

TLCC Orlando suggested topics (A-Z)

If you have an idea that isn't listed, that's okay! This list is not exhaustive and should be used to spark inspiration.

Accessibility – tracking needs via Tessitura

Add ons – dynamic pricing, marketing help, ticket orders

Analytics – creative uses, creative uses for business intelligence, donor retention, incorporating KPI's, integrating data from other sources, unique functions

Analytics reporting – if/then focused on ticketing hierarchy builds, price types, and pricing rules. Examples of different ways to build events with pricing/membership discounts and how that impacts the reporting.

Annual giving campaigns

API – changes in v16, how to use the documentation, training

Artificial Intelligence and Tessitura

Arts marketing trends with digital permission changes

Audience – how to get young people in the theatre

Audience development through behavioral analysis

Audiences – mass numbers of new audiences and what to do

Automated donation responses

Automation – triggered emails in a lean team

Auto-renew programs

Auto-Zone triggering

Backend Tessitura setup for new subscription models

Best practices – advanced event building (high volume), GA events

Best practices – Data storage

Best practices – Education departments using Tessitura

Best practices – efficient workflows, save time and maximize tessitura features

Best practices – Engagement departments using Tessitura

Best practices – Fundraising membership management

Best practices – Households

Best practices – Membership

Best practices – mobile ticketing

Best practices – non ticket items on TNEW

Best practices – online account management

Best practices – plans maintenance

Best practices – portfolio management

Best practices – promotions and offers

Best practices – remote work and team engagement

Best practices – Renting venues and tracking through Tessitura

Best practices – Tessitura upgrade

Best practices – training

Best practices – WordFly

Booking tab to book lab space

Business continuity planning using Tessitura

Campaigns, Appeals, Sources across MKT, DEV, TKT, DIG

Change Management strategy

Checklist for setting up a new event – are staff required to use the document?

Code libraries updates

Collecting teacher/school data (including affiliations) through TNEW

Combating fraud, re-sellers, chargebacks

Combination package set up either for special offers or subscriptions.

Communication management - lists, extractions, appeals, output sets, contact point purposes, etc.

Community engagement

Community-centric fundraising

Complicated pricing rules for museums & attractions / pricing offer layering

Consortium standards

Contact Permissions and multiple email households

Contact point purposes

Convincing staff to invest in Tessitura

Cross systems analytics of Tessitura data with other systems like social media and OTT solutions

Customer forward e-commerce

Customer journey map

Customer Service Issues (CSIs)

Cyber Security - 101

Dashboards – setup and management

Data – inform communications frequency in post-pandemic world

Data clean up – how to manage

Data collection – teacher and school data (including affiliations) using TNEW

Data driven decisions

Data hygiene – database admin version

Data integrity

Data security – understanding what happens in a cyber security attack

Data to inform fundraising practices

Database administration for non coders

Database administrators – tools for DBAs who use hosting services

DEAI – initiatives

DEAI – internal and external

DEAI – tools and tips to motivate leadership and staff to implement EDIA changes

DEAI – within the system and arts

Deferred revenue reporting

Delivering digital programming

Demographic Data: Collecting, storing, and reporting

Developer track sessions

Digital fundraising – utilizing online social platforms (Discord, Patreon, Twitch, YouTube, etc)

Digital Membership Cards

Digital membership premiums

Digital tickets

Diversifying donors

Documentation

Donor data analysis

Donor prospecting and pipeline growth strategies

Dual language websites

Duplicate accounts and how to stop or avoid them

Dynamic pricing – automated dynamic pricing as required by many tours

EDM relationship management

Education – collaborate interdepartmentally with Tessitura

Education – how to maximize use in Tessitura, program tracking, education extension, use in v16

Education – how to register for free education programs through TNEW

Education – tips and tricks

Education and community engagement tools, techniques in Tessitura

Education configuration

Elevated event Basics

Email marketing

Email marketing – hands-on examples

Emails – customizable email receipts

Enabling access to on-demand content for multiple constituent types with different levels and types of free v pay-to-view access

Engaging the wider organizations outside of Ticketing and Development

Equitability in field

Excel to Analytics

Facilities – managing flexible facilities

Facility management – black box theatres: tips and shortcuts for setting up a separate facility for every show, every season

Favorite development functionality tips

Field trips – book online

Finance - setup suggestions tips and tricks

Finance and billing

Finance for beginners

Finance using Tessitura

First time buyers and NTF – how to identify and communicate

Forecasting and modeling

Fraud – ways to prevent fraudulent use of credit cards that result in chargebacks after the performance has passed

Free ticketing – successful examples of free ticket events in terms of registration, RSVP, analytics, and communications utilizing Tessitura

Fundraising – helpful reports

Gift Certificates - financial reporting

Google analytics 4

Grants management

Group and education bookings through the API

Group sales

How do other organizations work with TNEW

How to best apply discounts on established rates on non-performance based events for individual orders, and how to track and report on them.

How to best utilize step reminders within plans for gift officers

How users are facilitating elevated events, fundraising galas, etc. (auctions, payments on website)

HTML Template Workshop

Implementing change in an organization and buy in from staff resistant to change

Industry trends

Infomaker report upgrade to SSRS

Innovation studio – live discussion

Integrating text messaging platforms and Tessitura

Integrating third-party restaurant & catering bookings into TNEW

IT security vs Cyber Security

iWave – using attributes in Tessitura with “if” functions

Kiosk examples – user based

Layering hold codes, allocations, and pricing for flexible event creation

List and extraction building - advanced

List Manager – deep dive, getting the most out of criteria and output sets

Lists and Segmentations - advanced

Lists and Segmentations – intermediate

Loss of Subscriptions

Managing subscriptions

Marketing – advance uses of Tessitura

Marketing automation – using Tessitura

Mass Report Updates

Membership – auto-renewals

Membership – new trends

Membership – tips and tricks

Membership - tracking

Membership benefits

Membership/Donor communication and automation

Mental health in arts and culture

Microsoft 365 – integration with Tessitura

Migrating membership functionality to v16

Mobile Ticketing

Mobile Ticketing and how to make them the ONLY way of delivery

Mobile tickets – how to keep third party re-sellers from selling seats

Mobile tickets – integrate mobile tickets in a market that has had hard tickets for decades

Mobile/E-Tickets: Pros and Cons to switching from paper tickets. Are there any regrets and is a hybrid of both a valid option?

Museum admission ticketing – streamlined and paperless

Museums - how to deal with data collection challenges with non ticketed organizations

New features in the v16 API

Ongoing training & succession planning

Online and frontline gift membership sales

Online sales experience enhancements for TNEW

Online ticketing for education groups

Order based list criteria

Organizations running behavioral analysis on their audience to identify prospects

Pandemic takeaways: What did you keep doing even if you didn't "have" to?

Perpetual billing

Personalized communications

Planned Giving

Plans – adapting for education leads

Plans for GA ticketing

Plans to track community and education partnerships

Portfolio management using plans and steps

Pricing rules – creative uses

Pricing strategies - new functionality

Project management

Project management – database administrators

Promo Codes

Prospect2 and how it works best with Tessitura
Purpose restricted donation tracking in Tessitura
PYWC advantages v donation ask advantages
Quicksale – Gift memberships
Razor syntax
Reactivating audiences
Relationship Functions – relational fields
Reseller prevention – basic levels
REST API workshop (testing page data/CRUD with postman)
Retail integrations
Sample Web Service Custom Pages with Code
Sample Web-Based Application Custom Screens with Code
Scheduling - volunteers
Scheduling stored procedures for data cleaning
Seating inventory with co-productions
Second and third party seller mitigation
Segmentation using custom integrations such as iWave to produce strategic prospect lists
Sending invoices through Tessitura to schools, parents, and districts
SOAP to REST
Specialized packages
SQL – code and tricks
SQL 101: an introduction to SQL and Tessitura for people who have never used code before.
SSRS report building and writing
Student verification
Subscriptions – creative models
Surfacing data points that aren't usually surfaced for standard users
Sustaining monthly memberships

Tessitura Merchant Services – custom integration

Tessitura Merchant Services – web implementation

Testing – how to plan well

Ticketing – value added options such as Platinum and VIP sales

Ticketing and Contributions in v16

Tickets – advanced delivery: delayed ticketing, mobile tickets, apple wallets

TNEW – basic product settings and enhancement capabilities

TNEW – custom form

TNEW – how organizations use it

TNEW – mobile tickets

TNEW – purchase experience for members

Tools - Dev Tools, Source Control, Postman, Etc.

Training – how to without a training team

Training – onboarding new users

v16 – API transition

v16 – common mistakes

v16 – custom websites

v16 – findings from users

v16 – innovative uses, especially Interactions Cube and recurring memberships

v16 – interactions cube

v16 – member benefits

v16 – preparation requirements

v16 – tips and tricks

v16 – training

v16 - upgrade

v16 change management

v16 innovation and process improvement

v16 updates and roadmap

Venue space management

Visitor journey

Website - ADA

Wellbeing

WordFly – managing contact preferences

WordFly – triggered emails

Workflow – design and documentation