

*Jessitura*



**EUROPEAN  
CONFERENCE 2015**

**5 & 6 NOVEMBER  
NOTTINGHAM**

# **SCHOOL & GROUP BOOKINGS**

**WANTED – Merry Men  
and Women**

## **🎯 PRESENTERS**

**Ryan Spencer : Birmingham Hippodrome**

**Solveig Pederson : Royal Danish Theatre**

**Gemma Hall : Glyndebourne**

## **🎯 CONTENT PLANNER**

**Sophie Anthony : Wales Millennium Centre**



## Schools and Group Bookings Go to the Top of the Class

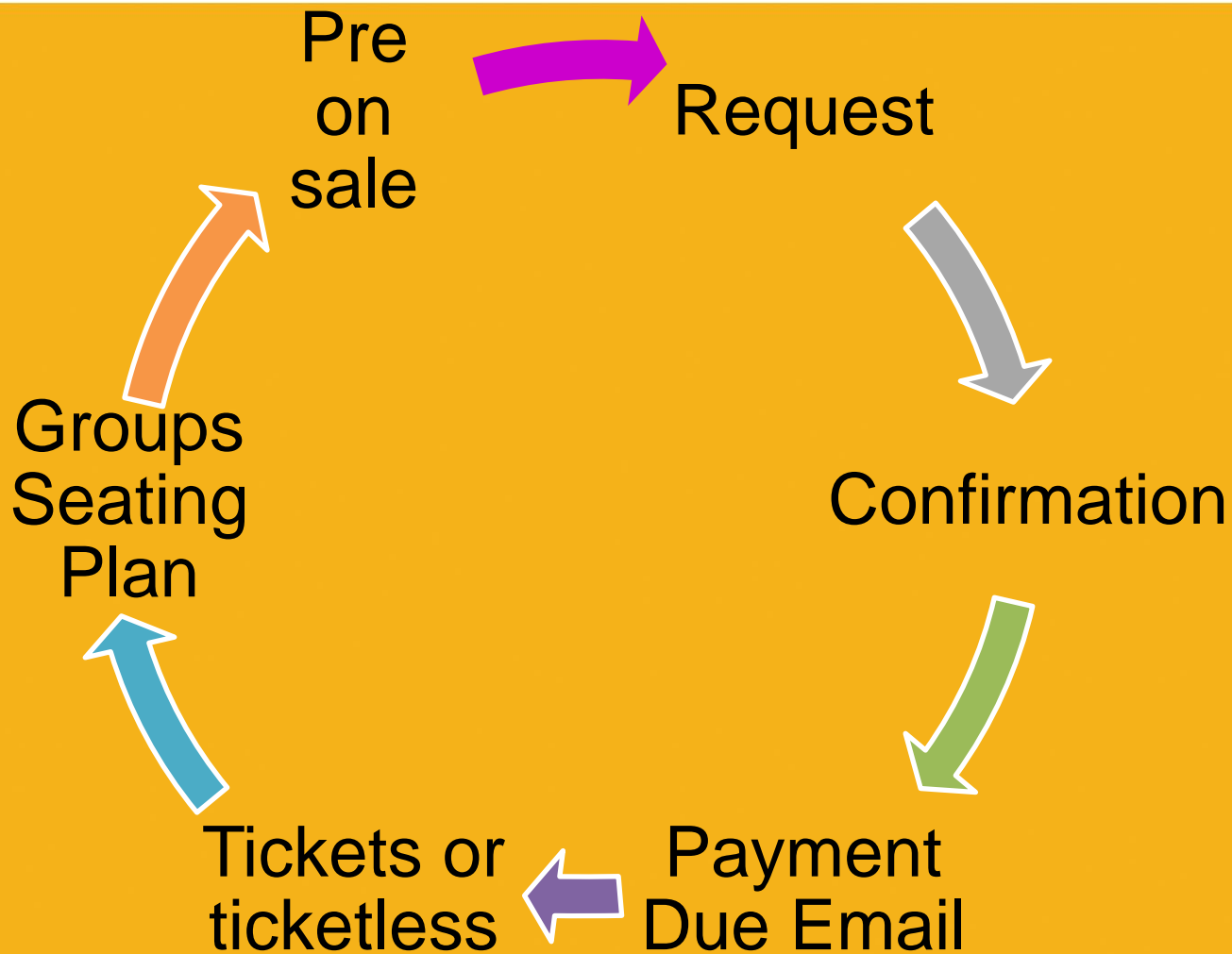
**H** BIRMINGHAM  
HIPPODROME





**H** BIRMINGHAM  
HIPPODROME





**H** BIRMINGHAM HIPPODROME





# Request

All of our education booking's are made by email. We save the booking requests on Tessitura under the documents tab. We also do this for any group bookings reserved by email.

The screenshot shows a software interface with a navigation bar at the top containing tabs: General, Names, Contact Details, Constituencies, Relationships, **Research**, Attributes, History, Connections, Contributions, Transactions, and Ticket. Below the navigation bar is a sub-menu with radio buttons for: Notes, Philanthropy, Assets, Schools, Research, **Documents**, and Rankings. The main content area displays a record for **Christina Morris**. The record has the following fields: Title (Notes), Document Type (Adobe Acrobat Document), Control Group ((Default Control Group)), Created (09/10/2015 11:19:51 by awells at HIPWS07!), and Modified (09/10/2015 11:19:52 by awells). The document title is "Bromley Hills Aladdin Edu.pc" and the notes field contains "Aladdin Edu req".



# Request

Performance Details	Availability	Prices	Performance Summary	Custom
<input type="radio"/> Price Type Ava <input checked="" type="radio"/> Groups Limits <input type="radio"/> Custom 3 <input type="radio"/> Custom 4 <input type="radio"/> Custom 5 <input type="radio"/> Custom 6				
Limit Type	Performance	Sales/Res	Limit	Remaining
⊕ Annie				
⊕ Carlos Acosta				
⊕ Let It Be				
⊖ The Sound of Music				
Education Cap (General)	Wednesday 25 May 2016 07:30 PM	0	43	43
Education Cap (General)	Thursday 26 May 2016 02:00 PM	0	43	43

**H** BIRMINGHAM  
HIPPODROME



# Confirmation



Ticket Sales: 0844 338 5000\*  
Group Sales: 0844 338 7000\*  
groupsales@birminghamhippodrome.com

Miss Teresa Green  
1 Elm Avenue

Order Number: 7734044/RS  
Invoice Date: 19/10/2015  
Telephone Number: 01234567890

Oakland  
West Midlands  
AS1 1HH

Dear Miss Green

Thank you for your recent reservation for Aladdin, full details of your order can be found below. Payment for your order should reach us no later than **Tuesday 19 January 2016**. Unfortunately after this date we cannot guarantee to hold your seats unless alternative arrangements have been made.

<b>Show</b>	<b>Aladdin</b>
Date	Wednesday 13 January 2016
Time	7:15 PM
Quantity	30 Seats plus 3 Complimentary
Order Information	None
Performance Information	None
Order Total	£451.00
Total Paid	£0.00
Total Due:	£451.00

A detailed breakdown of your order can be found overleaf.

Please be aware that the price/discount may change if the quantity of seats alter and the conditions are not met.



# Confirmation



Ticket Sales: 0844 338 5000\*  
Group Sales: 0844 338 7000\*  
groupsales@birminghamhippodrome.com

Detailed information about your booking  
Order # 7734044/RS

TICKETS		Price	Qty	Total
Aladdin	13/01/2016 7:15 PM	£0.00	3	£0.00
Aladdin	13/01/2016 7:15 PM	£15.00	30	£450.00
		Price	Qty	Total
Postage		£1.00	1	£1.00
				Total (including transaction charge): £451.00
				Amount paid: £0.00
				Total due: £451.00





# Tickets or Ticketless?

**H** BIRMINGHAM  
HIPPODROME

Ticket Sales: 0844 338 5000\*  
Group Sales: 0844 338 7000\*  
[groupsales@birminghamhippodrome.com](mailto:groupsales@birminghamhippodrome.com)

Order Number: 7545857/RS  
Invoice Date: 01/07/2015  
Telephone Number: 0121 705 2773

Dear

Thank you for your booking, full payment for your order has now been received. If you have any questions regarding your booking please contact us quoting your order number.

**Ticket delivery method: Seating Plan**

For convenience, rather than dispatching individual tickets we have included a marked seating plan for your booking. Please bring your marked seating plan with you to the performance.

**H** BIRMINGHAM  
HIPPODROME







Ryan Spencer  
Information and Sales Supervisor  
(Groups and Agency Sales)  
Birmingham Hippodrome  
P: 0121 689 3137  
E: ryanspencer@birminghamhippodrome.com



# The Royal Danish Theatre School bookings



Presentation by Solveig Pedersen  
School booking and Outreach  
Coordinator



# DET KGL·TEATER



1748  
Old Stage



2005  
Opera House



2005  
Scenic workshop



2008  
Playhouse



## Learning and outreach

- An area in development
- A wide range of activities
- Schools: primary, secondary, A-level, colleges



## We offer schools:

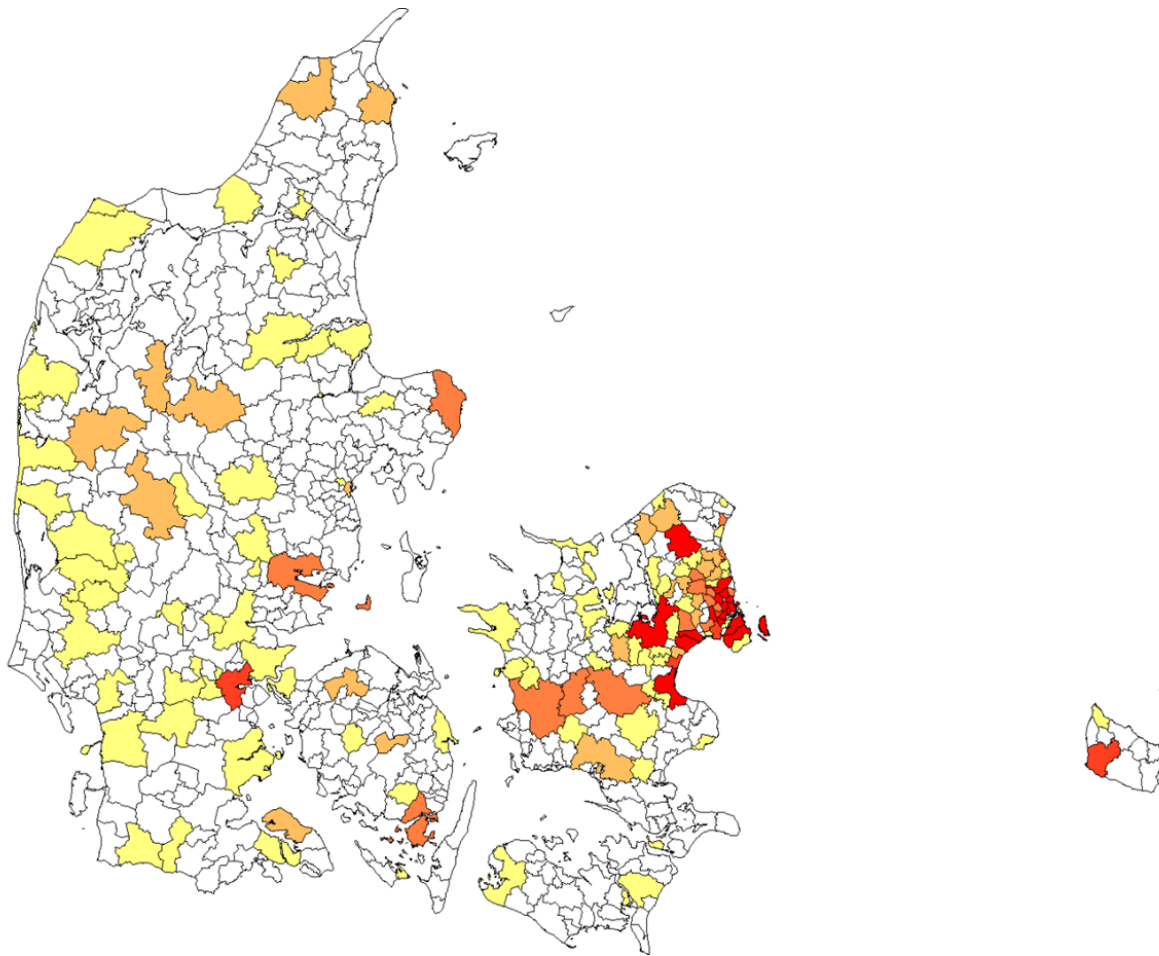
- Performances at a heavily discounted rate
- Free workshops for primary to secondary
- Free workshops for teachers
- Backstage tours
- Digital resources



## Aims and objectives

- Access
- Outreach
- Educational related activities
- Broaden our teacher network
- Develop partnerships





## Season 2014- 15

Almost 100.000  
children and  
young people  
have attended  
performances or  
workshops



## What's new for us

- Integrating our learning programmes with Tessitura
- Affiliating the teacher profile with the school as an organisation
- Allocation maps
- Linking add-ons in the booking flow
- Using CSI
- Invoice payment methods



# Barriers

- Organisational
- Technical
- Communication



## Future improvements

- How can we improve and develop viable solutions for school bookings?
- What can we learn from you?



DET KGL·TEATER



# GLYNDEBOURNE

## GEMMA HALL

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**Box Office & Customer Service Supervisor  
Systems**

# GLYNDEBOURNE



# AUDITORIUM



# THE PROBLEM

9000 Members

+

4000 Associate Members

=

Lots of Calls

## WHAT IS AN ORDER TO PAY

- Email containing link to pay online
- Recognises account and displays tickets being held
- Uses the same booking journey as online bookings

## WHO WE USE IT FOR

- Members and Associate Members
- Schools
- Groups
- Individuals

# SENDING AN ORDER TO PAY

Order Details | Product Catalog | Seat Map | Order History

ID: 20105237    CSI: Y    Level: GIG    User ID: gcogman  
Name: Mrs Gemma Hall    Memb. Exp: 31/10/2016    Batch No: 46710  
Const: GLY, GOT, TST    Entered: 18/08/2013    Ticketing: On Account  
Cumulative giving £0.00

Const ID: 20105237    Source: 12000    Solicitor: gcogman    Delivery: Post Tickets    Hold Until: 25/10/2015  
Order #: 1152065    Date: 29/09/2015    MDS: Telephone    Channel: Default Channel    Pmt: No    Alt Adr: E

Notes:    Category: (none)

Plg Code	Perf Code	Description	Performance Date	Price Type	Zone	Pur	Pur Amt	Ret	Ret Amt	Std	AU	S
****	DDNP150614	Don Pasquale	Wed, 28/10/2015 7:00 PM	Adult	LUCF	10	390.00	0	0.00	10		

Purchase	Return	Fees	Contributions	Total Amount	Total Paid	Total Due
10	390.00	0	0.00	390.00	0.00	390.00

Add    Delete    Unseatable    Prod Info    Spec Req    Best Seat    Price Dtls    Comp Rsn    Hotlist    Upgrade

Plg Details     Continuous Fee Calculation       

Print Order No. 1152065

Tickets  
 Print Unprinted  
 Reprint Printed

Receipts  
 Default  
 All     Current Only

Header  
Address Header

Acknowledgement

To:    Ticketing    BOO    On

- Email order to pay
- Email order confirmation
- Email order query
- Email order query + detail
- Email order to pay**
- TESTing Map print
- Email resale confirmation
- Email resale received



# CONFIRMATION EMAIL

Your Glyndebourne order

boxoffice@glyndebourne.com  
to me

## GLYNDEBOURNE

**Your tickets have been reserved**

[Click here to make payment](#)

**Order Date:** 29/09/2015 8:40AM  
**Order Number:** 1152065  
**Customer Number:** 20105237

Please retain this receipt for your reference. All amounts are in Pounds Sterling.

**Your Account Information:**  
Mrs Gemma Hall  
Glyndebourne Productions Ltd  
The Opera House, New Road, Ringmer  
Lewes, East Sussex BN8 5UU  
United Kingdom  
[gemma.hall@glyndebourne.com](mailto:gemma.hall@glyndebourne.com)

**Delivery Address:**  
Glyndebourne Productions Ltd  
The Opera House, New Road, Ringmer  
Lewes, East Sussex BN8 5UU  
United Kingdom

We are pleased to inform you that you have been successful in your booking requests. Your order is detailed below.

Please click the above link to make payment online or alternatively contact our Box Office and Customer Service team on [+44 \(0\)1273 813813](tel:+441273813813) with your preferred method of payment.

For opening hours or additional information please visit our website [glyndebourne.com](http://glyndebourne.com)

Your Tickets:				
Description	Section	Seat Number	Price	Total
<i>Don Pasquale</i> 28/10/2015 7:00 PM Glyndebourne	Blue Upper Circle	D16	39.00	390.00
	Blue Upper Circle	D17	39.00	
	Blue Upper Circle	D18	39.00	
	Blue Upper Circle	D19	39.00	
	Blue Upper Circle	D20	39.00	
	Blue Upper Circle	D21	39.00	
	Blue Upper Circle	D22	39.00	
	Blue Upper Circle	D23	39.00	
	Blue Upper Circle	D24	39.00	
	Blue Upper Circle	D25	39.00	
Total Tickets Cost:			390.00	

**Order Subtotal:** 390.00  
**Fees:** .00  
**Order Total:** 390.00  
**Amount Paid:** .00  
**Balance Due:** 390.00

[Click here to make payment](#)

# PAYING ONLINE

GLYNDEBOURNE

Log in Register Basket Search

## Please sign in

### I don't have an account

Register an account. You can buy tickets online, keep up to date with regular news updates and hear about special promotions & offers.

Register

### I have an account

Username:

gemma.hall@glyndebourne.com

Password:

\*\*\*\*\*

Promotion Code:

\_\_\_\_\_

(optional)

[Forgotten your password?](#)

GLYNDEBOURNE

Log out My Account Basket Search

Please complete any current transactions before continuing.

## Your Tickets have been reserved.

Please see your order summary below.

If you have any queries please telephone Box Office and Customer Service on: +44(0)1273 815000

Account Number: 20105237

Order Number: 1152065

Order Date: 29/09/2015 8:40am

Order Total: £390.00

Balance Due: £390.00

ITEM

TOTAL

### Don Pasquale

£390.00

28/10/2015 7:00pm

Glyndebourne

Blue Upper Circle - D17,Blue Upper Circle - D18,Blue Upper Circle - D19,Blue Upper Circle - D20,Blue Upper Circle - D21,Blue Upper Circle - D22,Blue Upper Circle - D23,Blue Upper Circle - D24,Blue Upper Circle - D25,Blue Upper Circle - D16

Complete Payment

Join Us      

Sign up to our mailing list

- > Productions for hire
- > Work at Glyndebourne
- > Press Office
- > Contact us
- > Terms and conditions

- > Ticket information
- > Dining
- > Credits
- > Community guidelines

- > Returns Club
- > Our Archive
- > Company information
- > Cookie and privacy policy

Lewes,  
Box Office

Join Us      

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**Glyndebourne**

Lewes, East Sussex, BN8 5JU  
Box Office: +44(0)1273 815000



# PAYING ONLINE

GLYNDEBOURNE

[Logout](#) [My Account](#) [Basket](#)

[Choose Tickets](#) • [Your Basket](#) • [Delivery Method](#) • [Payment](#) • [Confirmation](#)

## Delivery Method

**SECURE BOOKING**

How would you like to receive your tickets? \*

- Collect at Box Office
- Post Tickets

### Registered Address

Glyndebourne Productions Ltd  
The Opera House, New Road, Ringmer  
Lewes  
East Sussex  
BN8 5UU  
United Kingdom  
07415423339

## Order Summary

ITEM(S)	QUANTITY	PRICE
<b>Don Pasquale</b> Wednesday 28 October 2015 7:00pm Glyndebourne - Upper Circle Front - D25, D23, D22, D21, D20, D19, D18, D17, D16, D24 10 x Adult	10	£390.00

**Basket Total: £390.00**

GLYNDEBOURNE

[Logout](#) [My Account](#) [Basket](#)

[Choose Tickets](#) • [Your Basket](#) • [Delivery Method](#) • [Payment](#) • [Confirmation](#)

## Your Shopping Basket

ITEM(S)

QUANTITY

### Don Pasquale

Wednesday 28 October 2015 7:00pm  
Glyndebourne - Upper Circle Front - D25, D23, D22, D21, D20, D19, D18, D17, D16, D24  
10 x Adult

10

### Supporting Glyndebourne

Your generous support of Glyndebourne will help us to continue delivering the highest quality of opera productions to all our audiences through maintenance of our modern facilities and support for our highly skilled technical and creative staff.

Join Us

Sign up to our mailing list

[Proceed to Payment](#)

- Productions for hire
- Work at Glyndebourne
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**Glyndebourne**  
Lewes, East Sussex, BN8 5UU  
Box Office: **+44(0)1273 815000**



# PAYING ONLINE

[Choose Tickets](#) • [Your Basket](#) • [Delivery Method](#) • [Payment](#) • [Confirmation](#)

## Payment Details



Have a Gift Certificate? [Click here to apply](#)

### Your Payment Details

[Log out](#) [My Account](#) [Basket](#)

GLYNDEBOURNE

[Choose Tickets](#) • [Your Basket](#) • [Delivery Method](#) • [Payment](#) • **Confirmation**

## Your Purchase is Complete



Name: Mrs Gemma Hall  
Order Number: 1152065

[Print this page](#)

You will shortly receive an email confirming your order. Your tickets will be delivered to the following address. Please keep a note of your order number.

### Delivery Address

Mrs Gemma Hall  
The Opera House, New Road, Ringmer  
Glyndebourne Productions Ltd  
Lewes  
East Sussex  
BN8 5UU  
United Kingdom  
07415423339

Please help us by answering three quick questions about our promotion of Festival 15.

[Take our short survey](#)

/ 2015

[Conditions of Sale](#)

	QUANTITY	PRICE
Don Pasquale	10	£390.00

**Basket Total: £390.00**

[Confirm Purchase](#)

## Order Summary

ITEM(S)	QUANTITY	PRICE
<b>Don Pasquale</b> Wednesday 28 October 2015 7.00pm Glyndebourne - Upper Circle Front - D25, D23, D22, D21, D20, D19, D18, D17, D16, D24 10 x Adult	10	£390.00



# TESSITURA

File Edit Orders Tools Window Help

Order Details Product Catalog Seat Map Order History

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Name: Mrs Gemma Hall Memb. Exp: 31/10/2016 Batch No: 46710  
Entered: 18/08/2013 Ticket No:  
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Order #: 1152065 Date: 29/09/2015 MDS: Telephone Channel: Default Channel Print: No Alt Adr: E  
Notes: Category: (none)

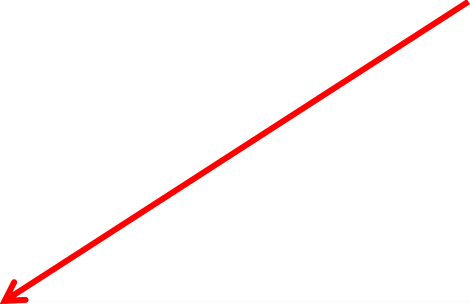
Line Items Sub Line Items Fees Contributions Custom Data

Plg Code	Perf Code	Description	Performance Date	Price Type	Zone	Pur	Pur Amt	Ret	Ret Amt	Std	AU	Sp Req
*****	DDNP150614	Don Pasquale	Wed, 28/10/2015 7:00 PM	Adj B	LIC	10	390.00	0	0.00	10		

Purchase: 10 390.00 Return: 0 0.00 Fees: 0.00 Contributions: 0.00 Total Amount: 390.00 Total Paid: 390.00 Total Due: 0.00

Add Delete Unseatable Prod Info Spec Req Best Seat Price Dtls Comp Plan Hotlist Upgrade

Plg Details  Continuous Fee Calculation



## RESULTS

- Festival 2012 – 3980
- Festival 2013 – 4422
- Festival 2014 – 5393 (*La Traviata* effect)
- Festival 2015 - 5070

## BENEFITS

- Reduces call times
- Removes the need to call customers
- Allows the customer to pay in their own time
- Removes problem of recording Card Numbers on calls

# CHALLENGES

- Customers ignore the Order to Pay email
- Orders are locked
- Cannot have pay multiple orders online at the same time
- Account Logins

# FUTURE IMPROVEMENTS

- Ability to choose the amount you pay
- Option to choose order you wish to pay

# GLYNDEBOURNE

Thank You!

Gemma Hall

Box Office & Customer Service Supervisor – Systems

[Gemma.hall@glyndebourne.com](mailto:Gemma.hall@glyndebourne.com)



# Jessitura



**EUROPEAN  
CONFERENCE 2015**

**5 & 6 NOVEMBER  
NOTTINGHAM**

## QUESTIONS?

- Please tell who you are and where you are from.....

# Jessitura



**EUROPEAN  
CONFERENCE 2015**

**5 & 6 NOVEMBER  
NOTTINGHAM**

## WHAT'S NEXT?

### 🕒 BREAK 12 NOON – 12.15PM

You will find refreshments in or near all of the conference rooms. We suggest that you make your way to your next session location before finding a drink.

### 🕒 NEXT SESSION : 12.15PM – 1.15PM