



# Tessitura network

## 8<sup>th</sup> Tessitura UK User Conference Delegate Pack



## Wales Millennium Centre 17<sup>th</sup> - 18<sup>th</sup> November 2011

wmc.org.uk  
029 2063 6464



Llywodraeth Cymru  
Welsh Government



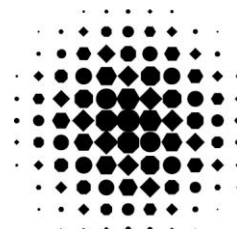
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## **8<sup>th</sup> Tessitura UK User Conference Delegate Pack**

**Croeso i Ganolfan Mileniwm Cymru**

**Welcome to Wales Millennium Centre**

We are delighted that you are joining us for the ever growing Tessitura UK User Conference which this year, its 8<sup>th</sup> year, is being hosted in Wales' beautiful capital city Cardiff.

This pack contains everything you will need to know regarding the Conference, the Centre and Cardiff itself

If you have any questions or queries related to the event then please feel free to contact me, the Conference Coordinator, on the contact details below.

I look forward to meeting all you fellow Tessiturians in November.

Diolch yn fawr iawn / many thanks,

**Hazel Robinson**

Tessitura Conference Project Assistant

[hazel.robinson@wmc.org.uk](mailto:hazel.robinson@wmc.org.uk)

02920 634671

# Wales Millennium Centre would like to extend special thanks to all our sponsors

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BAKERRICHARDS

## Conference details

	<b>Thursday 17/11/11</b>
3-8pm	Registration desk open. The registration desk is located at the front ticket desk opposite our main entrance (see building layout included at back of pack)
4-5.30pm	Specialist group discussions. Groups representing different disciplines who use Tessitura will meet to discuss common issues and share best practice. These discussions will have session facilitators. These groups include: Ticketing, Marketing, Development, Web Developers and Administrators.
5.30-8pm	Hotel check-in time / alternatively head straight to ffresh Bar - All conference delegates receive 20% off at ffresh
8pm-Midnight	Social and networking event in the Centre's award winning bar & restaurant- ffresh. The evening is inclusive of an evening buffet and complimentary drink followed by 'Battle of the Karaoke!'. Sponsored by our Gold Sponsor: POP: Wordfly & Cloudtix

	<b>Friday 18/11/11</b>
8-9.30am	Registration desk open. Morning breakfast reception sponsored by Firechaser.
9.30-10.30am	Opening plenary session. Including welcome from Wales Millennium Centre's Dave Pearce and 'State of the Network' address from Tessitura President Jack Rubin and V11 Update from Andrew Recinos.
10.30-11.30am	Session 1
11.30-11.45am	Morning tea & coffee break sponsored by Experian QAS
11.45-12.45	Session 2
12.45-1.45	Lunch sponsored by Lynch2
1.45-2.45pm	Session 3
2.45-3pm	Afternoon tea & coffee break sponsored by Baker Richards
3-4pm	Session 4
4-4.30pm	Closing Plenary session

Thank you to our Silver Partners for helping to make the day happen: Artifax & Mademedia

## **Confirmed sessions**

### **Reporting For Ticketing and Marketing**

**Presenter: Natalie Threlfall - Tessitura Network**

With over 180 standard reports, knowing where to start to look in Tessitura for the information you need can be daunting. This introductory session will explore both commonly used and overlooked reports and tools which are useful to ticketing and marketing departments - from obtaining daily sales figures to finding trends in your data. Come and see some hidden (and not so hidden) gems that are already available in your system and which you can immediately take home and put to use in your organisation.

### **Tessitura Education Out of the Box and Beyond**

**Presenters: Graeme Ellis - Tessitura System Admin / Deputy Box Office Manager, Young Vic Company & Katherine Leadbeter - Head of Fundraising and Major Gifts, Sage Gateshead**

A programmer or IT specialist isn't always necessary to handle class registrations, student matinees and other education offerings. Many organisations have used Tessitura "out of the box" to get started. Check out the creative, quick and easy methods for making the leap to Tessitura in your education department.

### **Segmentation for Marketing: Divide to Conquer**

**Presenter: Sarah Gilbert- Marketing Officer , Wales Millennium Centre**

Now, more than ever, the relationship you have with your patrons are of paramount importance. They are the stars and you want to keep up with who's who. This session will feature two examples of how venues are segmenting their constituents and will feature the tools and strategies being used to segment constituents for more advanced marketing communications.

### **Ticketing for Ticketing People**

**Presenters : Liz Baird –Ticketing Services Manager & Sarah Jones- Ticketing Services Co-ordinator, Wales Millennium Centre**

This session will give attendees an insight into how the Wales Millennium Centre is using Tessitura to drive efficiency and how they have created customisations that fix typical ticketing issues. The session will include how the team have created an Access scheme and customised Tessitura to facilitate the scheme which enables fairness. They will show how Tessitura has been customised to ensure that a robust monitoring system is in place to enable the call centre management to audit the DPA process. Do you get producers asking you to cap the number of concessions? See how the Centre has customised Tessitura to solve this need without creating a labour intensive process.

### **Gift Aid: Free money!**

**Presenters: Ben Magson- Application Support Specialist, Tessitura Network & Ian Gledhill -HMRC**

This session will give an overview of the integrated Gift Aid functionality in Tessitura, which manages the process of reporting on and claiming Gift Aid on applicable payments from HM Revenue and Customs. We'll cover setup and configuration of the Gift Aid functions in Tessitura, processing of gifts, pledges and payments, declaration management, claims and declaration drives. We will be joined by Ian Gledhill from HMRC for a general Q & A session at the end of the presentation.

### **Creating a Donor Community Online - How to's and why not's of Online Giving**

**Presenters: Matthew Collins- New Business and Digital Dev Officer, Royal Shakespeare Company & Erin Koppel- Director of Annual Campaign and Women's Board Activities, Chicago Lyric Opera**

In this session we will showcase some of the ways in which Lyric Opera Chicago and the Royal Shakespeare company are attracting and managing donors online. We will cover donations as part of a ticket purchase, online benefit redemption and membership functionality, and email and video fundraising appeals

### **Tessitura Pillars of Fundraising: Memberships and Solicitations, plus a few Customizations**

**Presenter: Erin Koppel- Director of Annual Campaign and Women's Board Activities, Chicago Lyric Opera**

Lyric Opera of Chicago will raise more than \$20 million this year using Tessitura tools, both out-of-the-box and custom tools for reporting and tracking. Build your fundraising foundation strong with an overview of best practices of two key Tessitura modules: Membership and Solicitations. Then go in-depth with the strategy behind Lyric's custom innovations which maximize funding by project, a key component of its overall fundraising success. This session will give UK conference attendees exposure to a development presenter from the States. The session will be delivered by a regular presenter of Tessitura Network Conference sessions Erin Koppel, Director of Annual Campaign and Women's Board Activities at Chicago Lyric Opera.

### **Version 11 Upgrade Tips and Tricks**

**Presenters : Mara Hazzard-Wallingford- Tessitura Consortium Director, Yale University & Andrew Recinos Tessitura Next Generation Product Manager**

Mara Hazzard-Wallingford, Tessitura Consortium Director for Yale University and Andrew Recinos, Tessitura Next Generation Product Manager, will discuss the Version 11 upgrade from the vantage point of Yale's upgrade process. Mara is a member of the NextGen Member Advisory Committee and Yale was the first organization to begin the Version 11 upgrade process as part of the v11 Alpha program. Mara and Andrew will cover topics including data migration, testing of local customisations, and involving your users in the testing process.

## **The Revenue Management Application (RMA)**

**Presenters: Tim Baker- Director, Baker Richards & Andrew Recinos Tessitura Next Generation Product Manager**

The RMA helps Tessitura users to make decisions such as when to raise prices, when to offer discounts and how to rescale their house to increase ticket income. Existing users include the Stratford Shakespeare Festival (Canada), Santa Fe Opera, and Center Theatre Group (Los Angeles). Center Theatre Group recently generated an extra \$2.7 Million in ticket sales thanks to their new software-driven dynamic pricing decisions.

In this session, Tim Baker (Baker Richards) and Andrew Recinos (JCA) will present case studies, including from CTG, demonstrating how users are generating additional income through the RMA. They will also give an overview of the comprehensive new functionality offered by Version 2.0, due for release towards the end of 2011. This session will demonstrate how the RMA can provide all the information and analysis required for planning and monitoring pricing strategy, including variable pricing, scaling, discount control and dynamic pricing as well as new tools to aid evaluation of pricing and forecasting of sales.

## **Development Quick Fire**

**Presenters: Sophie Brown- Interim Development Manager, Wales Millennium Centre & Katherine Leadbeter- Head of Fundraising and Major Gifts, The Sage Gateshead**

Some snapshot ideas of ways in which you can customise Development functionality within Tessitura to benefit your organisation. Sophie Brown (Wales Millennium Centre) will share some Custom Development Reports, and Katherine Leadbeter (The Sage Gateshead) will share an innovative triggered membership process. The session will close with a Q & A.

## **Web Integration with V11**

**Presenters: Kristen Tigart - Director Internet Services & Online Community, Tessitura Network**

What happens to my existing website when I upgrade to V11? How can my website start taking advantage of the new V11 functionality? V11 will be the first version of Tessitura to include NextGen technology. It will also, for the first time, include RESTful web services which will allow broader API access to Tessitura data and enable rich web application development. This session will take a tour through the API landscape in V11, outlining details on the existing SOAP API's backward compatibility well as highlighting some of the new things possible with the new RESTful services.

## **PCI Compliance War Stories**

**Presenters : Tony Barnes- UK/Ireland Operations Manager, Tessitura Network & Scott Whitehouse- Database Manager, Birmingham Hippodrome & Chris Hill- SQL Support Analyst, Wales Millennium Centre**

Stories on how to implement PCI Compliance in your organisation. Tips and tricks. Discussion on PCI compliance and how everyone is getting on with compliance. This includes a short presentation by Tony Barnes from Tessitura Network followed by a discussion on the topic.

### **Improving the link between Tessitura and Finance**

**Presenters: Laura Scott -Receivables and Cash Manager, Southbank Centre & Debbie Mumford-Glynebourne**

Debbie Mumford (Glyndebourne) and Laura Scott (Southbank Centre) host an open discussion regarding Finance and Tessitura with the main focus on linking Tessitura and the finance system.

### **How clean is your data? - EQAS can help!**

**Presenters: Stewart Clark- Partner Account Manager, QAS & Paul Callas- Information & Sales Manager, Birmingham Hippodrome**

Is your database full of "dirty data"? Do you want to clean it but you are not sure how or where to begin? EQAS will present the art of data cleansing and suppression products and services. The session will start with a "Did you know EQAS could do that?" Followed by a real-life case study from the Birmingham Hippodrome, who used the Tessitura NCOA Utility with the QAS Batch tool to improve the usefulness of their contact data. This is a classic case study of how Tessitura Clients can partner with 3rd Parties such as EQAS to help solve common problems that all users face. All Tessitura licensees who attend have the option to take-up a FREE data quality healthcheck .

### **mail2: The Future of Email Marketing is Here**

**Presenters: Lynch2**

This overview session will introduce you to mail2™, the next generation of email marketing that is simply robust. During our demonstration of mail2, you will learn about the cost savings of unlimited email, you will experience the robust features available, you will realize the benefits of an email marketers approach to Tessitura integration and last but not least, you will be exposed to the future of where the mail2 platform is headed. Beyond email! Come join us for a demonstration along with a question and answer period.

### **eRube: eRube: A framework for integrating a website with Tessitura**

**Presenters: Lynch2**

This overview session will introduce you to eRube, a website and content management application developed by Lynch2 and used by hundreds of organizations around the world including 20+ performing arts organizations. Learn how templates, pages, objects and data types are combined with proven tessitura integration code to create a flexible custom designed website. Come join us for a demonstration along with a question and answer period.

## **Other potential sessions include:**

Consortium

T-Stats

Front of House Management

## **With additional sessions from our sponsors:**

POP

Firechaser

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**twitter**

**# TUKUC2011**

## What we do at Wales Millennium Centre



Wales Millennium Centre has taken its place as one of the World's leading arts venues. With two theatres, five function rooms, galleries, shops, restaurants and foyer spaces, Wales Millennium Centre offers unprecedented entertainment, from big-name west-end shows in the 1897-seat Donald Gordon Theatre, to more intimate shows in the 250-seat Weston Studio, to our free daily foyer performances.

## What's on in the Centre during your visit

Friday 18 November

*Matthew Bourne's Nutcracker!* In the main Donald Gordon theatre at 7.30pm

Programme of free performances to the public on the Glanfa stage throughout the day from midday



## Discover more about the Centre with our Guided Tours



We're looking forward to showing you what's behind these iconic words when you take our backstage tour. Let our expert tour guides tell you all about the Centre and give you an insight into life behind the scenes. As a conference delegate we can exclusively offer this tour **free of charge**.

Tours will be held on:

Thursday 17<sup>th</sup> November at 12pm

Thursday 17<sup>th</sup> November at 2.30pm

Friday 18<sup>th</sup> November at 4.30pm

To book your place on the tour please email [hazel.robinson@wmc.org.uk](mailto:hazel.robinson@wmc.org.uk) with your full name, organization and which tour time/date you'd prefer.

# The Conference Hotel



FUTURE INNS UK LIMITED



## Future Inns Cardiff Bay

Hemingway Road

Cardiff Bay

Cardiff

CF10 4JY

Tel: 02920 487111

Fax: 02920 432797

Email: [sales.cardiff@futureinns.co.uk](mailto:sales.cardiff@futureinns.co.uk)

Web: [www.futureinns.co.uk](http://www.futureinns.co.uk)

Future Inns is proud to be a partner of the Wales Millennium Centre and is the closest of all the hotels

## Location



## Alternative hotels



Cardiff Atlantic Wharf  
Atlantic Wharf  
Hemingway Road  
Cardiff  
South Glamorgan  
CF10 4JY  
United Kingdom  
Tel: 0871 984 6424  
Fax: 02920 496 011  
Website: [www.travelodge.co.uk](http://www.travelodge.co.uk)



Schooner Way  
Atlantic Wharf  
CF10 4RT CARDIFF  
UNITED KINGDOM  
Tel: 0292/0475000  
Fax: 0292/0481491  
E-mail [H5982@accor.com](mailto:H5982@accor.com)



Kingsway  
Cardiff  
CF10 3HH  
United Kingdom  
Tel: 02920646300  
Website: [www.hilton.co.uk/cardiff](http://www.hilton.co.uk/cardiff)



**Radisson Blu Hotel Cardiff**  
Meridian Gate  
Bute Terrace  
Cardiff, Wales  
CF10 2FL  
United Kingdom  
Tel: 029 20 454 777  
Fax: 029 20 464 666  
E-mail: [info.cardiff@radissonblu.com](mailto:info.cardiff@radissonblu.com)

# How to find Wales Millennium Centre

## Arriving by car

Leave the M4 at Junction 33 (signed Cardiff (West), Barry, Penarth, Cardiff Airport & A4232). Join the A4232 and continue for about 9.3 miles. Leave the A4232 just before the Butetown Tunnel and follow the signs for Techniquest. Continue along Stuart Street and turn right at the first set of traffic lights. Wales Millennium Centre is in front of you.

## Arriving by bus

The following bus numbers serve Cardiff Bay:

1	35
2	11
8	6

(Bay Express)

Cardiff Bus can be contacted on 02920787700 or [www.cardiffbus.com](http://www.cardiffbus.com)

Timetables and further information available from stage door

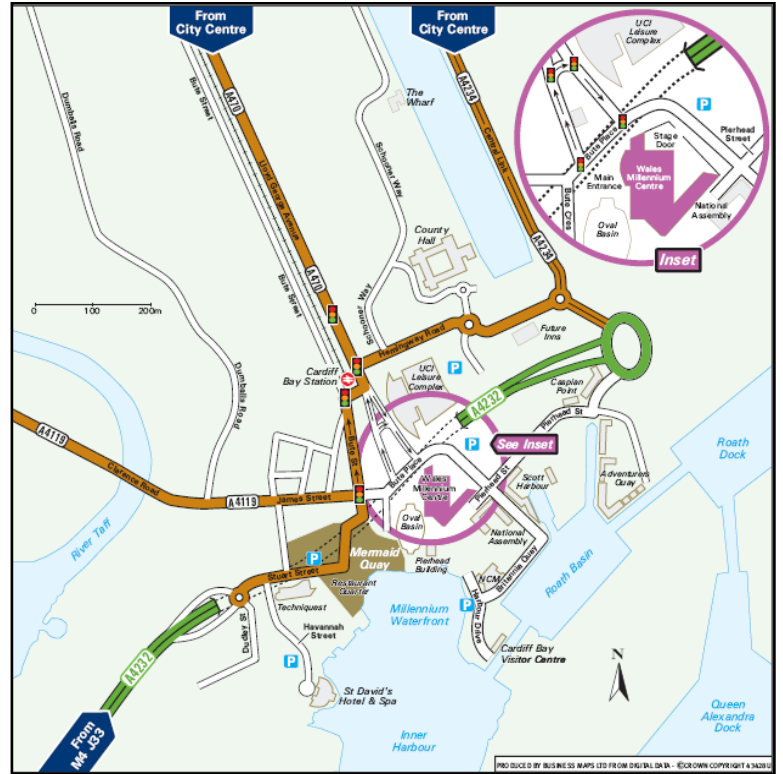
## Arriving by train

Regular services run to and from Cardiff Bay Station from Monday to Saturday. At present there are limited services on Sundays.

Arriva Trains Wales - 08456061660

[www.arrivatrainswales.co.uk](http://www.arrivatrainswales.co.uk)

Timetables and further information available from stage door



## Directions from the airport



At roundabout take the 4th exit onto the **A4226** signposted **M4**, Cardiff **A4050**, Barry

At roundabout take the 1st exit onto Port Road - **A4226** signposted **M4**, **A48**, Cardiff **A4050**, Barry

At roundabout take the 2nd exit onto the **A4226** signposted **M4**, **A48**, Cardiff **A4050**

At roundabout take the 1st exit onto the **A4050**

At roundabout take the 2nd exit onto the **A4231** signposted Docks, Sully

At roundabout take the 2nd exit onto the **A4231**

At roundabout take the 1st exit onto the **A4055** signposted Dinas Powys, Penarth

At traffic signals continue forward signposted Docks, **M4**, **A48**

At roundabout take the 3rd exit, then merge onto the **A4232** signposted City Centre, Docks. Bear left

At roundabout take the 1st exit onto the **A4232** signposted City Centre

At roundabout take the 1st exit onto the **A4234** signposted Atlantic Wharf, County Hall

At roundabout take the 2nd exit onto the **A4234** signposted Atlantic Wharf, Butetown

At traffic signals turn left onto the **A470** signposted **M4**, Cardiff Bay

At The Flourish roundabout take the 1st exit onto East Bute Street signposted **M4**, **A4232**, National Assembly

At traffic signals turn right onto Pierhead Street

## Taxis

### Premier Taxis

Telephone: 02920 555555

## Parking

There is **NO** parking on site here at Wales Millennium Centre; however there is car parking at the rear of the Centre called The Cardiff Waterside Multi-Storey Car Park.

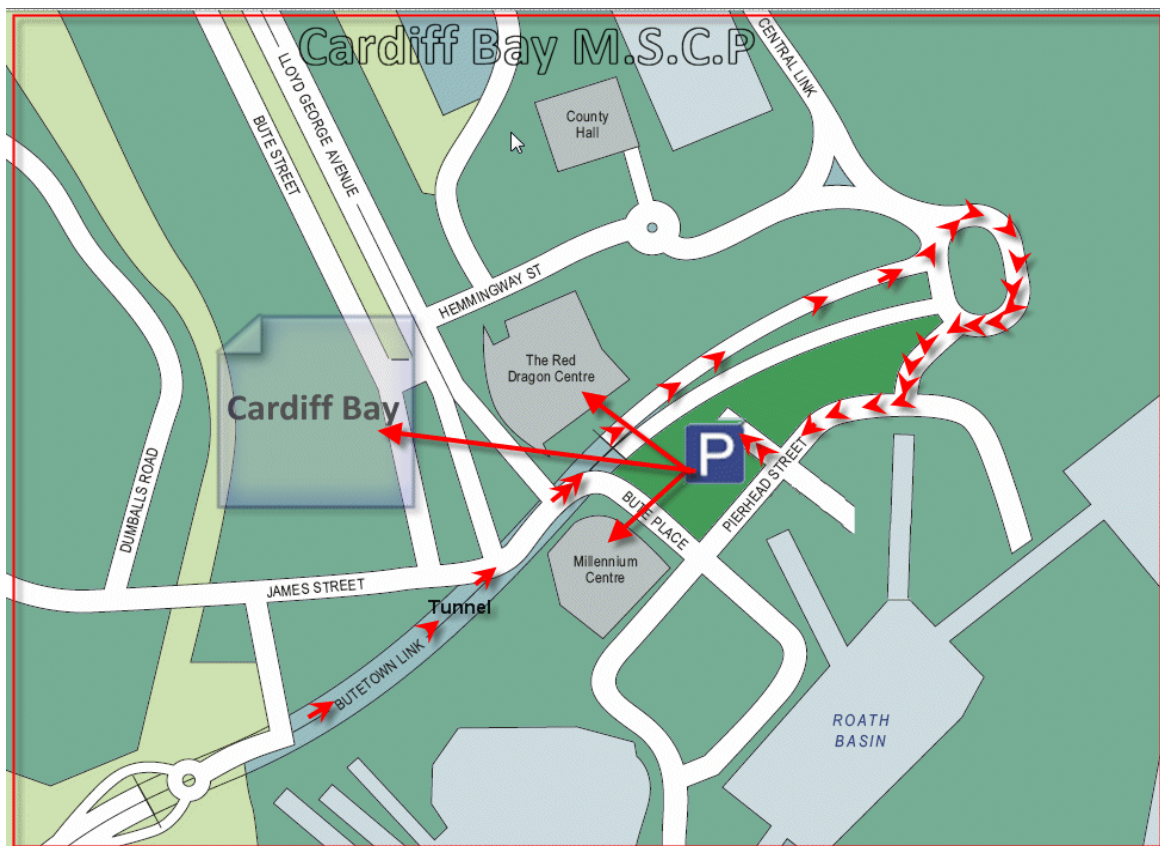
Other alternative car parks are: Red Dragon Centre (next to the Centre), Mermaid Quay and Havannah Street (next to Techniquet and St David's Hotel and Spa).

## Why not take up our exclusive offer with Cardiff Waterside Multi-Storey Car Park and receive 30% off your parking for the day?

Exclusive delegate rate of £7 for the day – Valid on Friday 18<sup>th</sup> November 2011 only

Please note if you are interested in receiving this special offer please email [hazel.robinson@wmc.org.uk](mailto:hazel.robinson@wmc.org.uk) ASAP and we will add it to your invoice. Alternatively, park at the Cardiff Waterside Multi-Storey Car Park on the day and bring your plastic chip with you to the registration desk where we can validate it for you.

Cardiff Waterside Multi-Storey Car Park, Pierhead Street at the rear of the Centre.  
Open 24hrs a day, Manned from 07.00 – 23.00/00.00



# Cardiff Information

If you choose to venture out during your stay there are plenty of attractions, restaurants and bars in Cardiff Bay and the City Centre.

## Cardiff Tourist Information Centre

Cardiff Central Library, The Hayes, Cardiff  
Telephone: 02920 382 116  
[www.visitcardiff.com](http://www.visitcardiff.com)

## Cardiff Bay Visitors Centre

Wales Millennium Centre  
Cardiff Bay  
Telephone: 02920 877900

## Attractions in Cardiff



Top 5 UK shopping destination!  
Why not visit St David's 2 - the leading Shopping Centre and Leisure Destination in Wales?  
**St David's 2** - Mary Ann Street, City Centre  
Website: [www.stdavidscardiff.com](http://www.stdavidscardiff.com)  
Telephone: 02920 367661

**FREE ENTRY**



**National Museum & Gallery** - Cathays Park  
Website: [www.museumwales.ac.uk](http://www.museumwales.ac.uk)  
Telephone: 02920 39 795

**FREE ENTRY**



**Cardiff Castle** - Castle Street, City Centre  
Website: [www.cardiffcastle.com](http://www.cardiffcastle.com)  
Telephone: 02920 878100



**Millennium Stadium** - Westgate Street, City Centre  
Website: [www.millenniumstadium.com](http://www.millenniumstadium.com)  
Telephone: 08700 138600  
Guided tours available: 02920 822228



**Techniquest** - Stuart Street, Cardiff Bay  
[www.techniquest.org](http://www.techniquest.org)  
Telephone: 02920 475475



**Cardiff Bay Boat Trips** - Mermaid Quay, Cardiff Bay  
[www.cardiffbaycruises.com](http://www.cardiffbaycruises.com)  
Telephone: 02920 472004



**Bay Island Voyages** - Mermaid Quay, Cardiff Bay  
[www.bayisland.co.uk](http://www.bayisland.co.uk)  
Telephone: 01446 420692

# Restaurants, Bars and Take Away

## Restaurants

### ffresh

Wales Millennium Centre  
Telephone: 02920 636465

**Delegates receive 20% off at ffresh!**



### Woods Brasserie (Contemporary European)

Mermaid Quay, Cardiff Bay  
Telephone: 02920 492400

### Pizza Express

Mermaid Quay, Cardiff bay  
Telephone: 02920 472006

### Old Orleans (American)

Red Dragon Centre, Cardiff Bay  
Telephone: 02920 493939

### Nandos (Chicken)

Mermaid Quay, Cardiff Bay  
Telephone: 02920 450324

### Mimosa Kitchen and Bar

Mermaid Quay, Cardiff Bay  
Telephone: 02920 491900

### Strada (Italian)

Mermaid Quay, Cardiff Bay  
Telephone: 02920 482112

### Bayside Brasserie

Mermaid Quay, Cardiff Bay  
Telephone: 02920 358444

### Cosmo (All you can eat Chinese)

Mermaid Quay, Cardiff Bay  
Telephone: 02920 461333

### Demiro's (Mediterranean)

Mermaid Quay, Cardiff Bay  
Telephone: 02920 491882

### The Pearl of the Orient (Chinese)

Mermaid Quay, Cardiff Bay  
Telephone: 02920 498080

### Café Naz (Indian)

Mermaid Quay, Cardiff Bay  
Telephone: 02920 496555

### Bellini's (Italian)

Mermaid Quay, Cardiff Bay  
Telephone: 02920 487070

### Signor Valentino's (Italian)

Mermaid Quay, Cardiff Bay  
Telephone: 02920482007

### The Bay (Thai and Cantonese)

Mermaid Quay, Cardiff Bay  
Telephone: 02920 483388

### GBK

Mermaid Quay, Cardiff Bay  
Telephone: 02920 454078

### Wagamama

Mermaid Quay, Cardiff Bay  
Telephone: 02920 485195

## Bars



Wales Millennium Centre Telephone: 02920 636465

**Delegates receive 20% off at ffresh!**

### **Bar One**

Wales Millennium Centre  
Telephone: 02920 470254

### **Bar Cwtch**

Jolyons Boutique Hotel  
Cardiff Bay  
Telephone: 02920 488775

### **Eli Jenkins**

Mermaid Quay, Cardiff Bay  
Telephone: 02920 440921

### **Terra Nova**

Harbour Drive, Cardiff Bay  
Telephone: 02920 450947

### **The Wharf**

Schooner Way, Cardiff Bay  
Telephone: 02920 405092

### **Ba Orient**

Mermaid Quay, Cardiff Bay  
Telephone: 02920 463939

### **Salt**

Mermaid Quay, Cardiff Bay  
Telephone: 02920 494375

### **The Waterguard**

Mermaid Quay, Cardiff Bay  
Telephone: 02920 499034

## Take Away

### **Domino's Pizza**

Cardiff Bay  
Telephone: 02920 451851

### **Spice Merchant (Indian)**

Cardiff Bay  
Telephone: 02920 498984

### **Subway**

Mermaid Quay, Cardiff Bay  
Telephone: 02920 480700

### **Infusion (Chinese)**

Cardiff Bay  
Telephone: 02920 488118

### **Harry Ramsden's (Fish & Chips)**

Cardiff Bay  
Telephone: 02920 463334

### **Harbour Fish Bar**

West Bute Street, Cardiff Bay  
Telephone: 02920 483000

## What you'll need to do

### Book your conference place

You can find details of the conference on the Tessitura Network:

[www.tessituranetwork.com](http://www.tessituranetwork.com)

You will need to be registered on the website to access these details. If you have not done so already please do so here: <https://www.tessituranetwork.com/Register.aspx> and subscribe to the UK Tessitura User Group here:

<http://www.tessituranetwork.com/COMMUNITY/groups/uktug/default.aspx>

Details and registration for the 8<sup>th</sup> UK User Conference itself can then be found here:

<http://www.tessituranetwork.com/COMMUNITY/groups/uktug/wiki/8th-tessitura-uk-user-conference-wales-millennium-centre.aspx>

**Please register here:** <http://www.surveymonkey.com/s/Z3R7HMW>

## What we'll provide

### Thursday afternoon / evening

- Discussion groups
- Networking space
- Evening meal + one free drink in our fresh restaurant
- Karaoke entertainment!
- Free Wi-Fi

### Friday

- Breakfast rolls
- Conference schedule
- Conference lanyard
- Info pack and A4 zipped plastic folder
- USB stick
- Lunch and refreshments
- Free Wi-Fi

