

Timeslot	Weston Studio	Victor Salvi Room	David Morgan Room	Sony Room	Seligman Room	Function Room 6
10.30-11.30	<p><b>mail2: The Future of Email Marketing is Here</b>  <b>Presenters: Lynch2</b>  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.</p>	<p><b>Reporting For Ticketing and Marketing</b>  <b>Presenters: Natalie Threlfall - Tessitura Network</b>  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.</p>	<p><b>Development Quick Fire</b>  <b>Presenters: Sophie Brown- Interim Development Manager, Wales Millennium Centre &amp; Katherine Leadbeter- Head of Fundraising and Major Gifts, The Sage Gateshead</b>  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 &amp; A.</p>	<p><b>Segmentation for Marketing: Divide to Conquer</b>  <b>Presenter: Sarah Gilbert- Marketing Officer , Wales Millennium Centre</b>  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.</p>	<p style="text-align: center;"><a href="#">SESSION TBC</a></p>	<p><b>How do we all get along? Consortium Relationships and Cross Selling</b>  <b>Presenters: Richard Surgay - Customer Services Manager, Nottingham Playhouse &amp; Catherine Bird – Ticket Sales Manager, Ticketing Network East Midlands &amp; Mara Hazzard-Wallingford- Tessitura Consortium Director, Yale University</b>  Are you looking to set up a consortium or already are part of an existing consortium? If so, this session will be invaluable to you if you plan to cross sell within a consortium and how to manage the relationships within once setup. Richard Surgay and Catherine Bird will give a presentation on the following questions. Have you thought about and planned for all eventualities? Can you satisfy the needs of your financial, marketing and ticketing teams? They may not have all the answers but will pass on everything we've discovered, as a new consortium using Tessitura. Mara Hazzard-Wallingford from Yale Tessitura Consortium will give a presentation about how they manage the relationships within their Consortium.</p>
11.45-12.45	<p><b>Web Integration with V11</b>  <b>Presenters: Kristen Tigart - Director Internet Services &amp; Online Community, Tessitura Network</b>  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.</p>	<p><b>The Revenue Management Application (RMA)</b>  <b>Presenters: Tim Baker- Director, Baker Richards &amp; Andrew Recinos- Director, Products, JCA</b>  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.</p>	<p><b>Tessitura Pillars of Fundraising: Memberships and Solicitations, plus a few Customizations</b>  <b>Presenter: Erin Koppel- Director of Annual Campaign and Women's Board Activities, Chicago Lyric Opera</b>  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.</p>	<p><b>How clean is your data? - EQAS can help!</b>  <b>Presenters: Stewart Clark- Partner Account Manager, QAS &amp; Paul Callas- Information &amp; Sales Manager, Birmingham Hippodrome</b>  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.</p>	<p><b>Trends in Digital, Social and Mobile</b>  <b>Presenters: POP</b>  Websites. Social media campaigns. Mobile technologies. How can these be leveraged to reach new audiences, build better relationships with your existing patrons, sell more tickets, and increase donations? POP has more than a decade of experience working with arts organizations across the UK, North America, and Australia, and will share the latest trends and inspirations on what's working inside the arts industry and beyond.</p>	<p><b>PCI Compliance War Stories</b>  <b>Presenters : Tony Barnes- UK/Ireland Operations Manager, Tessitura Network &amp; Scott Whitehouse- Database Manager, Birmingham Hippodrome &amp; Chris Hill- SQL Support Analyst, Wales Millennium Centre</b>  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.</p>
1.45-2.45	<p><b>Version 11 Upgrade Tips and Tricks</b>  <b>Presenters : Mara Hazzard-Wallingford- Tessitura Consortium Director, Yale University &amp; Andrew Recinos Tessitura Next Generation Product Manager</b>  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.</p>	<p><a href="#">NO SESSION</a></p>	<p><b>Tessitura Education Out of the Box and Beyond</b>  <b>Presenters: Graeme Ellis - Tessitura System Admin / Deputy Box Office Manager, Young Vic Company &amp; Katherine Leadbeter - Head of Fundraising and Major Gifts, Sage Gateshead</b>  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.</p>	<p><b>Improving the link between Tessitura and Finance</b>  <b>Presenters: Laura Scott -Receivables and Cash Manager, Southbank Centre &amp; Debbie Mumford- Glynebourne</b>  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.</p>	<p><b>Gift Aid: Free money!</b>  <b>Presenters: Ben Magson- Application Support Specialist, Tessitura Network</b>  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.</p>	<p><b>Tessitura for Front of House - How to get to your Front of House team on board and excited about Tessitura!</b>  <b>Presenters: Abigail Kirkwood - Senior Visitor Operations Manager, Wales Millennium Centre</b>  The Front of House team at Wales Millennium Centre are Tessitura-savy and fully on board with its developments. As well as being daily users of Tessitura they are also involved in new Tessitura Projects, such as N-Scan and Print at Home Ticketing. They are empowered to use Tessitura to solve seating queries themselves and so provide excellent Customer Service. Topics to include – N-Scan, Use of CSI's and the advantages of having a multi-skilled department.</p>
3-4pm	<p><b>Engagement - Reaching your patrons through WordFly &amp; CloudTix</b>  <b>Presenters: POP</b>  In this session we will discuss putting your content in context as the key to engage your patrons and drive revenue. We will focus on delivering the right content, at the right time, through the right medium – email, social, and mobile. We will take a tour of WordFly, our digital communication platform, with a deep dive on Triggered emails and we will discuss the future of mobile and CloudTix, the robust mobile ticketing platform.</p>	<p><b>eRube: A framework for integrating a website with Tessitura</b>  <b>Presenters: Lynch2</b>  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.</p>	<p><b>What questions can T-Stats answer?</b>  <b>Presenters: Nicholas Insell - Tessitura Database Manager, Wales Millennium Centre</b>  Nicholas Insell from Wales Millennium Centre will give a presentation on our journey of implementing T-Stats. Answering some of the questions about what T-Stats can do for an organisation like yours. This session demonstrates some real life recipes for T-Stat reports that will hopefully help those out there considering T-Stats</p>	<p><b>Creating a Donor Community Online - How to's and why not's of Online Giving</b>  <b>Presenters: Matthew Collins- New Business and Digital Dev Officer, Royal Shakespeare Company &amp; Erin Koppel- Director of Annual Campaign and Women's Board Activities, Chicago Lyric Opera</b>  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</p>	<p><b>Ticketing for Ticketing People</b>  <b>Presenters : Liz Baird –Ticketing Services Manager &amp; Sarah Jones &amp; Chloe Lansdowne – Ticketing Services Co-ordinators, Wales Millennium Centre</b>  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.</p>	<p><a href="#">NO SESSION</a></p>