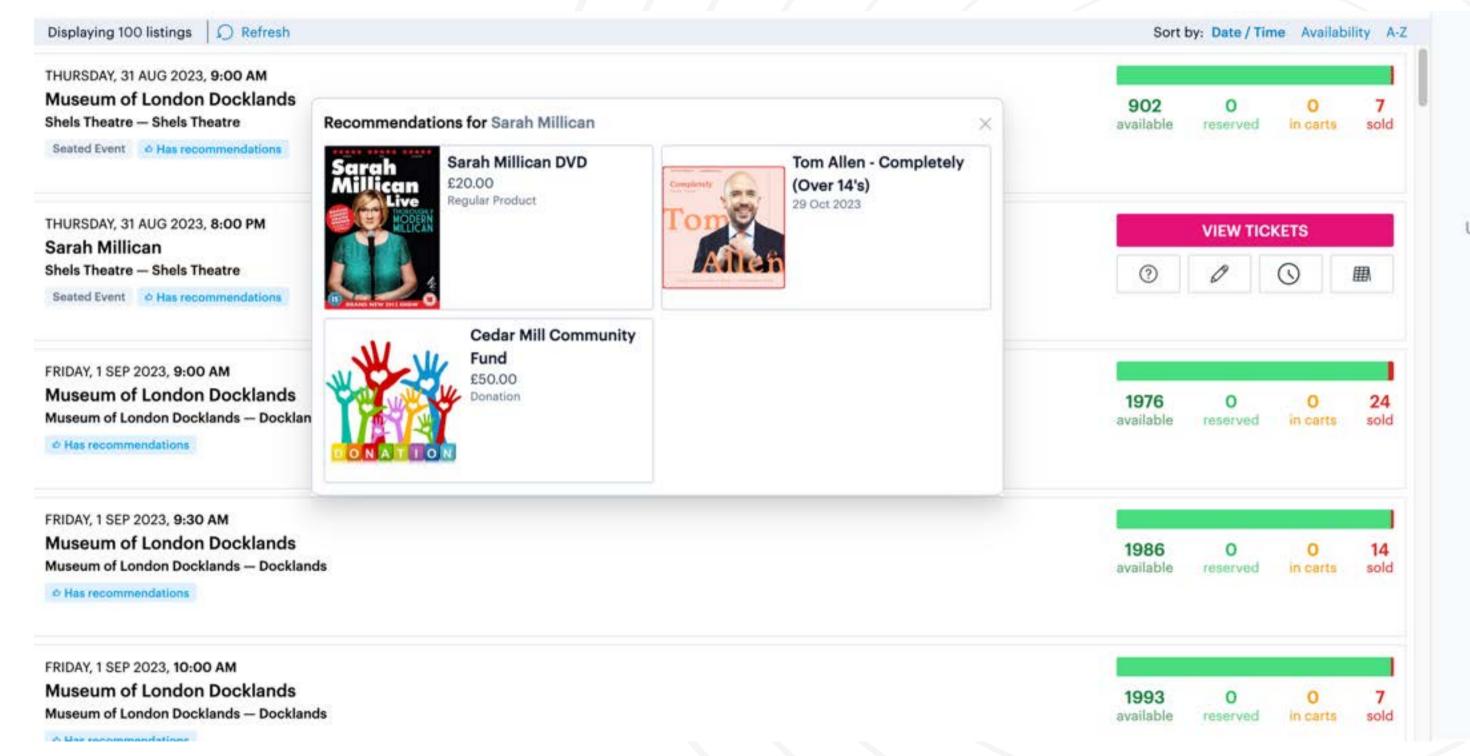


Upselling Other Events





Upselling Other Events

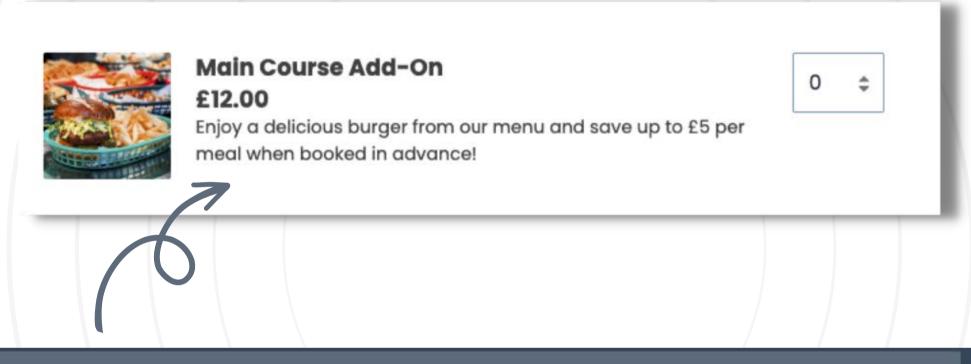




Upgrading Ticket Types

Offer different ticket types and prompt customers to upgrade if they select the normal price ticket

Tickets can include - VIP's, Meal and Ticket, Meet & Greet etc...





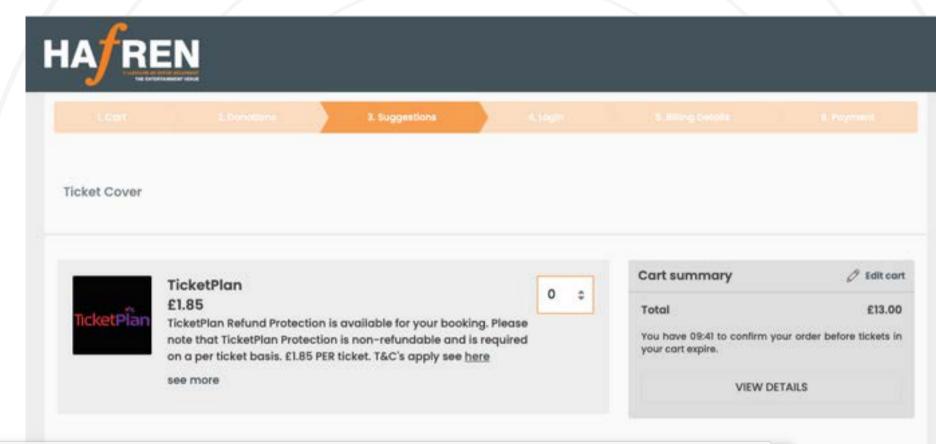




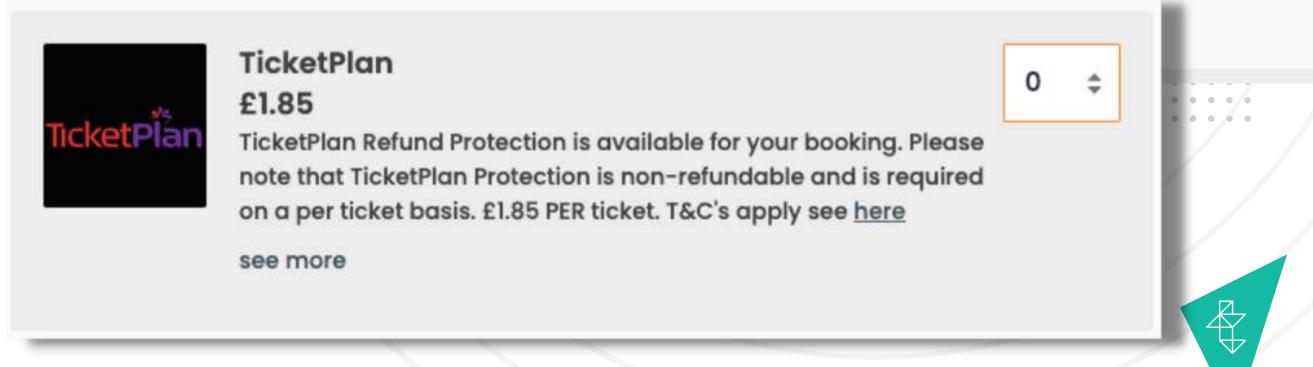
Cross Selling Products

Link different products to a show using Product Suggestions

Cross sell booking insurance, F & B products, merchandise and related products like programmes









Donations

Set up donation products within Ticketsolve and prompt those donations during the booking journey.



£94,000+



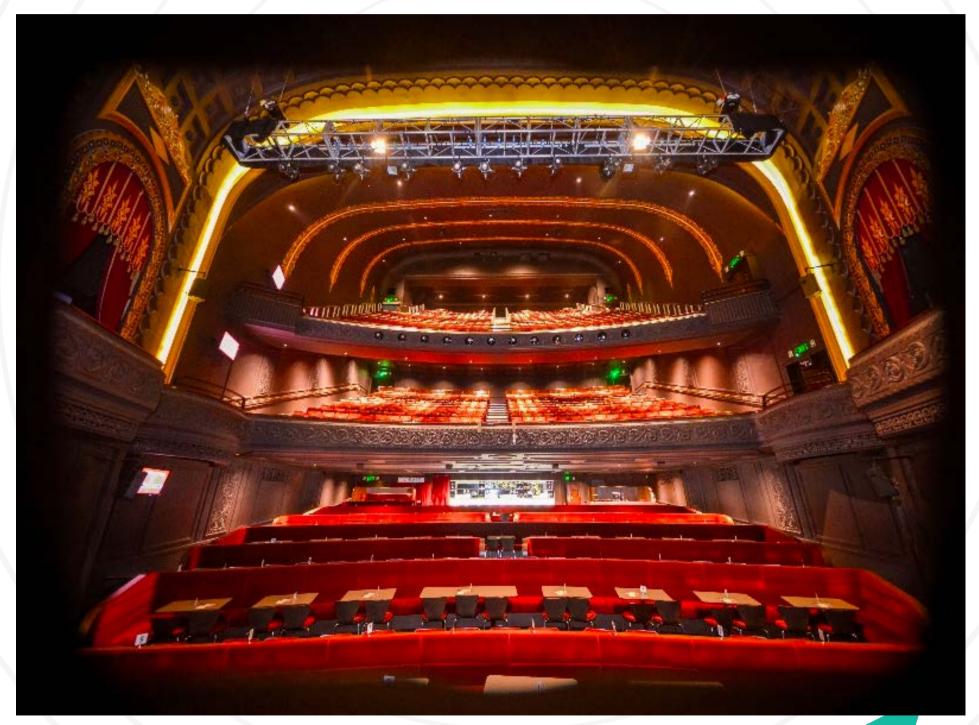




Inside Charges

Use inside charges to generate additional revenue. Most venues now add a restoration levy onto each ticket.

Liverpool Royal Court generated an additional £1 million a year through inside charges





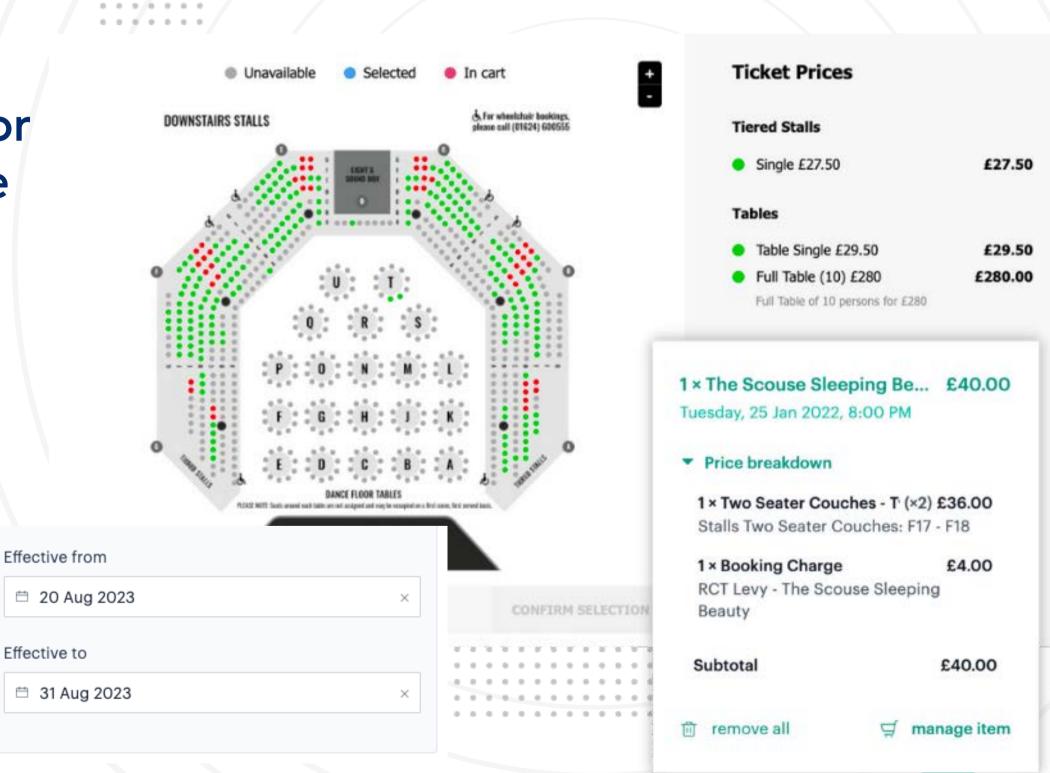


Dynamic Pricing

Dynamic pricing could increase revenue if used correctly. Think about using on day day pricing or even go down the capacity route

- The first 100 tickets are £15
- The next 100 tickets at £17
- Everything else at £20

This will also encourage early booking

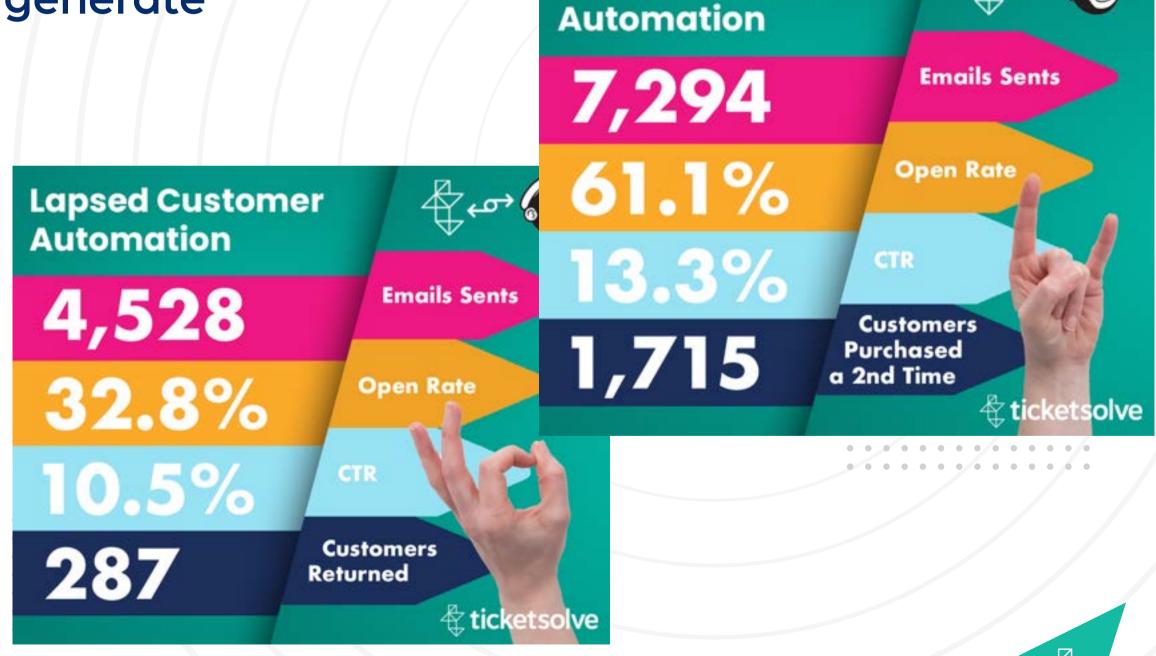




Leverage Automations

Automations will help with customer loyalty and this in turn will generate more revenue

- First time customer
- Lapsed customers
- Donation thank you
- Never booked
- Best customers



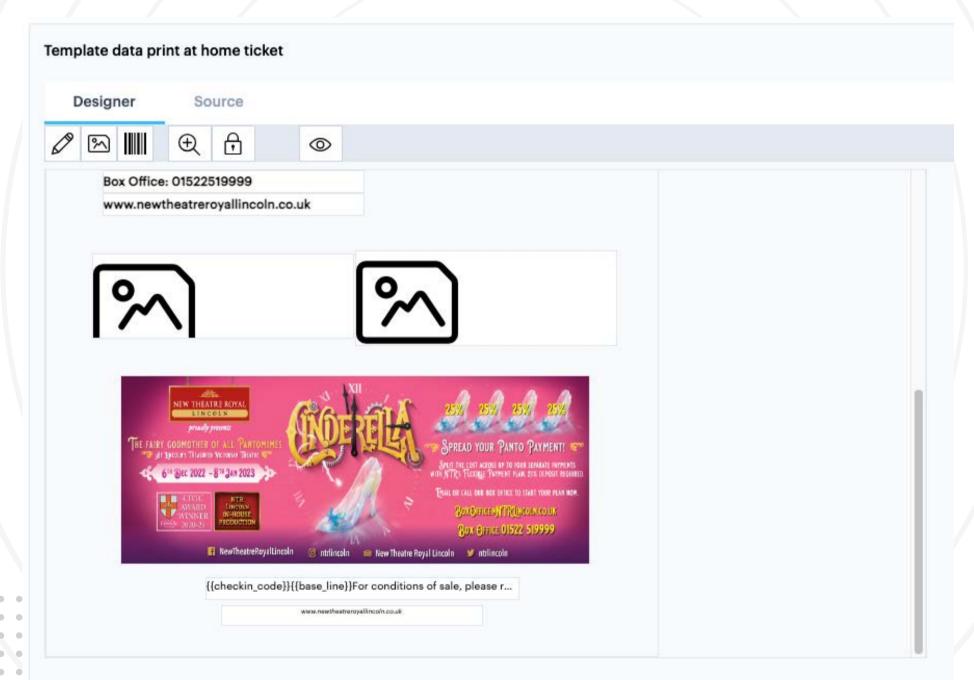
First Time Customer



Corporate Sponsorship

Utilise Ticketsolve to sell advertising space for local business. Provide them with exposure and discuss CSR (corporate social responsibility)

- Print at home design
- Seating plans
- Website
- Brochure
- High demand events
- Memberships
- Group bookings





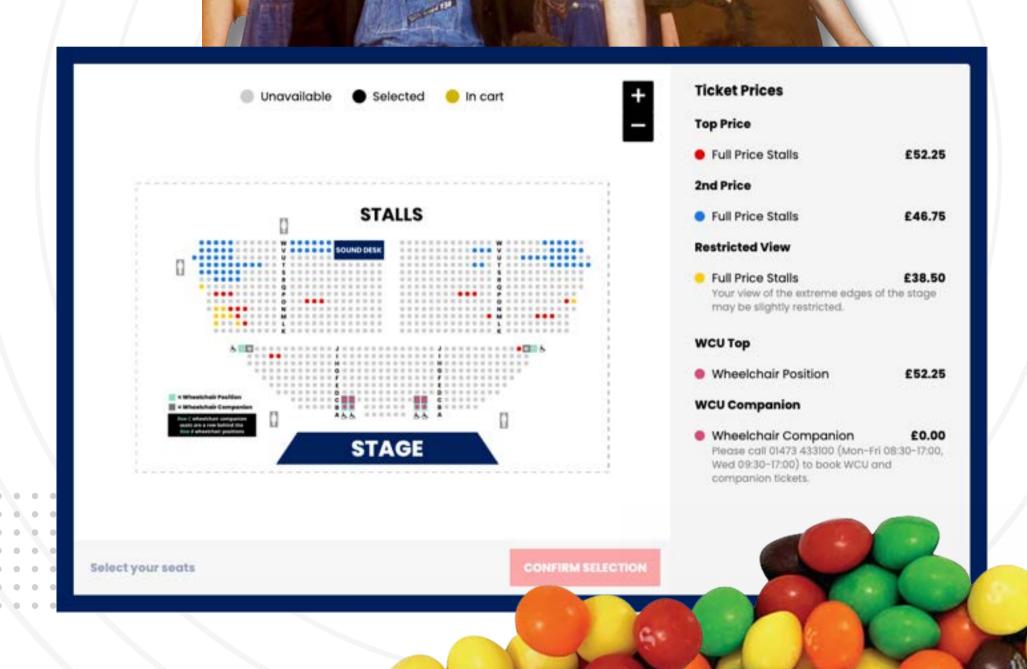


Seating Allocations

Add multiple allocations to your seating plan. Take a look at what are the best seats in the house and add them to the premium allocation

- Premium
- Standard
- Restricted

Change the allocation at anytime





Expand Your Box Office

Take advantage of Ticketsolve being a cloud based solution. Take your box office out on the road

- Local markets
- Local indoor and outdoor events
- Carnivals
- Rural communities

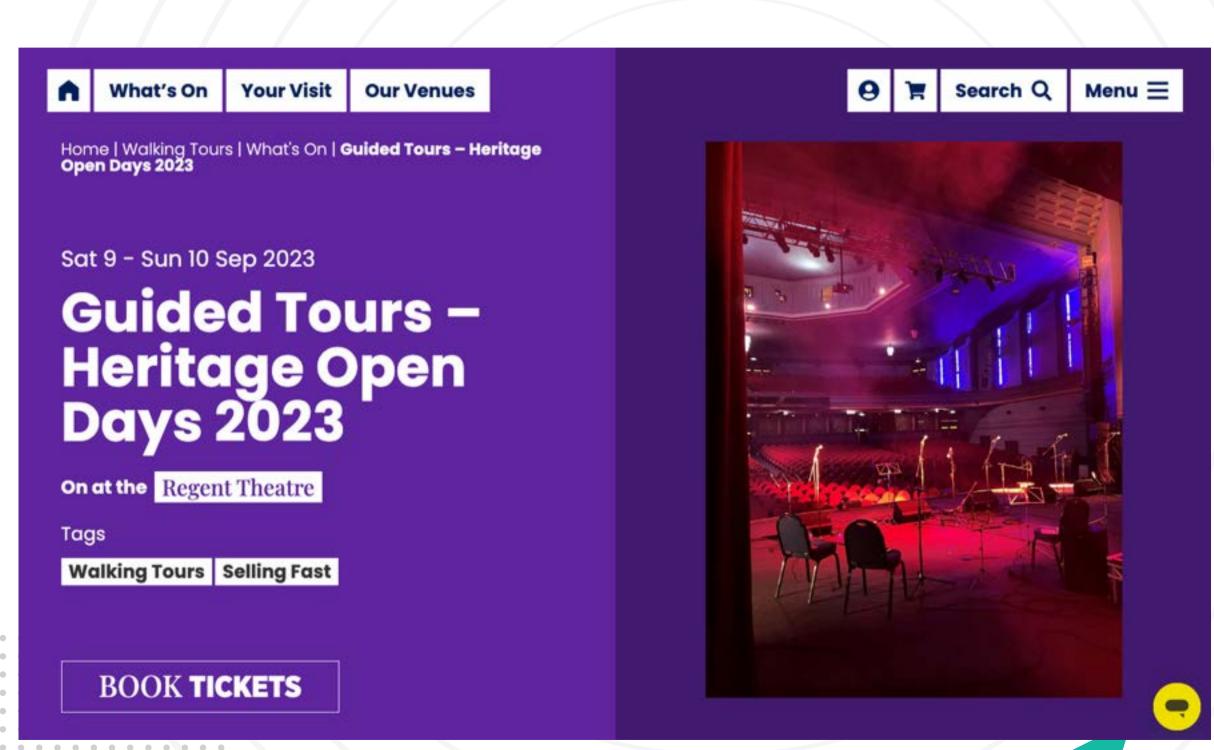




Utilise Your Spaces

You all have amazing venues and spaces. Try and utilise them more

- Guided tours
- Backstage tours
- Meeting rooms
- Conference spaces
- Training opportunities







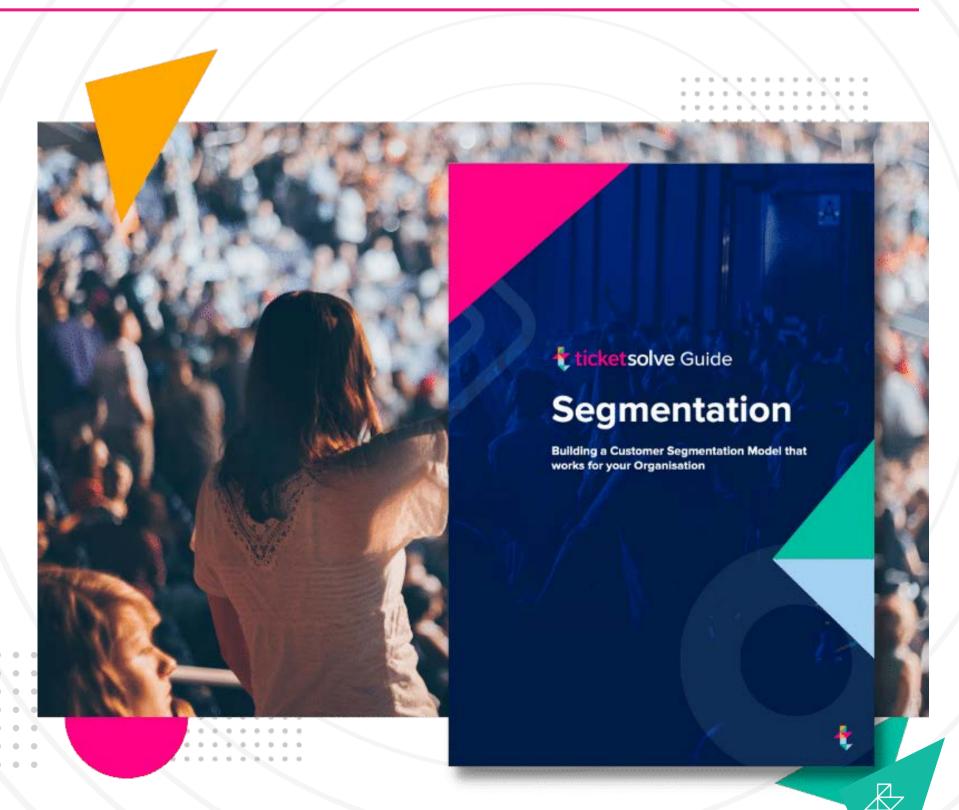
Segmentation is Key

Sending everything to everyone doesn't work. Sending something to someone does work

Segmentation is proven to work and increase ROI

Not only can you increase revenue but you can also reduce spend



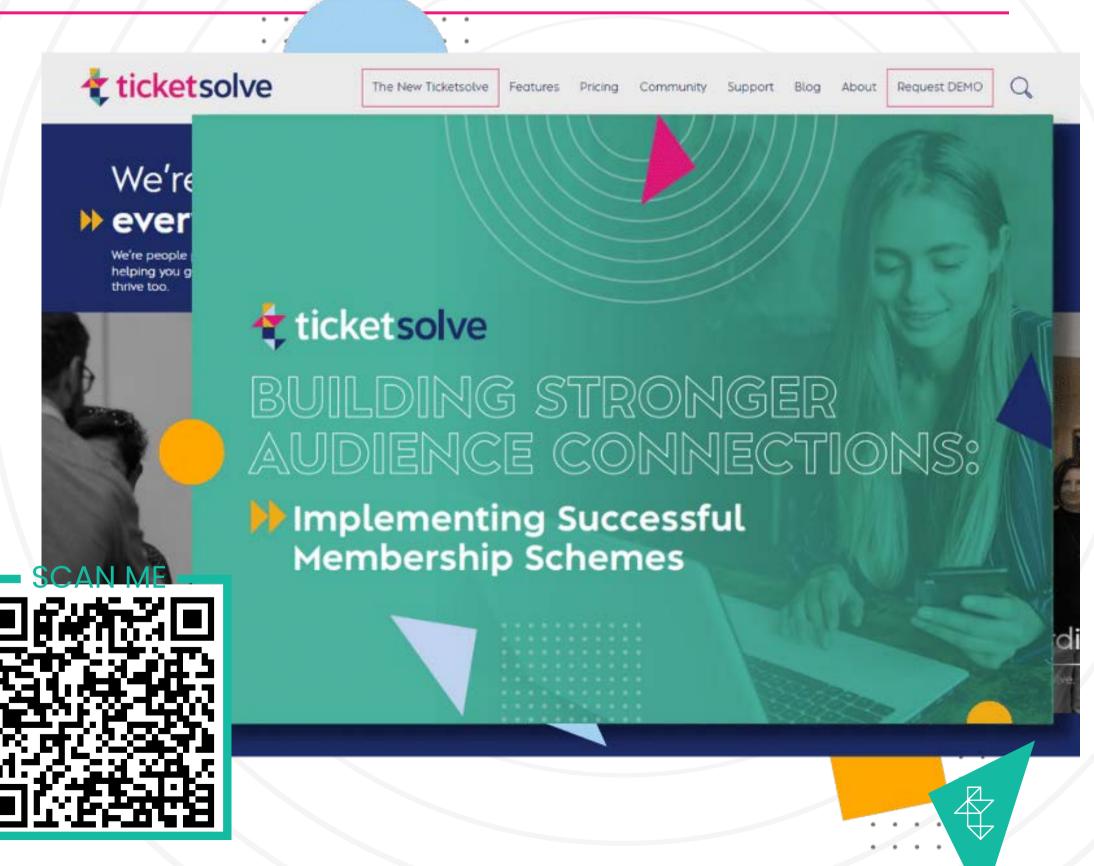




Memberships

Create membership schemes to build customer loyalty

You can also build membership schemes to generate additional revenue streams



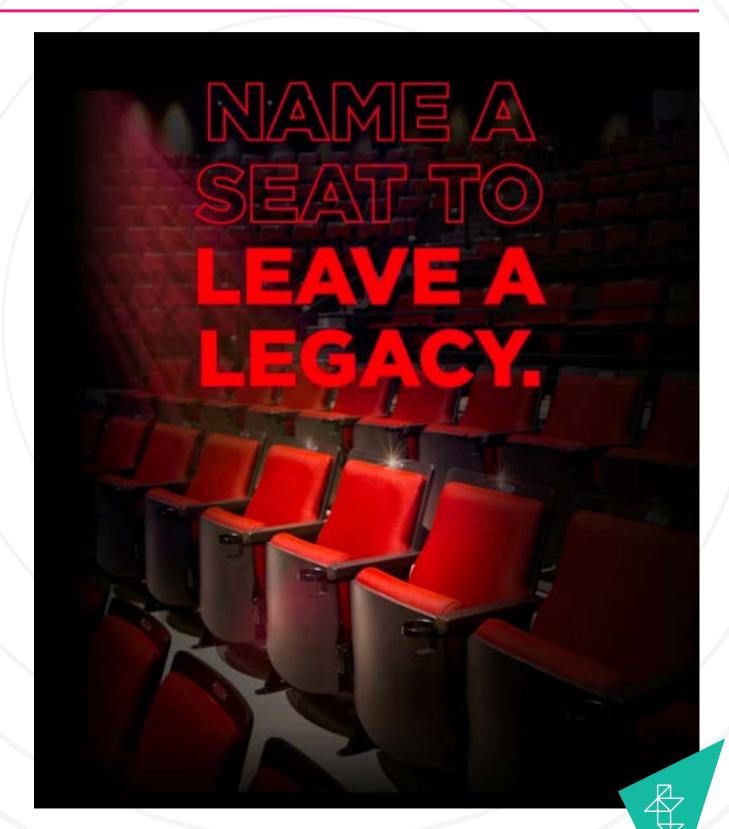


Capital Fundraising

Use donation products to create specific fundraising pots for capital projects

- New seats
- New toilets
- New bar
- Buy a brick
- Name a seat

Build a story around each campaign and get buy-in from your customers







Leveraging Data

Tips and tricks that you might not know to help you become a Ticketsolve Box Office pro

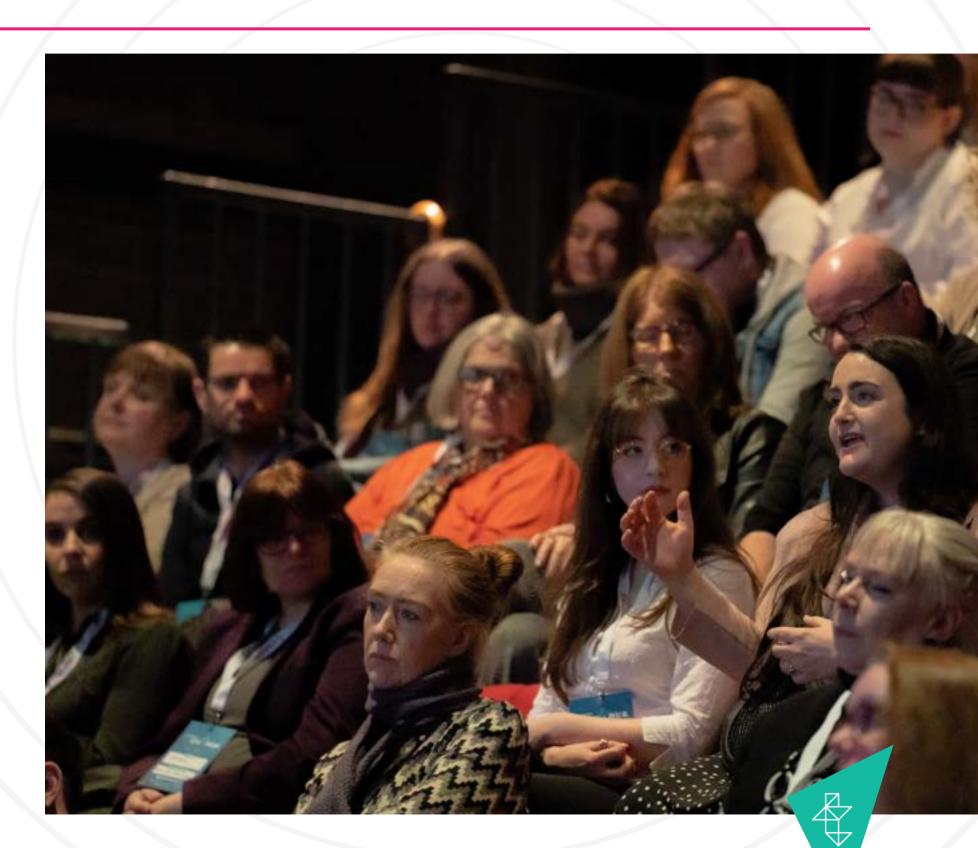






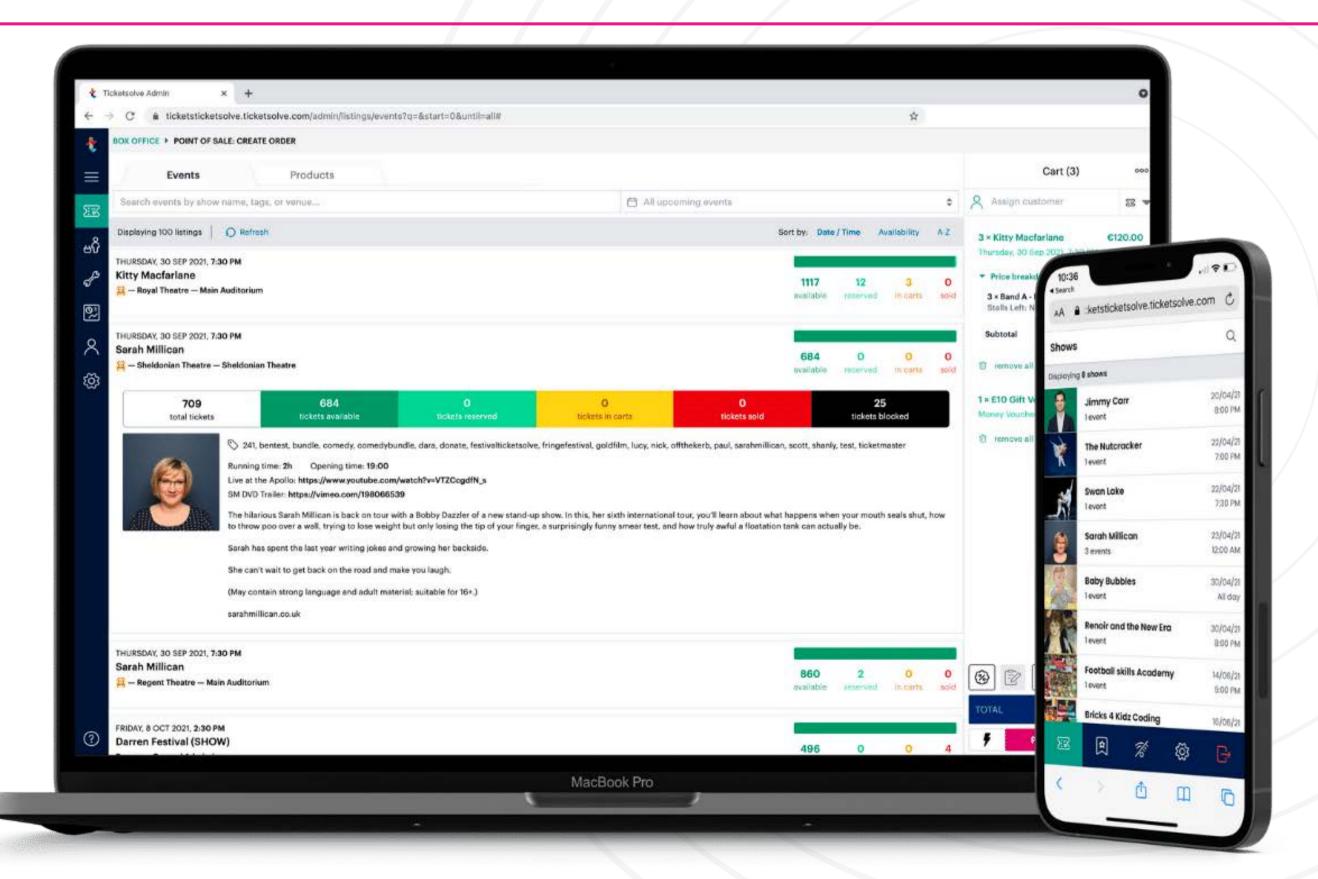
What we'll cover

- Daily Payments Reconciliation
- Sales Summary Short
- Sales Details
- Product Sales Summary
- All Movements Tickets & Value





Live Demo









Time-saving tips for Box Office

Tips and tricks that you might not know to help you become a Ticketsolve Box Office pro





What we'll cover

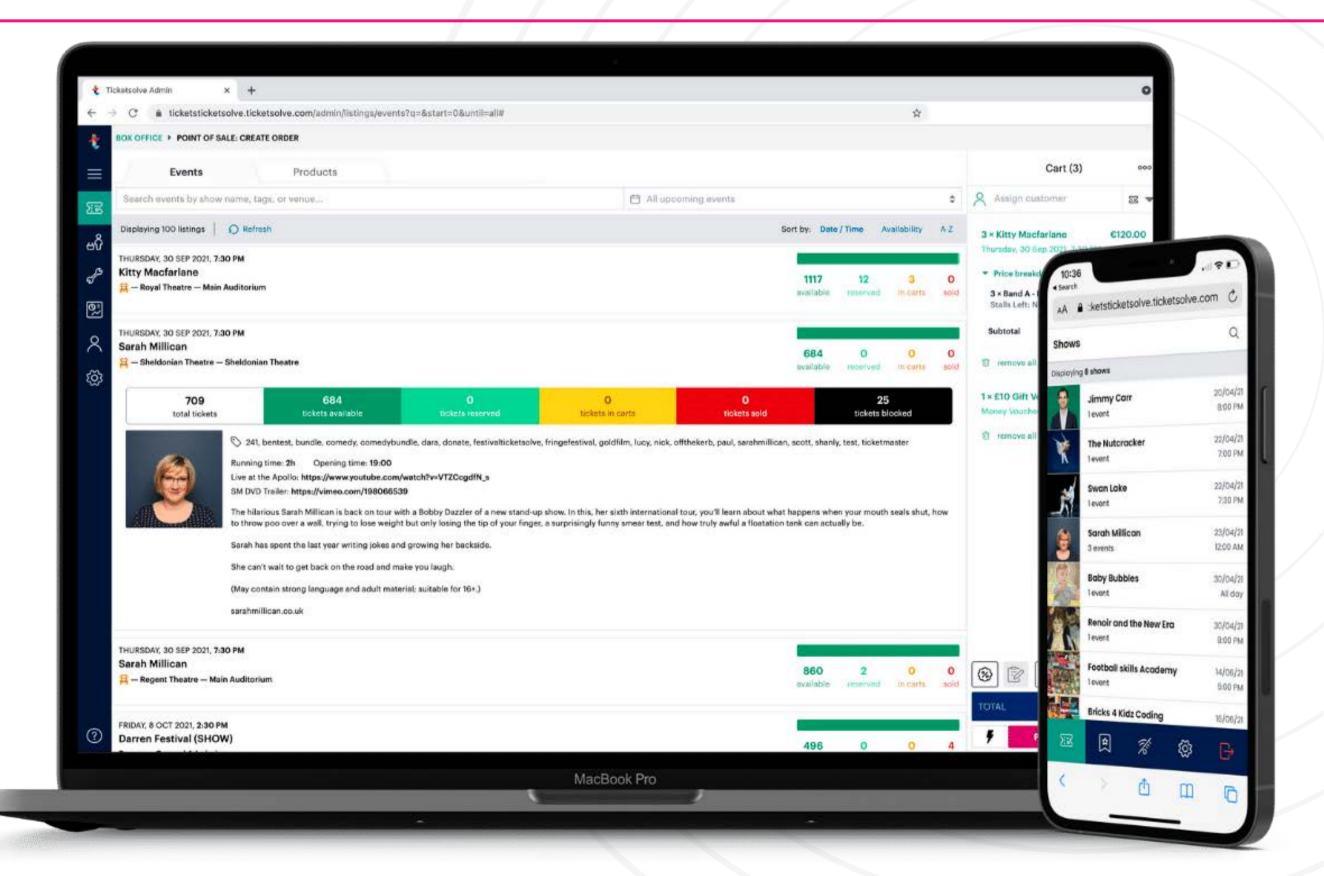
- Quick links
- Clear & reset carts
- Instructions
- View seat history & print a single ticket
- Recommendations
- Customer List (Short) to find Add
 Ons

- Customer List (Full) to find
 Members
- Reassign an order to a new customer
- Searching open carts
- Email event customers
- System comments / audit trail
- Sales Dashboard





Live Demo







Lunch

Ice-breaker:

"What do you find most useful in Ticketsolve?"





Super Settings Mean Better Results

A run-through of some of the small but mighty settings you can use to customise your Ticketsolve account





What we'll cover

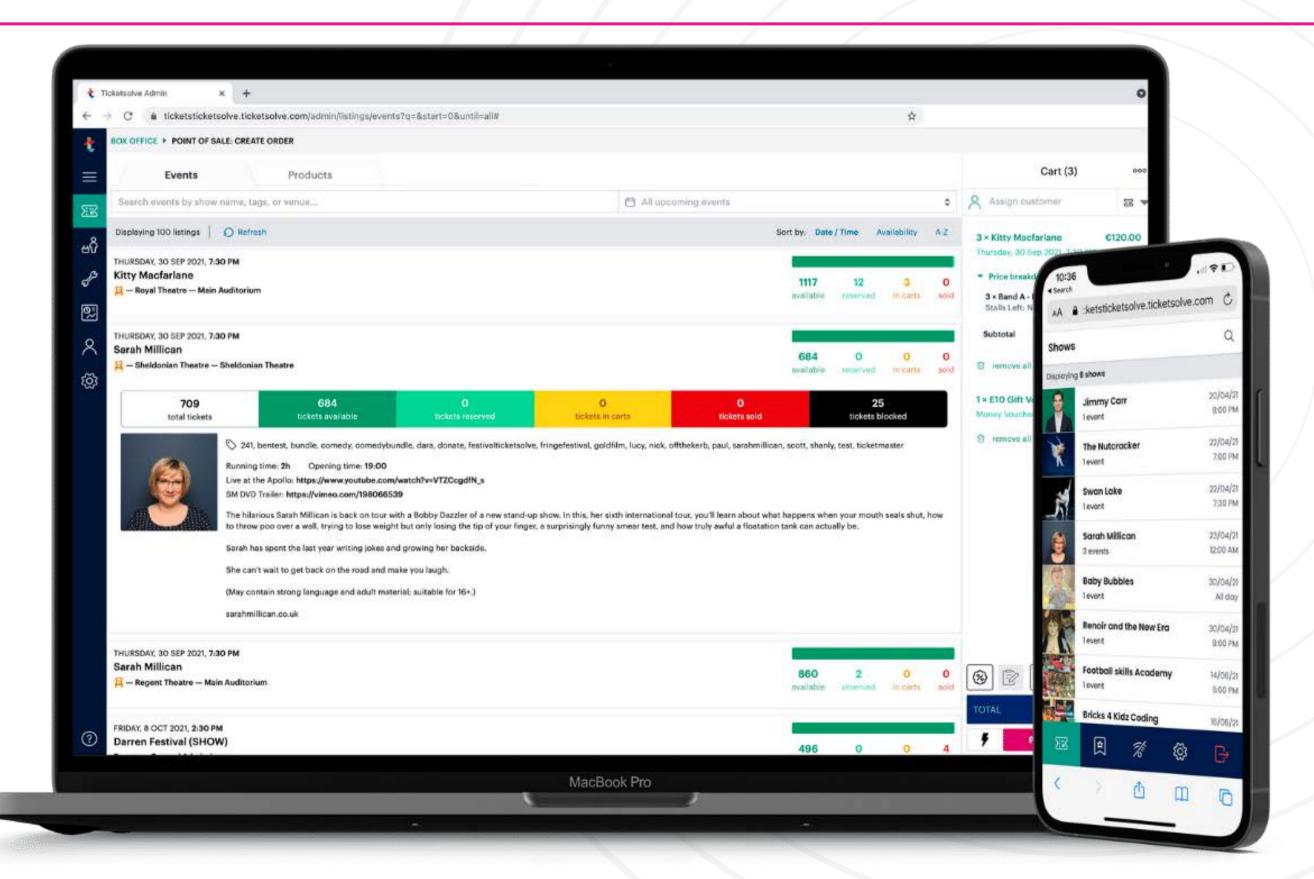
- Onsale time
- Event attribute
- Maximum tickets per event
- Price note
- Customer fields for online
- Skip booking charges
- Witchcraft

- Look and Feel
- Snippets
 - Exclusive access message
 - Terms and conditions
 - Opt in for email
- Learning more about Settings ?





Live Demo









Bringing Clarity to Audience Data

Learn how to create tailored reports to get to know your customers and build targeted marketing campaigns





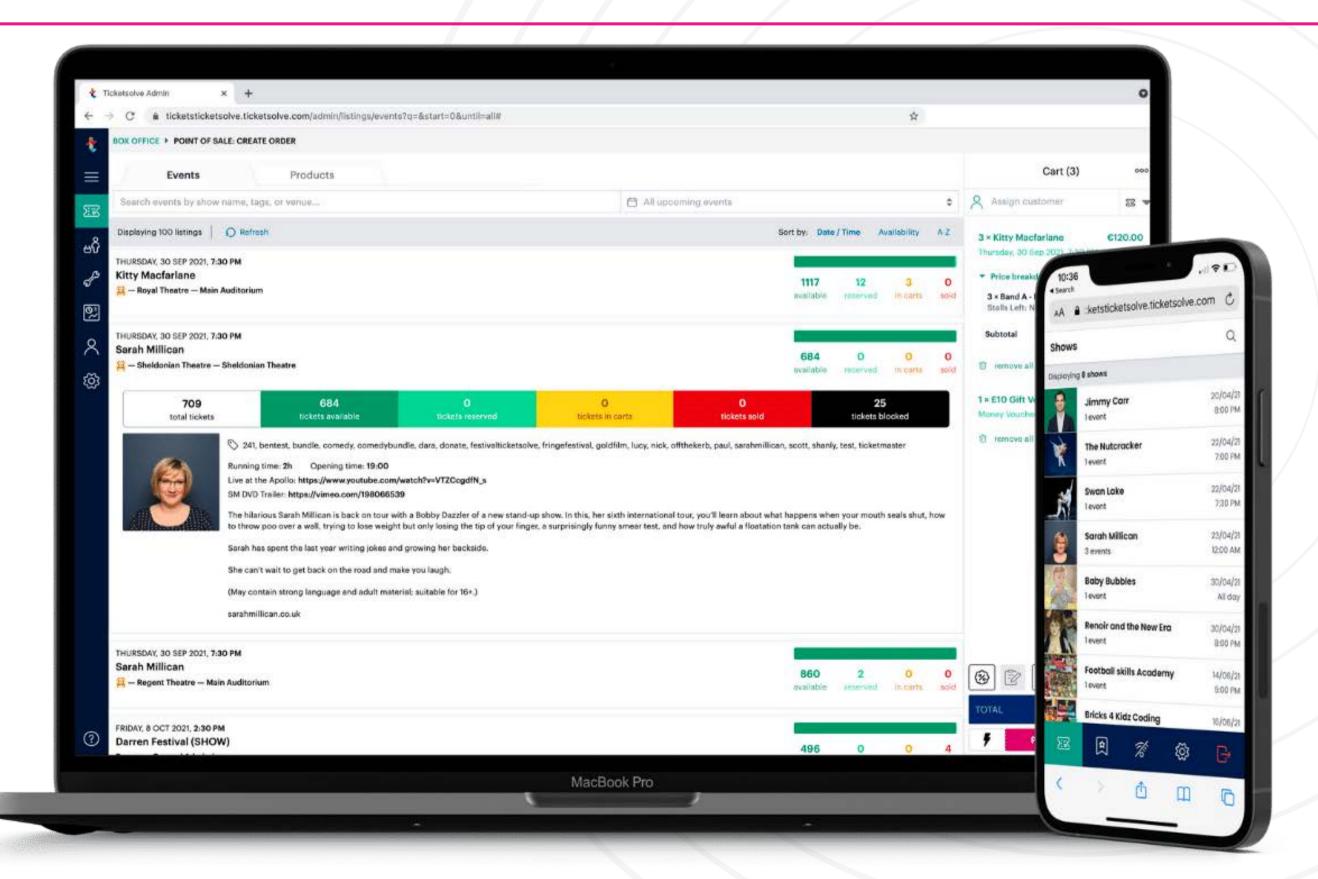
What we'll Cover

- Your Reports best practices
- Marketing Segmentation
- Crossover Reporting
- First Time Customers
- Amount of first time customers for an event
- Top Customers
- Postcode reporting





Live Demo







What's Coming Down the Tracks

A sneak peek into features and functionality coming soon to Ticketsolve

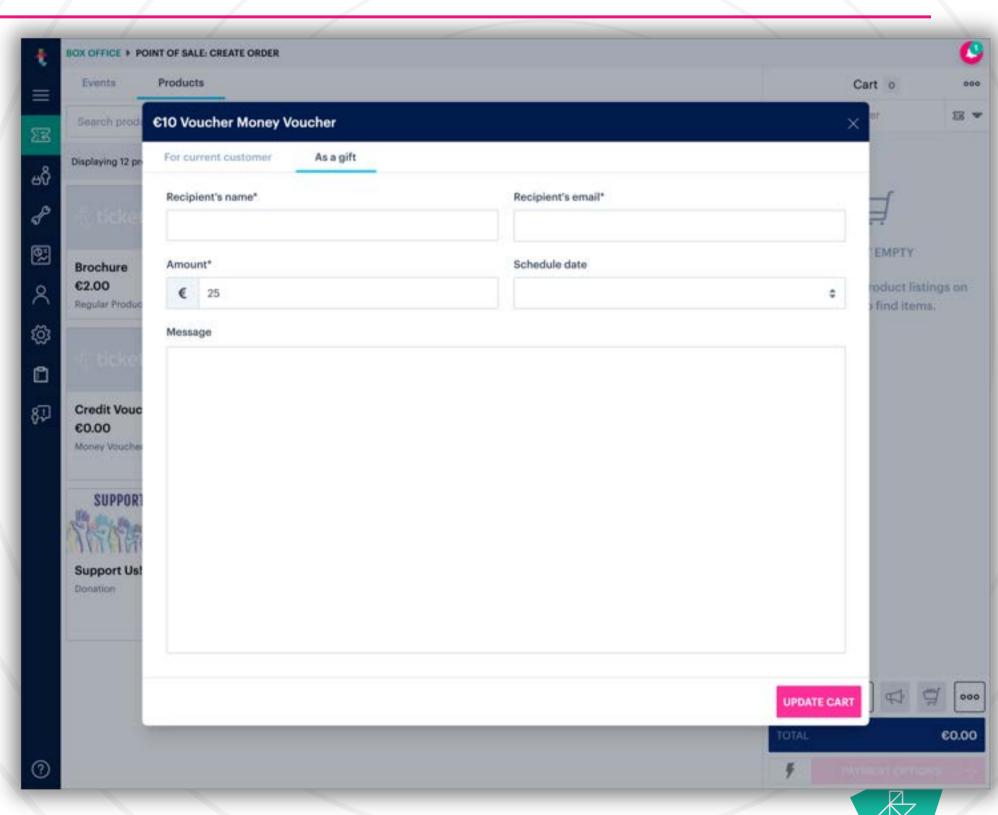




Gifting of Gift Vouchers

We are weeks away from releasing the ability for customers to gift gift-vouchers

- A customer will buy the gift voucher and choose to gift it
- They will add in the recipients email
- Pick a date for when the email is to be sent
- The recipent can then use the gift voucher at your venue



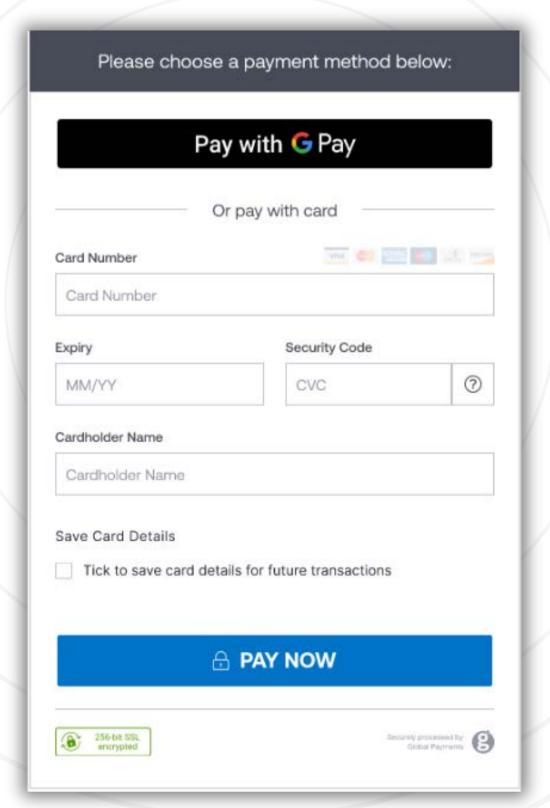


Google and Apple Pay

We have just gone live with a couple of customers with Google Pay

This integration is done by Global Payments

They are currently working on Apple Pay and that should be released within the coming months





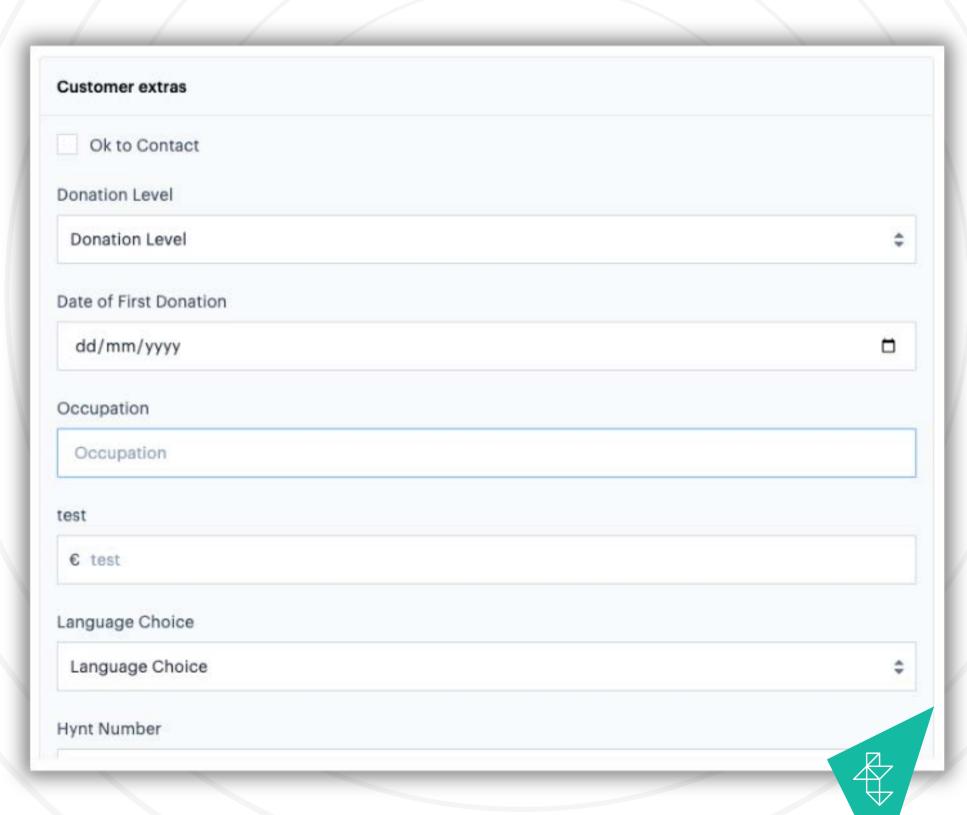


Customer Extras

Customer Extras will be released to everyone in the coming weeks

It allows you to add data field to a customer record

- Text field
- Date Picker
- Checkbox
- Dropdown

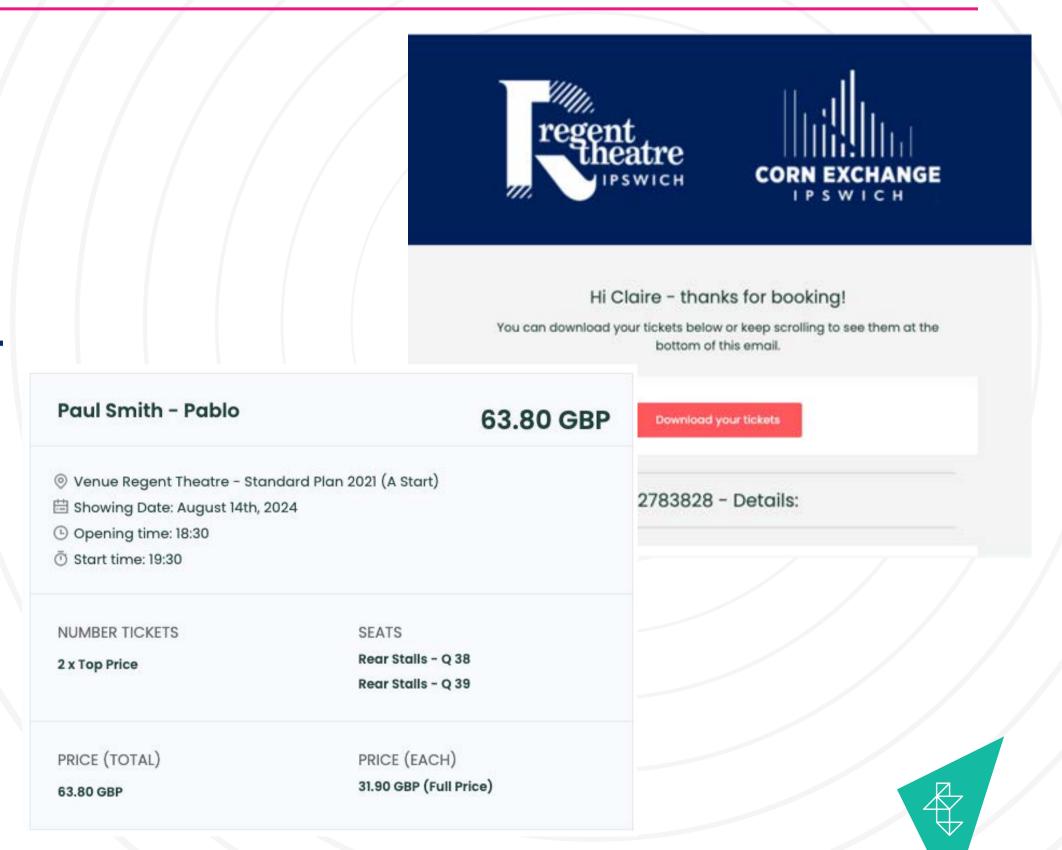




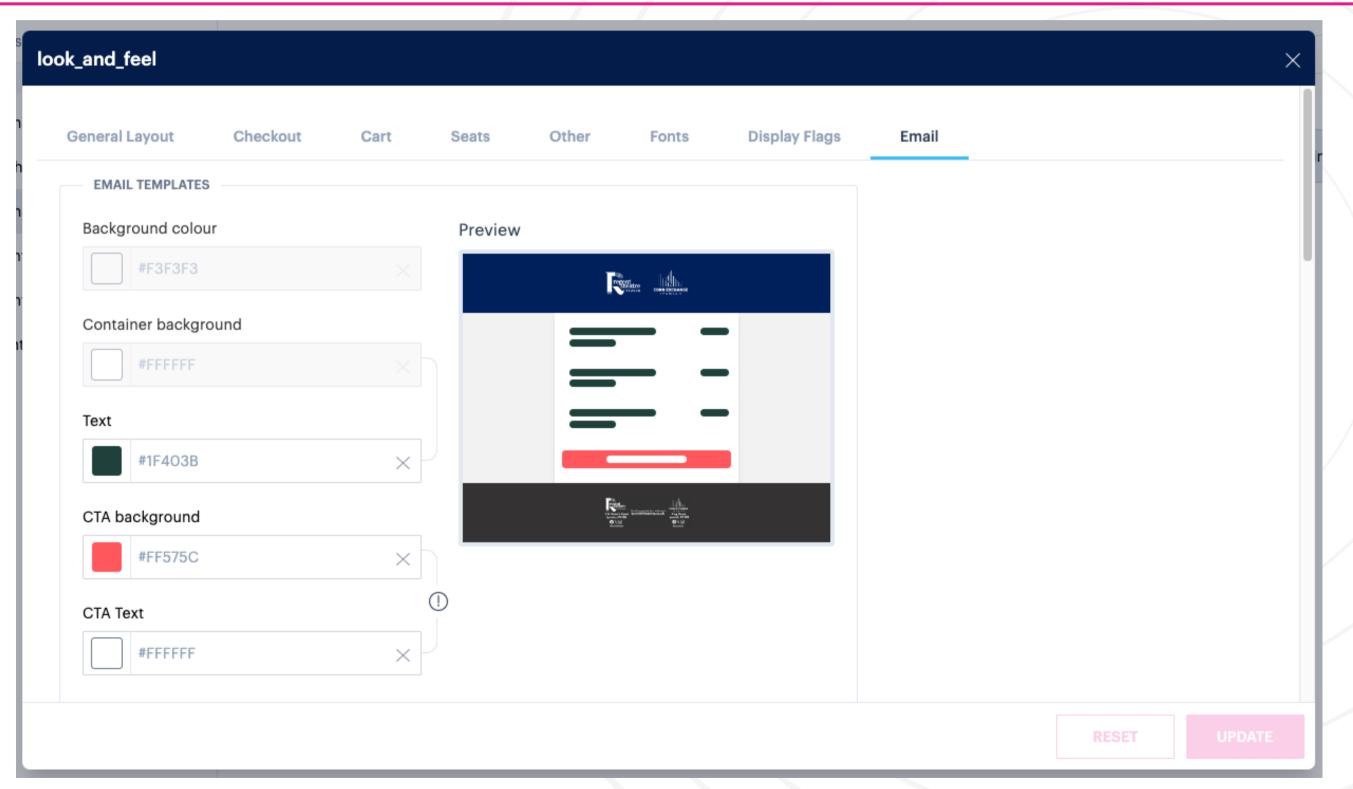
Already in testing with 6 venues. We have started with confirmation email and then moving onto all the others

Fully responsive and no need for HTML

You can also add branding to those email via look and feel settings







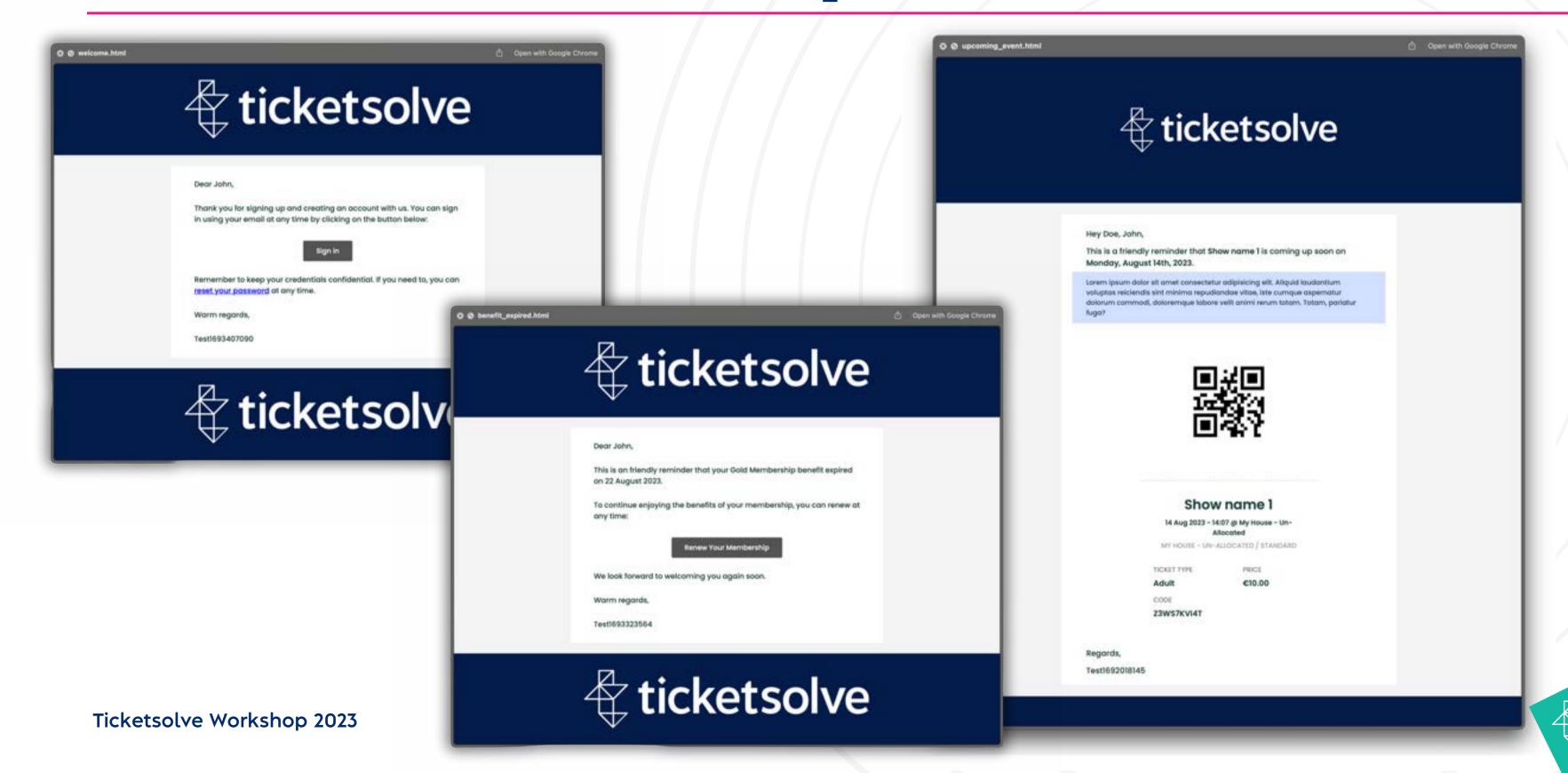




```
Subject
 Confirmation + e-tickets for order {{ order_id }}
                                  MJML
  HTML
                Plain text
 <miml>
 {{ head }} <!-- CONTAINS THEME VALUES -->
 <mj-body mj-class="body">
 {{ header }} <!-- CONTAINS THEME VALUES -->
 <mi-section>
    <mj-column>
         <mj-text align="center" font-size="20px">Hi {{ customer.first_name }} - thanks for booking!</mj-text>
         <mj-text align="center">You can download your tickets below or keep scrolling to see them at the bottom of this email.</mj-text>
    </mj-column>
   </mj-section>
 {{ print_order_link }}
 {{ order_email_notes }}
 {{ postal_message }}
 {{ voucher_message }}
 {{ order_details }}
 {{ customer_details }}
 {{ order_history }}
 {{ closure }}
 <mj-section>
    <mj-column>
    <mj-social font-size="15px" icon-size="30px" mode="horizontal">
      <mj-social-element name="facebook" href="https://www.facebook.com/lpswichCEx/">
      <mj-social-element name="instagram" href="https://www.instagram.com/ipswichcex/">
      </mi-social-element>
      <mj-social-element name="twitter" href="https://twitter.com/ipswichcex">
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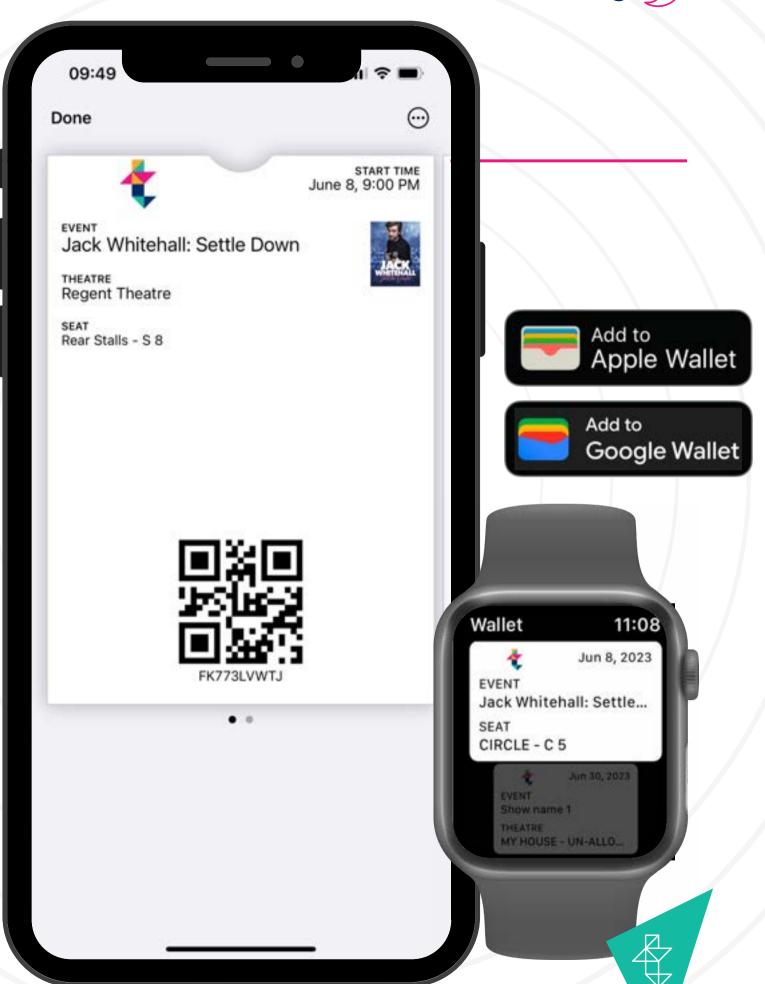
Digital Wallets

This is already in BETA testing with over 10 venues

Allows customers to add their tickets to Apple or Google Wallets

Over 85% of customers at Komedia Bath are using this functionally

Easily add to your confirmation emails and turn it on. It just works!

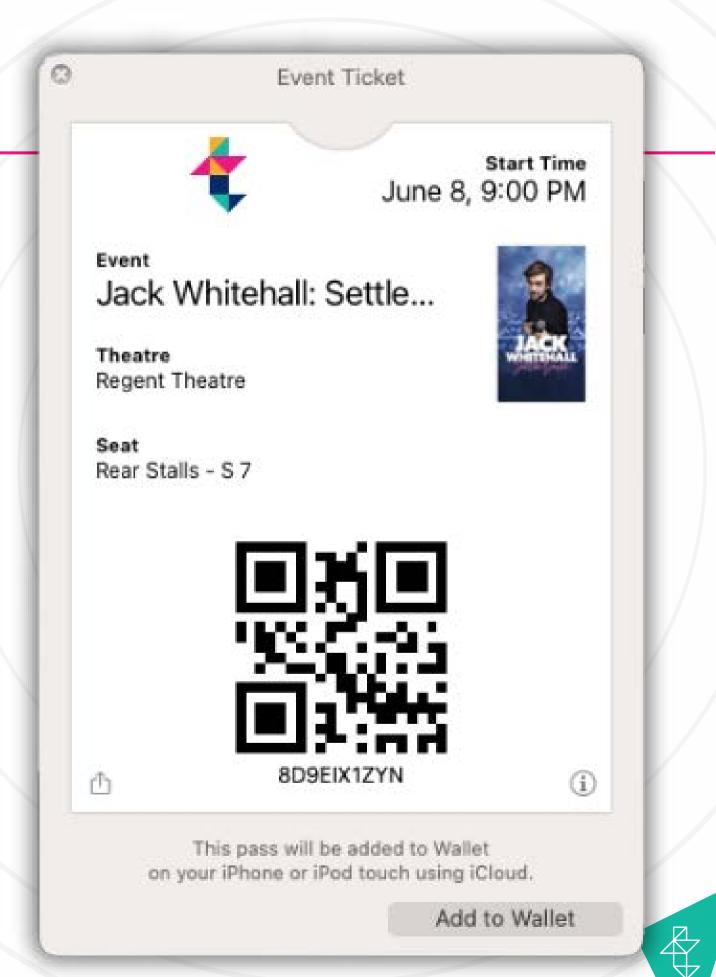




Digital Wallets

Key features:

- Customer don't have to go looking for their tickets
- Customer get notified 30 mins before the event starts
- Digital wallets have excellent scanning features (bright, clean design)
- Available on phones and watches

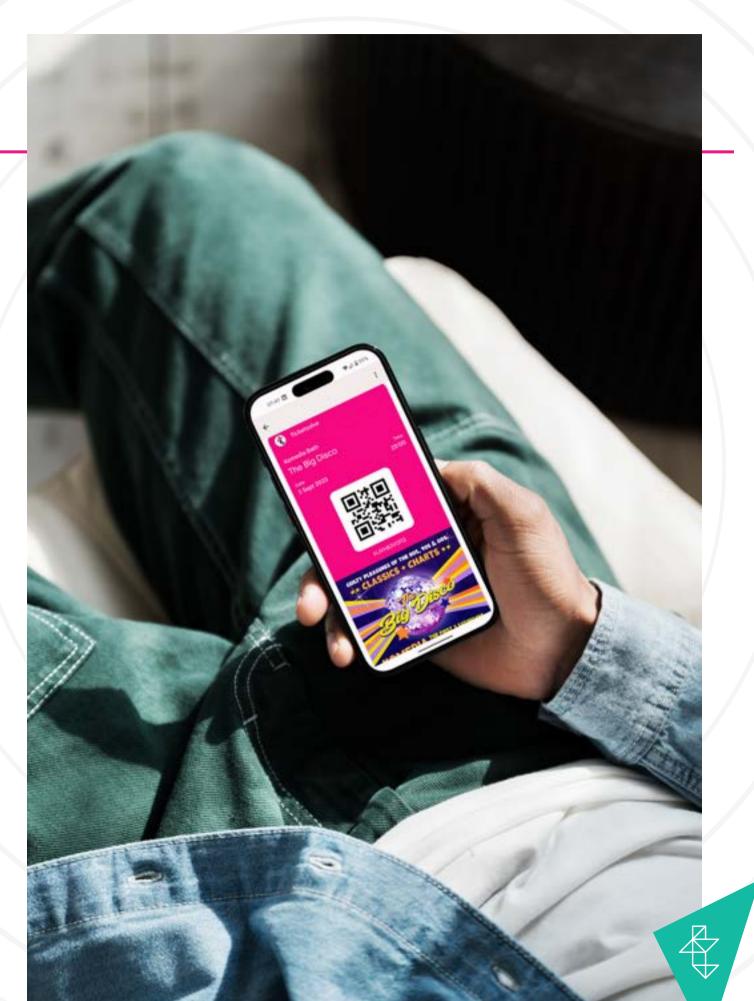




Digital Wallets

Future Updates:

- Ability to add your own branding onto the e-tickets
- Adding multiple tickets to the wallet in one click
- Ability to add membership cards to the wallets

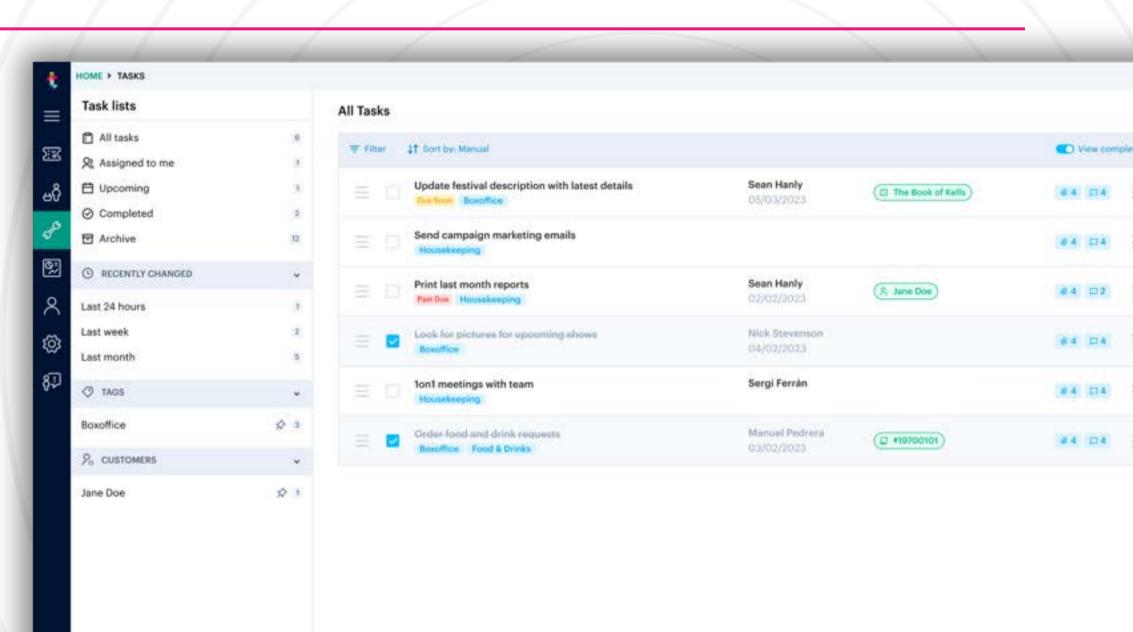




Tasks Feature

We are currently working on a task management system within Ticketsolve

The feature will allow you to create tasks, assign to staff members and add priorities and attachments





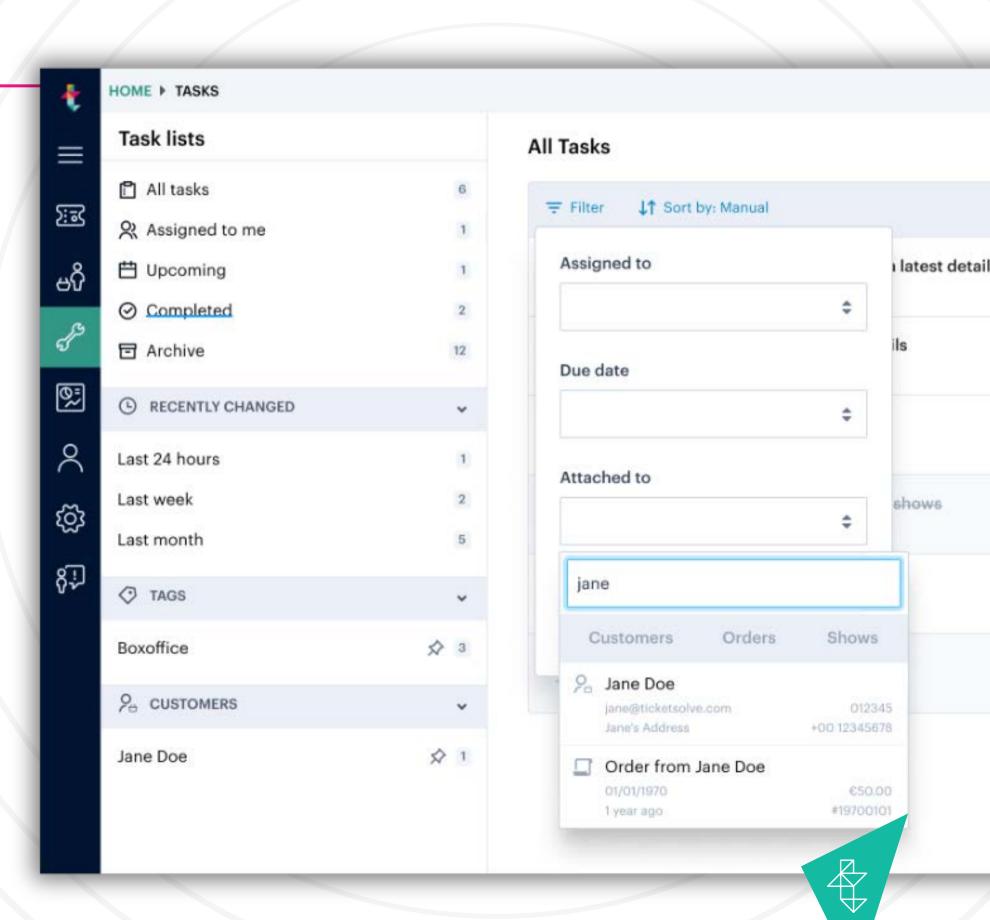
Tasks Feature

v1 is currently in BETA testing with 5 venues.

The development team are currently working on v2

- Attaching tasks to shows, orders, customers or events
- Advanced filtering

We're also working on a notification system for tasks



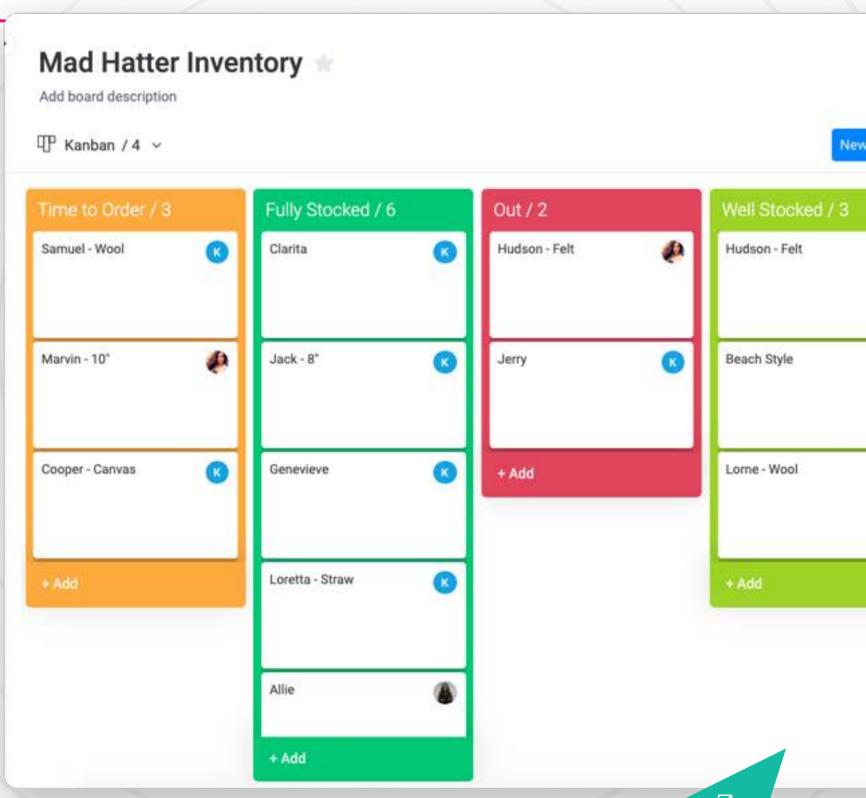


Pipeline Managment

Once tasks has been completed, we will be leveraging that feature to expand to pipeline management

Create multiple pipelines with various stages and move customers and organisations through that pipeline

Pipeline will have a close integration with tasks and automations



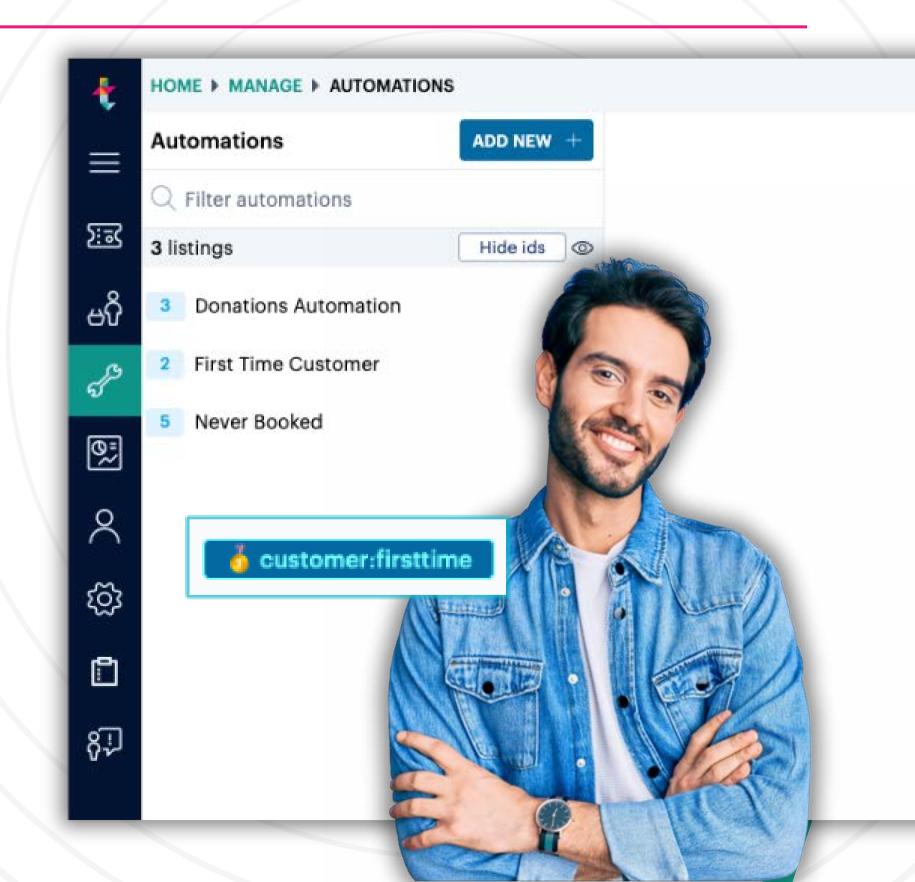


Boxed Automations

We see automation is going to play a large role in every organisation over the next years

We are close to rolling out some box automations to all customers over the coming months

You will be able to build and edit your automations directly within Ticketsolve





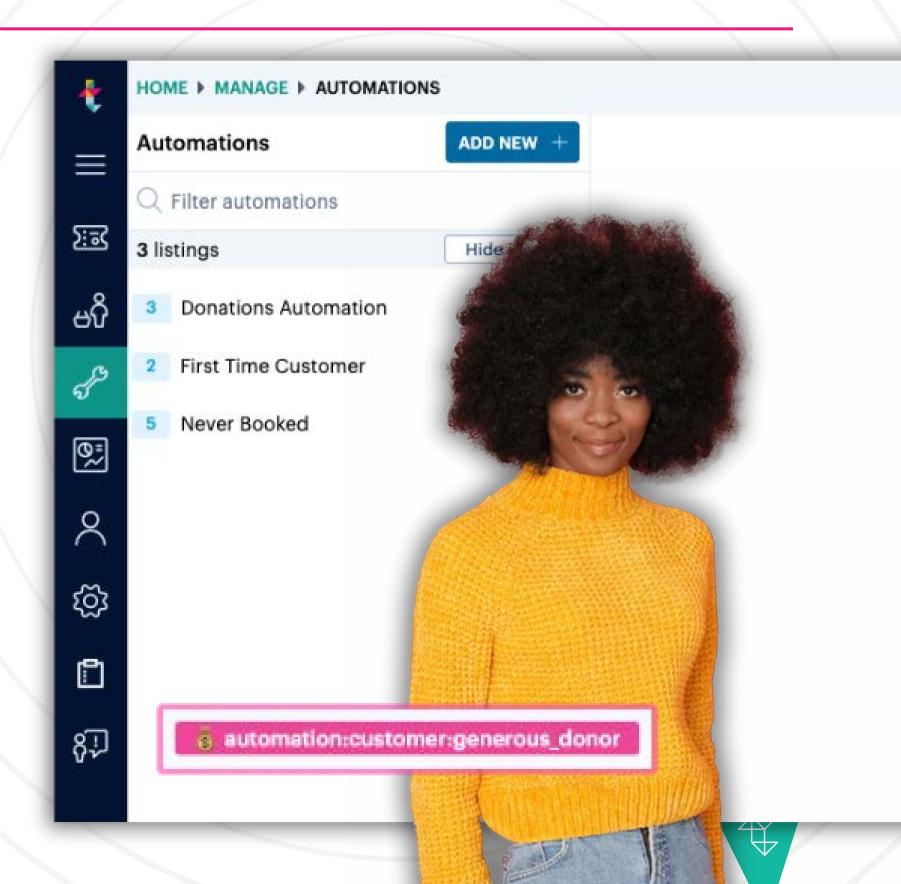
Boxed Automations

We are going to start with some simple ones:

- First time customers
- Thank you for donations

We will be adding more once we have these released. These will include:

- Lapsed customers
- Best Customers
- Never booked customers



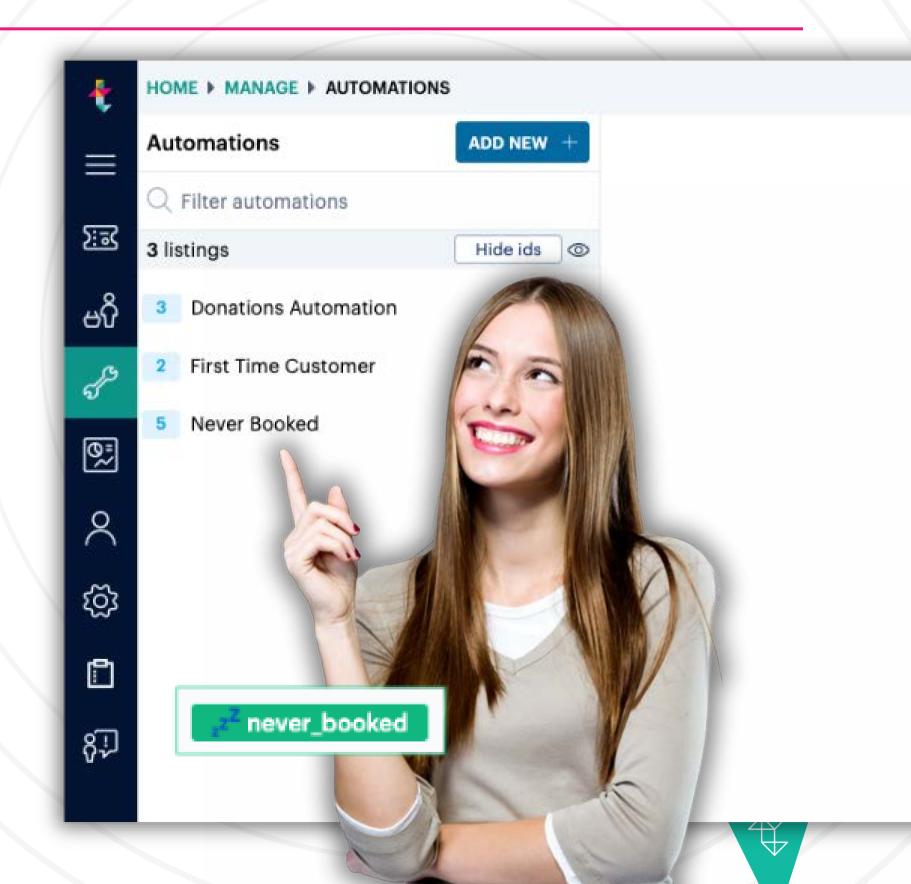


Boxed Automations

The basics of the automation will be built for you

You will then have the ability to adjust parameters such as:

- What tag to add
- The email that gets sent out
- The delay on that email
- Should the tag be removed



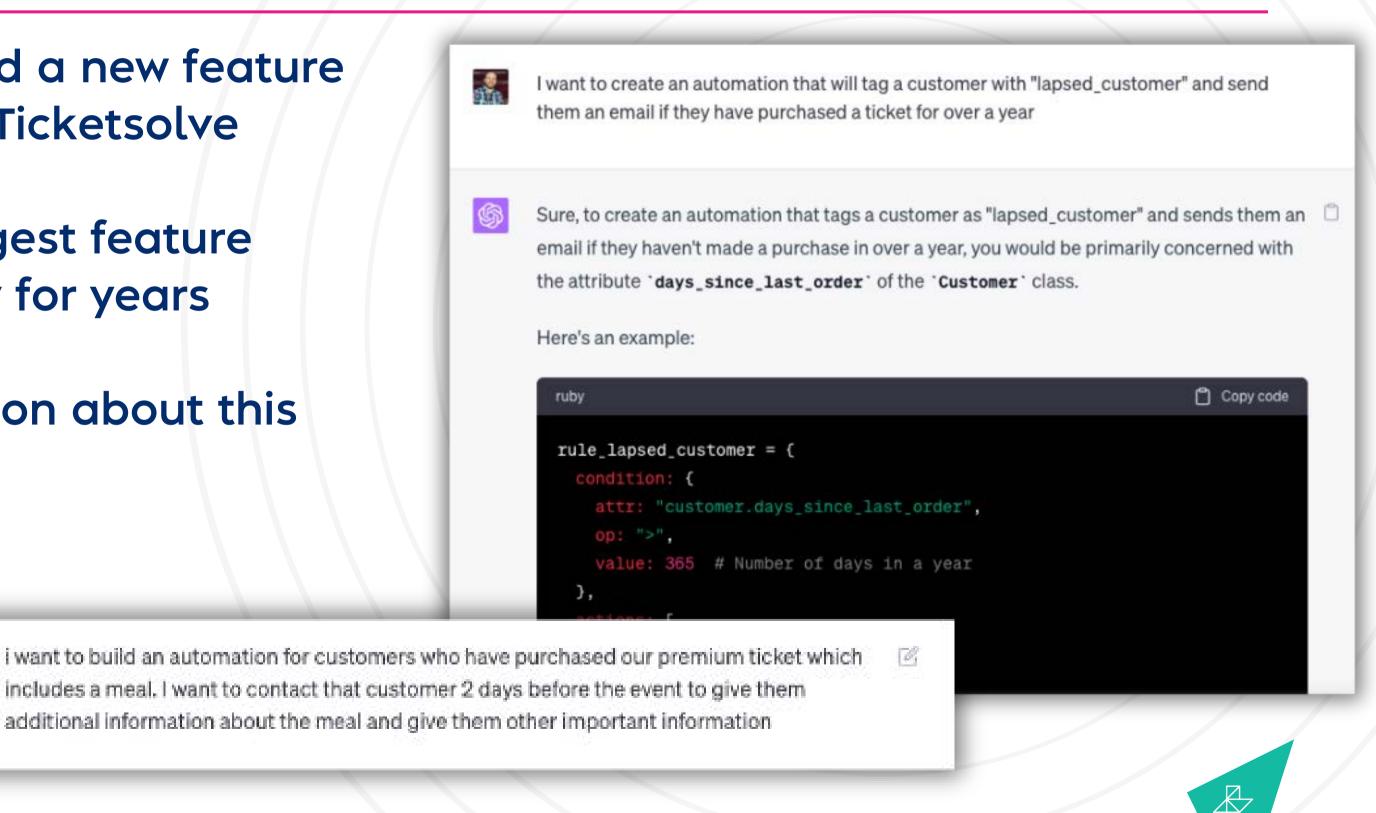


Al Automations

We have also spiked a new feature for building AI into Ticketsolve

This will be the biggest feature seen in the industry for years

We'll be in touch soon about this



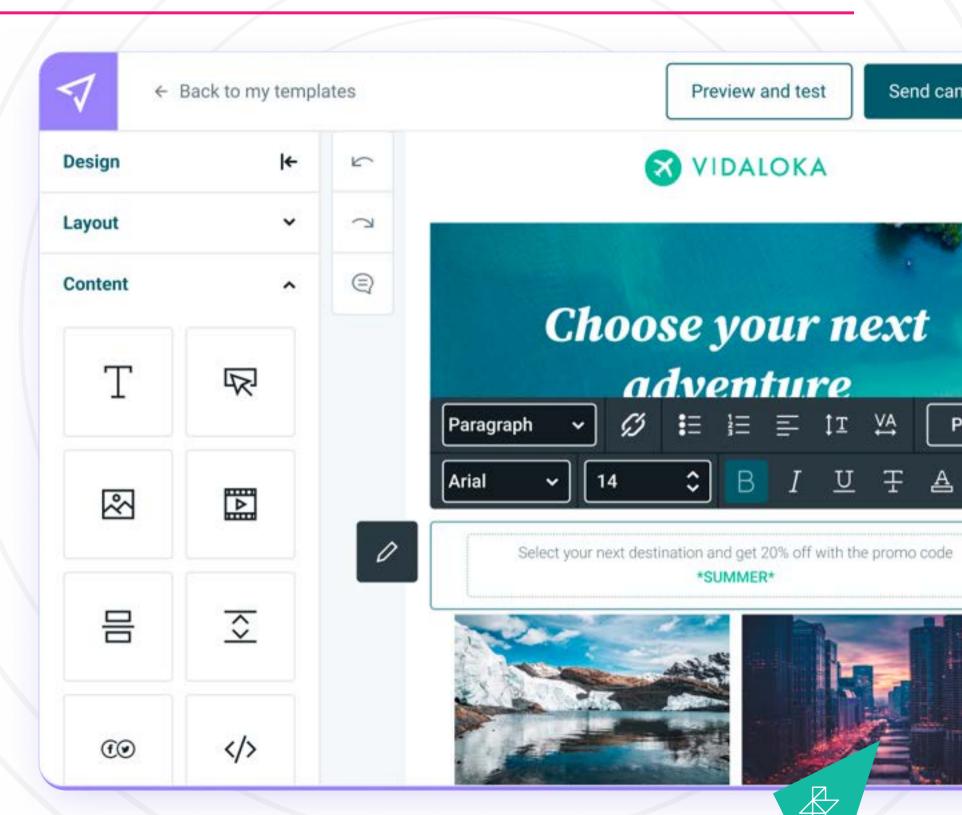


Campaign Builder

We have also spiked a new feature for building AI into Ticketsolve

This will be the biggest feature seen in the industry for years

We'll be in touch soon about ALPHA and BETA testing







Built on Trust & Collaboration:

How you can benefit from everything Ticketsolve has to offer.





Customer Support

- Immediate Assistance
- Problem Resolution
- Knowledge Resources
- Multichannel Support
- Service Tracking
- Open Feedback/Improvement
- 24/7 Availability

Software Updates





Customer Success

- Success Planning
- Ongoing Support
- Product Maximization
- Business Insights
- Advocacy and Upgrades
- Relationship Management
- Proactive Problem-Solving
- Feedback Loop





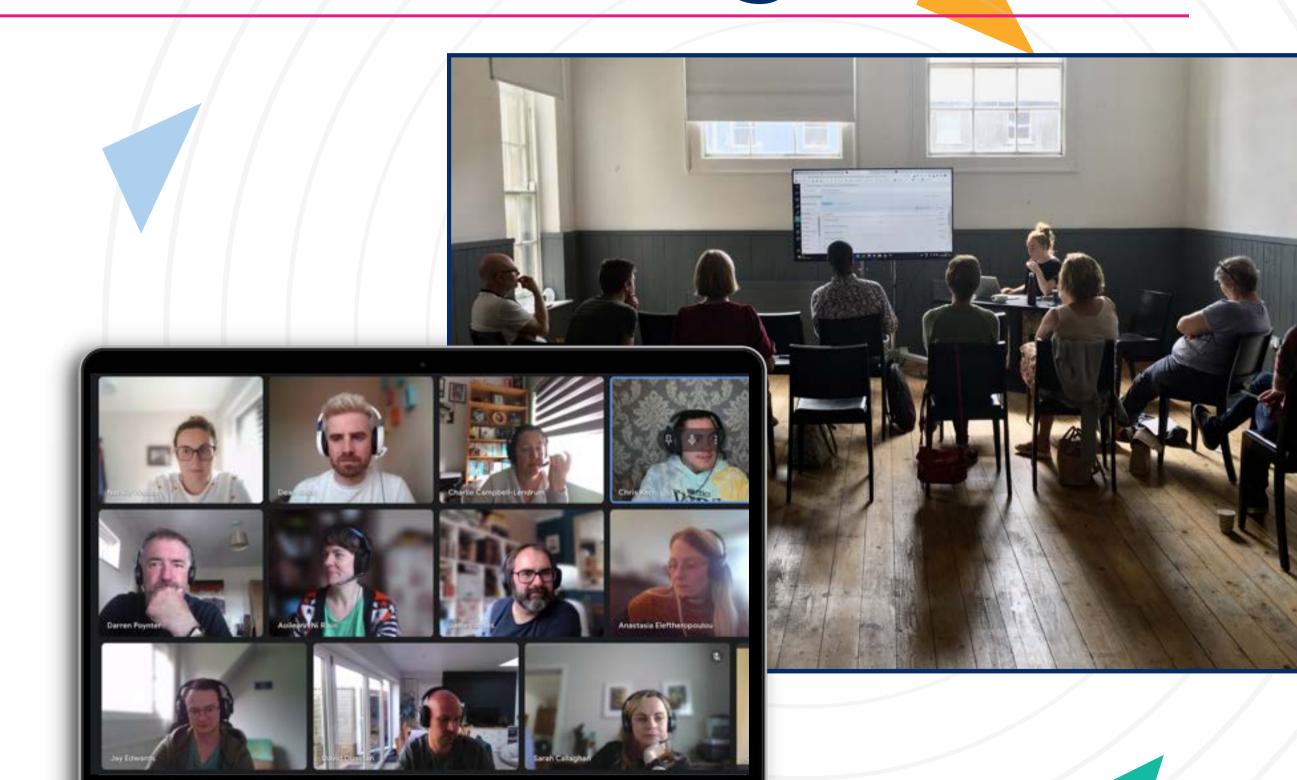
Online & Onsite Training

Onsite Training...

- Hands-on Experience
- Team Building
- Customization
- High Engagement
- Personalized Attention

Online Training...

- Flexibility
- Scalability
- Consistency
- Convenience
- Self-Paced Learning





Annual Forums & Workshops

Forums...

- Expert Knowledge
- Peer Interaction
- Learning Resources
- Product Insight
- Networking

Workshops...

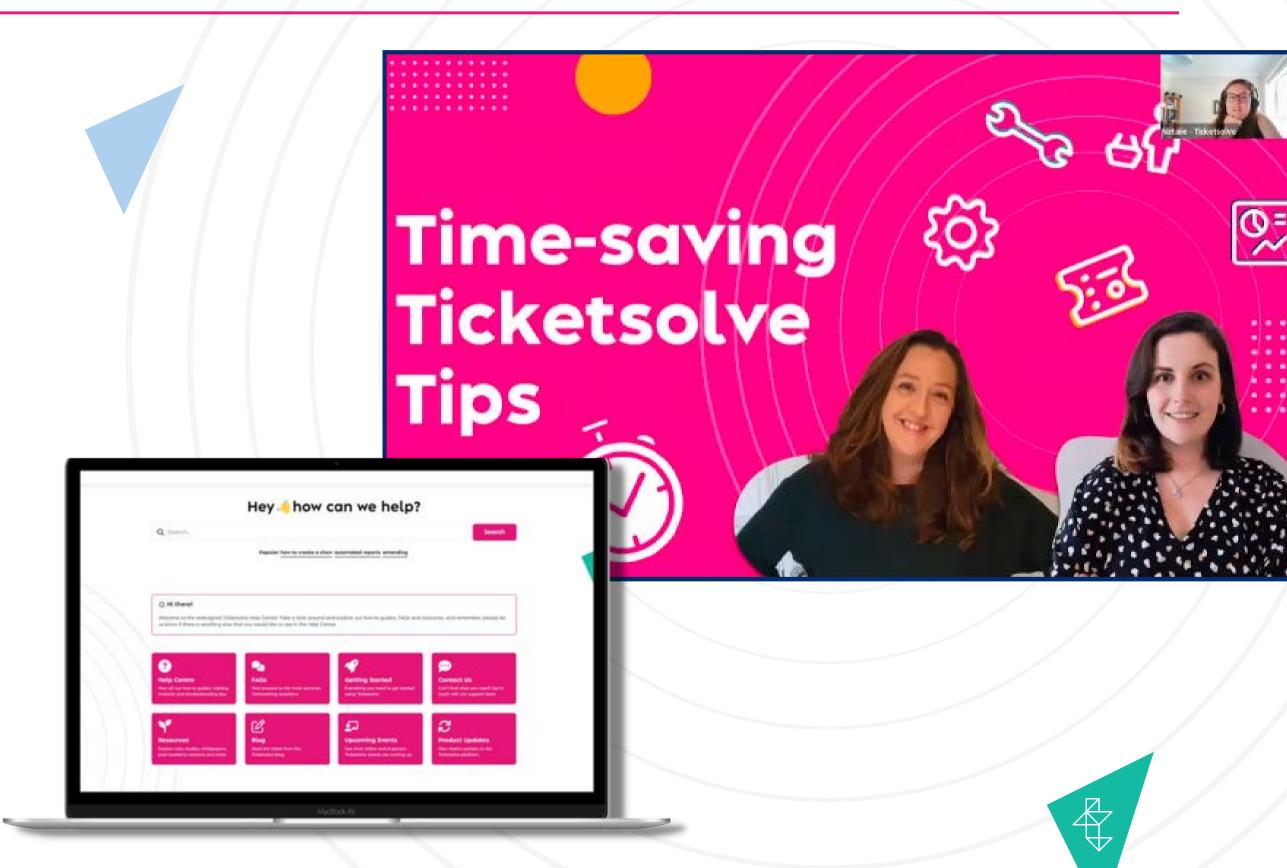
- Interactive Learning
- Personal Attention
- Niche Focus
- Skill Development





Help Center

- How to guides
- FAQ's
- Webinars
- Academy Sessions
- Did you know?
- Product Updates
- Ticketsolve Blog
- Whitepapers
- Self Service Training





Workshops 2023

That's a wrap
Thank you

