

Tessitura



**EUROPEAN
CONFERENCE 2015**

**5 & 6 NOVEMBER
NOTTINGHAM**

BEYOND SUBSCRIPTIONS

**GOOD THINGS COME
IN SMALL PACKAGES**

🎯 PRESENTERS

Paul Callas : Tessitura Network

Sharon Dakin : Theatre by the Lake

Gemma Hall : Glyndebourne

Sophie Anthony : Wales Millennium Centre

Ryan Allen : Birmingham Hippodrome

🎯 CONTENT PLANNER

Gemma Hall : Glyndebourne

PACKAGES





Paul Callas

Tessitura Network



Package Setup – Performance Groups

- Package setup starts with the creation of performance groups.
- Performance groups are accessed from:
Ticketing Setup → Performance Groups

Performance Groups

Season: 2013-2014 Dune

Group Details

Description: AK 14 Dune 01 Facility: JDS Complex Can be Fixed Seat

Zone Map: Complex 6-Price Display by Time

Performance Group

- AK 14 Dune 01
- AK 14 DUNE 02
- AK 14 DUNE 03
- AK 14 DUNE 04
- AK 14 DUNE 05
- AK 14 DUNE 06
- AK 14 DUNE 07
- AK 14 DUNE 08
- Flex 1
- Flex 2
- Flex 3
- Flex Outside
- ⌂⌂⌂

Selected Performance List

Description	Date
Dune	Tue 7/23/2013 8:00 PM
Dune Messiah	Tue 8/27/2013 8:00 PM
Children of Dune	Tue 10/15/2013 8:00 PM
God Emperor of Dune	Tue 11/26/2013 8:00 PM
Heretics of Dune	Tue 1/7/2014 8:00 PM
Chapterhouse Dune	Tue 2/11/2014 8:00 PM

Available Performance List

Description	Date
Dune	Tue 7/23/2013 8:00 PM
Dune	Wed 7/24/2013 8:00 PM
Dune	Thu 7/25/2013 8:00 PM
Dune	Fri 7/26/2013 8:00 PM
Dune	Sat 7/27/2013 2:00 PM
Dune	Sat 7/27/2013 8:00 PM
Dune	Sun 7/28/2013 2:00 PM
Dune	Sun 7/28/2013 8:00 PM
Dune Messiah	Tue 8/27/2013 8:00 PM
Dune Messiah	Wed 8/28/2013 8:00 PM
Dune Messiah	Thu 8/29/2013 8:00 PM

<< Add Remove >> Remove All



Package Setup – Performance Groups

- **Performance Groups** are performances organized into units.
- They facilitate the segmenting of packages.

Performance Groups

Season: 2013-2014 Dune

Performance Group: AK 14 Dune 01

Group Details

Description: AK 14 Dune 01

Facility: JDS Complex

Zone Map: Complex 6-Price

Can be Fixed Seat

Display by Time

Selected Performance List

Description	Date
Dune	Tue 7/23/2013 8:00 PM
Dune Messiah	Tue 8/27/2013 8:00 PM
Children of Dune	Tue 10/15/2013 8:00 PM
God Emperor of Dune	Tue 11/26/2013 8:00 PM
Heretics of Dune	Tue 1/7/2014 8:00 PM
Chapterhouse Dune	Tue 2/11/2014 8:00 PM

<< Add

Remove >>

Remove All

Available Performance List

Description	Date
Dune	Tue 7/23/2013 8:00 PM
Dune	Wed 7/24/2013 8:00 PM
Dune	Thu 7/25/2013 8:00 PM
Dune	Fri 7/26/2013 8:00 PM
Dune	Sat 7/27/2013 2:00 PM
Dune	Sat 7/27/2013 8:00 PM
Dune	Sun 7/28/2013 2:00 PM
Dune	Sun 7/28/2013 8:00 PM
Dune Messiah	Tue 8/27/2013 8:00 PM
Dune Messiah	Wed 8/28/2013 8:00 PM
Dune Messiah	Thu 8/29/2013 8:00 PM



A Note On Packages...

- **Packages** in Tessitura are Performance based *derived from the sum (bottom-up)*
- Packages are **not** a separate entity or top-down in nature

Package Cost = \$300	Performance 1 = \$100
	Performance 2 = \$100
	Performance 3 = \$100



Package Setup – Packages

- Packages are set up from Ticketing Setup → Packages.

7 Packages

Season: 2013-2014 Dune

Package: Dune Fri Eve

Package Detail Modes of Sale Price Types Keywords Content Custom

Package: Dune Fri Eve Id: 70

Type: Full Facility: JDS Complex

Package Code: AK14DN04 Best Seat Map: Complex Best Seat Standard

Package Date: 00/00/0000 Zone Map: Complex 6-Price

Rank: Default TR_RANK_TYPE

Campaign: Subscription Tickets

Composite Design: (none)

Mode: Super Sub Fixed Flex

Min Perfs: 4 Max Perfs:

Ticket Text

Groups in Package

Performance Group	Minimum	Maximum
AK 14 DUNE 04		

Performances in Group

Performance	Date
Dune	Fri 7/26/2013 8:00 PM
Dune Messiah	Fri 8/30/2013 8:00 PM
Children of Dune	Fri 10/18/2013 8:00 PM
God Emperor of Dune	Fri 11/29/2013 8:00 PM
Heretics of Dune	Fri 1/10/2014 8:00 PM
Chapterhouse Dune	Fri 2/14/2014 8:00 PM



Package Setup – Type: Fixed Seat Packages

- **Fixed seat packages** – renewable packages where the same seat is assigned for each performance.
- **All performances in a fixed seat package must be in the same facility.**

Example:	
Perf 1	Seat A12
Perf 2	Seat A12
Perf 3	Seat A12
Perf 4	Seat A12

Package:	Dune Fri Eve
Type:	Full
Package Code:	AK14DN04
Package Date:	00/00/0000
Rank:	Default TR_RANK_TYPE
Campaign:	Subscription Tickets
Composite Design:	(none)
Mode:	<input type="checkbox"/> Super <input type="checkbox"/> Sub <input checked="" type="checkbox"/> Fixed <input type="checkbox"/> Flex
Min Perfs:	4
Max Perfs:	



Package Setup – Type: Super Packages

- **Super Packages** – special fixed seat packages composed of performances in more than one facility.
- **Super packages are made with sub packages in addition to performance groups.**

Package:	Dune Super Pkg
Type:	Full
Package Code:	DUNEFULL
Package Date:	00/00/0000
Rank:	Default TR_RANK_TYPE
Campaign:	2015-2016 Ticketing
Composite Design:	(none)
Mode:	<input checked="" type="checkbox"/> Super <input type="checkbox"/> Sub <input type="checkbox"/> Fixed <input type="checkbox"/> Flex
Min Perfs:	
Max Perfs:	



Package Setup – Type: Sub Packages

- **Sub Packages** can only be sold as part of a super package.
- **All performances in a sub package must be in the same facility.**

Package:	Dune SubPkg1	Id:	53
Type:	Mini - Non Renewable	Facility:	AR Main Stage
Package Code:	DUNESUB1	Best Seat Map:	AR Main Stage Standard
		Zone Map:	Main Stage Zone

Mode:	<input type="checkbox"/> Super	<input checked="" type="checkbox"/> Sub	<input checked="" type="checkbox"/> Fixed	<input type="checkbox"/> Flex
Min Perts:	2	Max Perts:		



Package Setup – Type: Flex Packages

- **Flex packages** – Non-renewable packages
- Composed of performance groups from which constituents choose their desired performances.
- **AKA ‘Create/Design-Your-Own’ packages**

Season
2013-2014 Dune

Package
Dune Flex
Dune Flex Multi
Dune Fri Eve
Dune Sat Eve
Dune Sat Mat
Dune Sun Eve
Dune Sun Mat
Dune Thurs Eve
Dune Tues Eve
Dune Wed Eve

Package Detail Modes of Sale Price Types Keywords Content Custom

Package: Dune Flex
Type: Flex
Package Code: DU14FLX
Package Date: 00/00/0000
Rank: Default TR_RANK_TYPE
Campaign: Subscription Tickets
Composite Design: (none)
Mode: Super Sub Fixed Flex
Min Perfs: Max Perfs:

Id: 80
Facility:
Best Seat Map:
Zone Map:

Ticket Text

Groups in Package

Performance Group	Minimum	Maximum
Flex 1	2	
Flex 2	2	
Flex 3	1	1

Performances in Group

Performance	Date
Dune	Tue 7/23/2013 8:00 PM
Dune	Wed 7/24/2013 8:00 PM
Dune	Thu 7/25/2013 8:00 PM
Dune	Fri 7/26/2013 8:00 PM

We love a six pack but
hated the effort that went
into creating them!

Season Tickets



It hardly seems possible that it's 16 years since we were housed in Porta-cabins in the Lakeside car park, waiting for the brand-new Theatre by the Lake to be completed. Exciting, nail-biting days.



Official handover took place on Monday 16 August 1999 and the first public performance took place three days later. We don't seem to have ever stopped since! We are a Producing Theatre, one of the few remaining Repertory Theatres with a 12 month programme. Producing six plays across the Summer Season, our Six Show Season Ticket Offers have been enormously popular.



THE HISTORY BOYS

BY ALAN BENNETT

THE 8 SHOW SEASON TICKET WENT ON SALE IN SPRING 2012 TO ENCOURAGE MULTIPLE VISITS ACROSS THREE SEASONS

6

To book call: 017687 74411



Mon - Fri Evening Performances:
£24, £20.50, £17.50, £15, £10

Sat Evening Performances:
£26, £22, £19.50, £17.50, £15

Preview, first night and matinées: £15, £10

Discounts:
Over 60s and groups (10+):
£1 off, Students, U16s: Half price

Under 26? See more for less with Friday £5 tickets

Season Ticket Offer:
See eight Theatre by the Lake productions in 2012 for just £96 – that's just £12 a ticket!* Ask our Box Office for more information.

* Excludes Saturday nights. Seats booked for this offer will be best available. This offer is subject to availability. The eight productions comprise *The History Boys*, *Bedroom Farce*, *A Doll's House*, *Dry Rot*, *Colder Than Here*, *Great Expectations*, *Roma* and *the Planelettes*. *A Love Like Yours* and our 2012 Christmas production. Book tickets for *The History Boys* and receive vouchers to redeem against tickets for the remaining shows when they are available. Vouchers cannot be refunded or exchanged for other productions.



Captioned performance:
Wed 18 April, 2pm



Audio-described performance:
Sat 21 April, 2pm

7

We increased our six show to an eight show deal.

- January - Customers were invited to purchase an Eight Show Season Ticket when booking for the Spring Main House Production at a cost of £96.
- May - Letters were sent inviting these customers to book for the Summer Season and Christmas.
- We processed the booking by returning the Season ticket and using the credit to book all six Summer Season plays and the Christmas production.
- Whilst customers liked the affordability of the Season Ticket they found having to select dates far in advance inconvenient and perplexing.

Adding performances across the season over time.
PROCESSING THE PAYMENT WAS A NIGHTMARE!

In response to customer feedback we sold the 8 show deal with the option of adding performances across the season over time.

- Payment was taken in full. The season ticket was returned and credited by denominations of 8 to facilitate part payments per performance.
- This became an administrative nightmare tracking bookings and part payments.
- Operators and customers were equally perplexed by the process.

Tessitura ***LIVE***LIVE***LIVE***LIVE*** - [House View - SAVE8 (Saver 8 Show Season Tickets) : 20 April 2014 9:00 AM (8 Show S Ticke...]

File GoTo Season Manager Tools Window Help

Product Catalog Seat Map

Seat Types Price Zones Best Seating Sections Allocations Holds Perf List Housemap Seat Type Legend ()

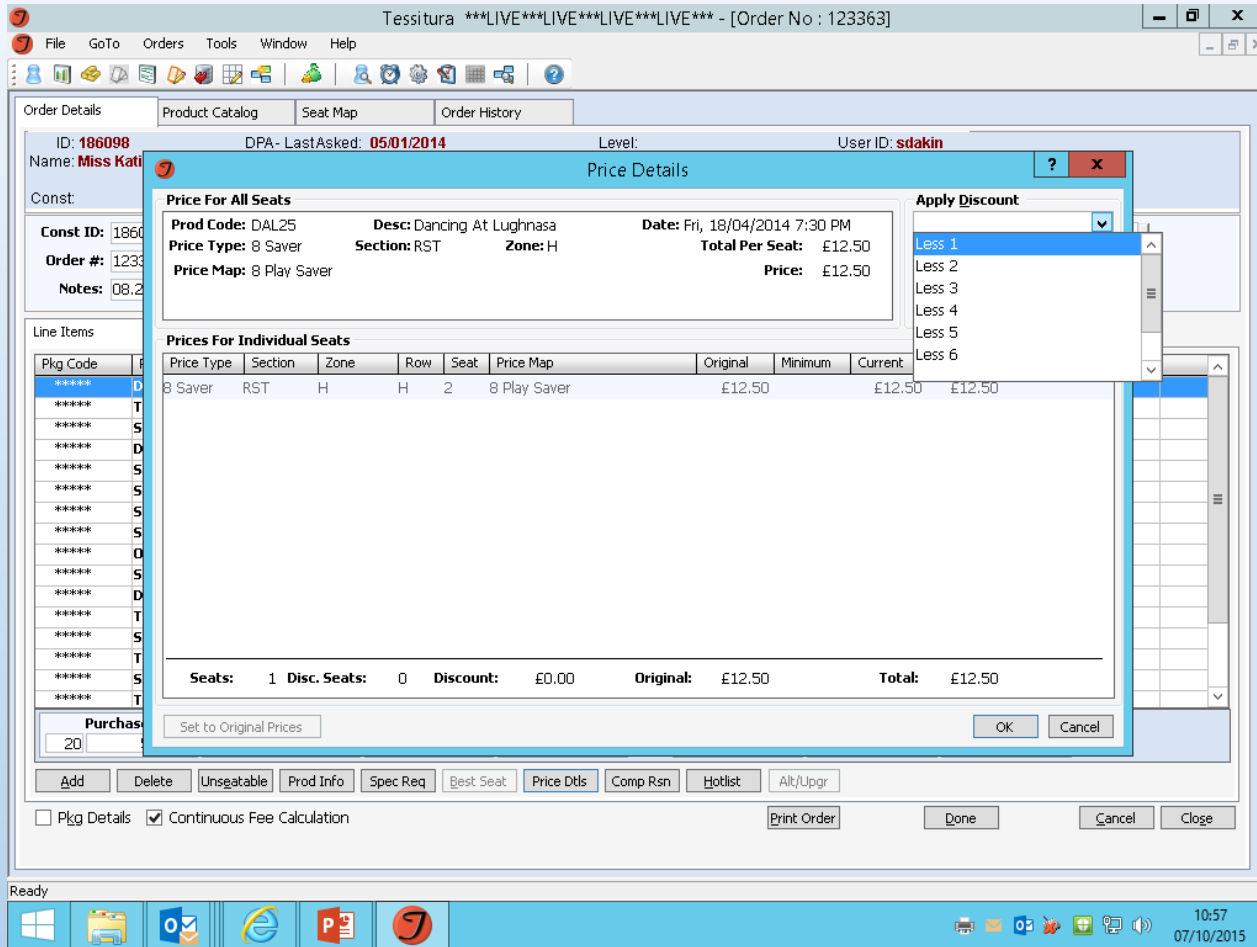
Seat history for Performance - SAVE8, 8 Show Season Ticket, 8 Show Season Ticket G 17

Event	Event Date	Package	Const ID	Constituent Name	Order	Tkt No	Price Type
Fee Changed	28/12/2014 17:33:37		186098	Lambert, Katie	123363		
Fee Applied	28/12/2014 17:33:37		186098	Lambert, Katie	123363		
Returned	28/12/2014 17:33:36		186098	Lambert, Katie	123363	264499	8 Saver
Printed	11/09/2014 14:23:54		186098	Lambert, Katie	123363	264499	8 Saver
Payment Paid	11/09/2014 14:23:48		186098	Lambert, Katie	123363		8 Saver
Fee Changed	11/09/2014 14:23:48		186098	Lambert, Katie	123363		
Fee Applied	11/09/2014 14:23:48		186098	Lambert, Katie	123363		
Reserved	11/09/2014 14:23:48		186098	Lambert, Katie	123363		8 Saver
Returned	11/09/2014 14:23:48		186098	Lambert, Katie	123363	259068	8 Saver
Printed	26/08/2014 19:09:41		186098	Lambert, Katie	123363	259068	8 Saver
Payment Paid	19/08/2014 18:43:56		186098	Lambert, Katie	123363		8 Saver
Reserved	19/08/2014 18:43:56		186098	Lambert, Katie	123363		8 Saver
Fee Changed	16/06/2014 09:46:13		89043	Dixon, Richard	118024		
Fee Applied	16/06/2014 09:46:13		89043	Dixon, Richard	118024		

Tickets were returned from the order or from the seat map

Ready

10:56 07/10/2015



Operators then rebought the ticket - discounting by the number of performances to be booked using the credit balance

Tessitura ***LIVE***LIVE***LIVE***LIVE*** - [Order No : 123363]

File GoTo Orders Tools Window Help

Order Details Product Catalog Seat Map Order History

ID: 186098 DPA - LastAsked: 05/01/2014 User ID: **sdakin**
 Name: Miss Katie Lambert CSI DPA Memb. Expiration: Batch: 13294
 Last Perf. Dt: 03/01/2015 19:00 PP44 Entered: 05/01/2014 Box Office
 Const: On Account:

Const ID: 186098 Source: 344 Solicitor: spollitt Delivery: Hold at Box Office Hold Until: 18/04/2014
 Order #: 123363 Date: 05/04/2014 MOS: Box Office Counter Channel: Box Office Counter Pmt: No Alt Adr: No
 Notes: 08.26 Exchange fee needed if she queries the amount. JC Will pay the £1 exchange fee on the day, Info Category: (none)

Line Items	Sub Line Items	Fees	Contributions	Custom Data
Pkg Code	Perf Code	Description	Performance Date	Price Type Zone Pur Pur Amt Ret Ret Amt Std AU Sp Req
*****	DAL25	Dancing At Lughnasa	Fri, 18/04/2014 7:30 PM	8 Saver H 1 12.50 0 0.00 1
*****	TW07	The Winterling	Fri, 30/05/2014 8:00 PM	8 Saver Zone A 1 12.50 1 -12.50 0
*****	STL06	Seeing the Lights	Fri, 20/06/2014 8:00 PM	8 Saver Zone B 1 12.50 1 -12.50 0
*****	DRAC17	Dracula	Fri, 04/07/2014 8:00 PM	8 Saver H 1 12.50 1 -12.50 0
*****	SAVE8	Saver 8 Show Season Ticke	Sun, 20/04/2014 9:00 AM	8 Saver 8 1 50.00 1 -50.00 0
*****	SAVE8	Saver 8 Show Season Ticke	Sun, 20/04/2014 9:00 AM	8 Saver 8 1 62.50 1 -62.50 0
*****	SAVE8	Saver 8 Show Season Ticke	Sun, 20/04/2014 9:00 AM	8 Saver 8 1 50.00 1 -50.00 0
*****	SAVE8	Saver 8 Show Season Ticke	Sun, 20/04/2014 9:00 AM	8 Saver 8 1 87.50 1 -87.50 0
*****	OT07	Old Times	Wed, 13/08/2014 8:00 PM	8 Saver Zone A 1 12.50 0 0.00 1
*****	SAVE8	Saver 8 Show Season Ticke	Sun, 20/04/2014 9:00 AM	8 Saver 8 2 137.50 2 -137.50 0
*****	DRAC31	Dracula	Tue, 26/08/2014 8:00 PM	8 Saver H 1 12.50 0 0.00 1
*****	TCOE26	The Comedy of Errors	Tue, 23/09/2014 8:00 PM	8 Saver Q 1 12.50 1 -12.50 0
*****	STL36	Seeing the Lights	Thu, 02/10/2014 8:00 PM	8 Saver Zone A 1 12.50 0 0.00 1
*****	TW48	The Winterling	Fri, 17/10/2014 8:00 PM	8 Saver Zone C 1 12.50 1 -12.50 0
*****	SAVE8	Saver 8 Show Season Ticke	Sun, 20/04/2014 9:00 AM	8 Saver 8 1 25.00 1 -25.00 0
*****	TW47	The Winterling	Thu, 16/10/2014 8:00 PM	8 Saver Zone A 1 12.50 0 0.00 1

Purchase	Return	Fees	Contributions	Total Amount	Total Paid	Total Due
20 575.00	12 -475.00	1.00	0.00	101.00	101.00	0.00

Add Delete Unseatable Prod Info Spec Req Best Seat Price Dtls Comp Rsn Hotlist Alt/Upgr

Pkg Details Continuous Fee Calculation Print Order Done Cancel Close

Ready

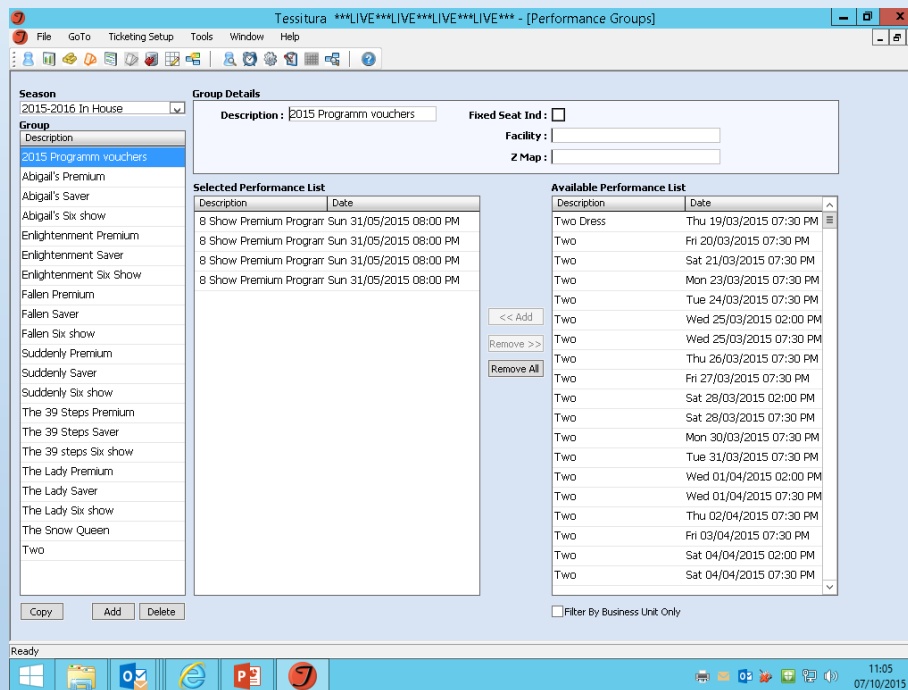
10:58 07/10/2015

Tracking the order became a messy nightmare!

WE FOUND THE SOLUTION IN A PACKAGE!

- We looked into the Package functionality in our version of Tessitura (version 11)
- It became apparent we could benefit in a number of ways if we sold our Season Tickets and Mini Season Tickets as Packages.
- A. Using Performance Grouping it was much easier for operators to find performances within the rule.
- B. The Package detail button made it easy to track the bookings.
- C. Customising Gift Certificates we attached them to a Package as a Premium Gift Offer.
- D. Customers could add to packages over the phone without having to present a voucher or remember an order number.
- E. Operators found Season Ticket processing much quicker and upselling increased.
- F. Using the Gift Certificate Listing report we can easily identify and contact customers who have performances not yet booked.

With Performance grouping we were able to select performances available within the rules.



Hot Summer Ticket Deals – the more you book, the more you save...

Full Season Ticket offer*

£14
per show

See all 6 plays for £84 – that's just £14 a ticket, saving you up to £70.

Includes 6 performances and includes a maximum of one orange performance and one pink performance.



Mini Season Ticket offer*

save up to
42%

Save up to 42% with our Mini Season Ticket Offer when you buy:

4 plays for £64 3 plays for £54 2 plays for £40
just £16 each just £18 each just £20 each

Applies only on green, blue, pink and purple performances (only one pink performance may be included).

These offers can be booked by calling Box Office on 017687 74411

Summer Season Ticket Prices

See pages 4–15 for details of TBTLL's Summer Season productions

Price Band	Main House						Studio		
	Red	Orange	Yellow	Green	Blue	Pink	Purple	Blue	Red
1	£32.50	£30.00	£30.00	£20.00	£24.50	£20.00	£25.00	£15.00	
2	£28.50	£26.00	£26.00	£18.00	£16.50	£14.50	£12.50	£10.00	
3	£24.50	£23.00	£23.00	£16.50	£12.50	£10.00	£10.00		
4	£19.50	£18.00	£18.00	£15.00					
5	£17.50	£15.50	£15.50	£13.00					

Check the diary on pages 37–43 to see the colour code for your chosen performance. For all performances in the Main House we have a limited number of seats priced at £10, although these seats may not be suitable for all customers.

Under 26? Get tickets on a Friday for just £5

If you're under 26, come on a Friday evening during the Summer Season and you could get a ticket for just £5!

To find out more visit www.theatrebythelake.com/U26

Theatre by the Lake discounts**

Over 60s: £1 off
Students: 50% off
Schools: £10 per pupil (one teacher goes free for every 10 pupils)

Groups: see special offer on page 2 & 43

All prices, discounts and offers are subject to availability.
* Seats booked for these offers will be best available. Tickets must be booked at the same time and date as performance is specified. Summer Season comprises: *Rookery Nook*, *The Warrington*, *Dracula*, *Seeing the Lighthouse*, *The Comedy of Errors*, *Old Times*.
** Not available for price band 1 in the Main House, on steps for Christmas.
† Terms and conditions apply. See page 34 for details.

3

Diary

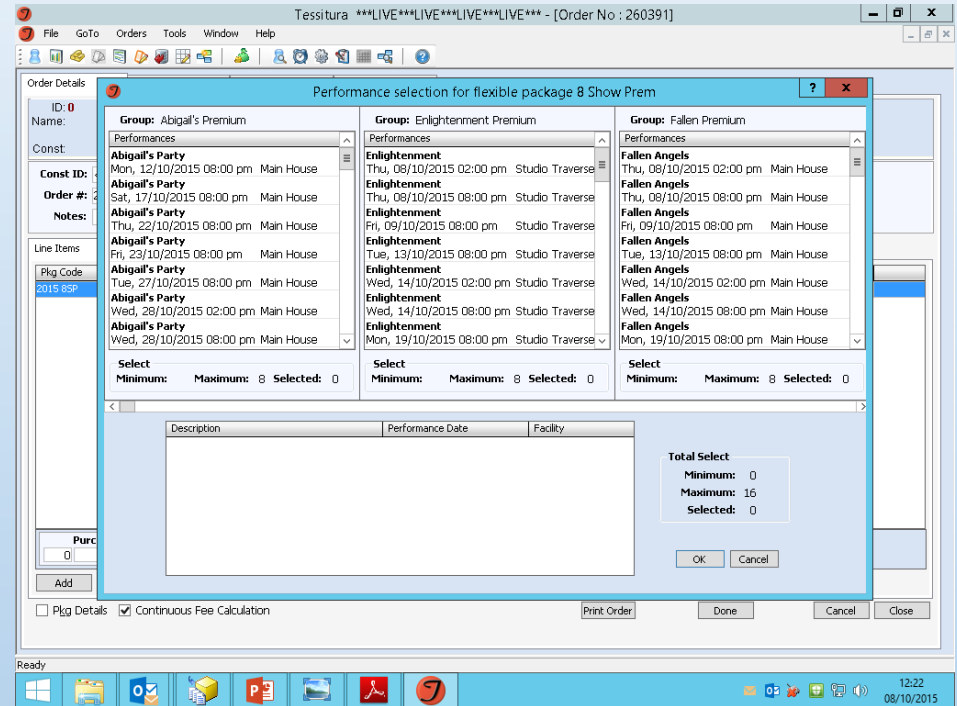
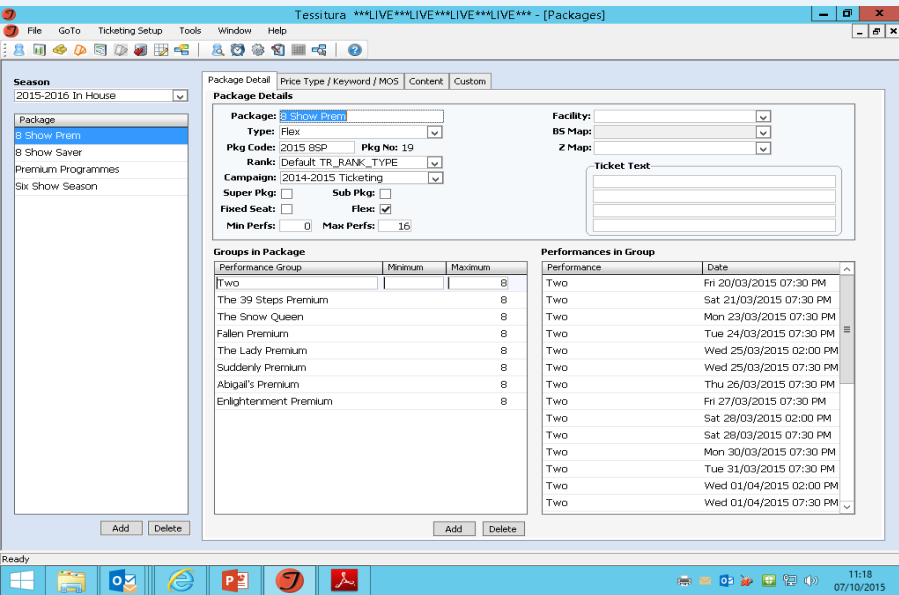
	Main House	Time	Page	Price**	Studio	Time	Page	Price**
May								
Fri 22	Rookery Nook PR U26	8.00pm	5	●	The Warrington PR U26	8.00pm	7	●
Sat 24	Rookery Nook PR	8.00pm	5	●	The Warrington PR	8.00pm	7	●
Sun 25								
Mon 26	Rookery Nook	8.00pm	5	●	The Warrington	8.00pm	7	●
Tue 27	Rookery Nook	8.00pm	5	●	The Warrington	8.00pm	7	●
Wed 28	Family Backstage Tour	2.00pm	36					
	Rookery Nook	8.00pm	5	●	The Warrington	8.00pm	7	●
Thu 29	Rookery Nook	8.00pm	5	●	The Warrington	8.00pm	7	●
Fri 30	Rookery Nook U26	8.00pm	5	●	The Warrington U26	8.00pm	7	●
Sat 31	Rookery Nook	8.00pm	5	●	The Warrington	8.00pm	7	●
June								
Sun 1								
Mon 2					Private Heartful	7.30pm	22	
Tue 3					Private Heartful	7.30pm	22	
Wed 4					Private Heartful	7.30pm	22	
Thu 5								
Fri 6	Dracula PR U26	8.00pm	9	●				
Sat 7	Dracula PR	8.00pm	9	●				
Sun 8								
Mon 9	Dracula	8.00pm	9	●				
Tue 10	Dracula	8.00pm	9	●				
Wed 11	Dracula	8.00pm	9	●				
Thu 12	Dracula	8.00pm	9	●	Seeing the Lighthouse PR	8.00pm	11	●
Fri 13	Dracula U26	8.00pm	9	●	Seeing the Lighthouse PR U26	8.00pm	11	●
Sat 14	Dracula	8.00pm	9	●	Seeing the Lighthouse	8.00pm	11	●
Sun 15	Simon May's Mandolin Queens	7.30pm	30					
Mon 16	Rookery Nook	8.00pm	5	●	The Warrington	8.00pm	7	●
Tue 17	Rookery Nook	8.00pm	5	●	The Warrington	8.00pm	7	●
Wed 18	Dracula	8.00pm	9	●	Seeing the Lighthouse	8.00pm	11	●
Thu 19	Dracula	8.00pm	9	●	Seeing the Lighthouse	8.00pm	11	●
Fri 20	Dracula U26	8.00pm	9	●	Seeing the Lighthouse U26	8.00pm	11	●
Sat 21	Rookery Nook	8.00pm	5	●	The Warrington	8.00pm	7	●
Sun 22	Emily Penn - Sailing the Lane	7.30pm	24		Roots in Cumbria	7.30pm	30	
Mon 23	Dracula	8.00pm	9	●	Seeing the Lighthouse	8.00pm	11	●
Tue 24	Dracula	8.00pm	9	●	Seeing the Lighthouse	8.00pm	11	●
Wed 25	Backstage Tour	2.30pm	36					
	Rookery Nook	8.00pm	5	●	The Warrington	8.00pm	7	●
Thu 26	Rookery Nook	8.00pm	5	●	The Warrington	8.00pm	7	●
Fri 27	Rookery Nook U26	8.00pm	5	●	The Warrington U26	8.00pm	7	●
Sat 28	Dracula	8.00pm	9	●	Seeing the Lighthouse	8.00pm	11	●
Sun 29	The Parakeets in Concert	7.30pm	30					
Mon 30	Rookery Nook	8.00pm	5	●	The Warrington	8.00pm	7	●
July								
Tue 1	Rookery Nook	8.00pm	5	●	The Warrington	8.00pm	7	●
Wed 2	Dracula	8.00pm	9	●	Seeing the Lighthouse	8.00pm	11	●
Thu 3	Dracula	8.00pm	9	●	Seeing the Lighthouse	8.00pm	11	●
Fri 4	Dracula U26	8.00pm	9	●	Seeing the Lighthouse U26	8.00pm	11	●
Sat 5	Rookery Nook	8.00pm	5	●	The Warrington	8.00pm	7	●
Sun 6	The Fab Sessions	7.30pm	31					
Mon 7	Dracula	8.00pm	9	●	Seeing the Lighthouse	8.00pm	11	●
Tue 8	Dracula	8.00pm	9	●	Seeing the Lighthouse	8.00pm	11	●

PR Preview Performance **FP** First Performance **LP** Last Performance **PSR** Post Show Discussion **AD** Audio-described
CAP Captioned **RP** Relaxed Performance **SCS** Schools Performance **U26** Under 26 £5 Tickets

or visit www.theatrebythelake.com

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Prior to Performance grouping, operators had to check the diary to ensure the selected date matched the colour code for adherence to the rule. You could only book within certain dates and only Premium offers included Saturdays.



With Package setup operators could only allocate performances that met the criteria. This saved a huge amount of time.

The Package detail button made it easy to track the bookings.

Tessitura ***LIVE***LIVE***LIVE***LIVE*** - [Order No : 199255]

File GoTo Orders Tools Window Help

Order Details Product Catalog Seat Map Order History

ID: **117501** DPA- LastAsked: **12/04/2006** Level: User ID: **sdakin**
 Name: **Mrs J L Parker** [EMAIL](#) **DPA** Memb. Expiration: Batch: **13294**
 Const: Last Perf. Dt: **09/09/2015 20:00** **SSLS36** Entered: **12/04/2006** Box Office
 Next Perf. Dt: **17/10/2015 20:00** **STLOTL41** On Account:

Const ID: 117501 Source: 123 Solicitor: Ingham Delivery: Hold at Box Office Hold Until: 13/06/2015
 Order #: 199255 Date: 13/03/2015 MOS: Box Office Counter Channel: Box Office Counter Pmt: No Alt Adr: No
 Notes: [Info](#) Category: (none)

Line Items	Sub Line Items	Fees	Contributions	Custom Data
Pkg Code	Perf Code	Description	Performance Date	Price Type Zone Pur Pur Amt Ret Ret Amt Std AU Sp Req
2015 85P	*****	8 Show Prem		8 Premium *mixed* 1 150.00 0 0.00 1
2015 85P	MHAP08	Abigail's Party	Sat, 13/06/2015 8:00 PM	8 Premium G 1 18.75 0 0.00 1
2015 85P	MHT39518	The 39 Steps	Wed, 08/07/2015 8:00 PM	8 Premium G 1 18.75 0 0.00 1
2015 85P	MHFA09	Fallen Angels	Thu, 06/08/2015 8:00 PM	8 Premium G 1 18.75 0 0.00 1
2015 85P	SSLS36	Suddenly Last Summer	Wed, 09/09/2015 8:00 PM	8 Premium Zone A 1 18.75 0 0.00 1
2015 85P	STLOTL41	The Lady of the Lake	Sat, 17/10/2015 8:00 PM	8 Premium Zone A 1 18.75 0 0.00 1
2015 85P	SE36	Enlightenment	Mon, 02/11/2015 8:00 PM	8 Premium Zone A 1 18.75 0 0.00 1
2015 85P	MHTSQ28	The Snow Queen	Thu, 17/12/2015 7:00 PM	8 Premium G 1 18.75 0 0.00 1
2015 85P	ST15	Two	Thu, 02/04/2015 7:30 PM	8 Premium A 1 18.75 0 0.00 1
2015PPV01	*****	Premium Programmes		Comp *mixed* 1 0.00 0 0.00 1
2015PPV01	85PPV02	8 Show Premium Programr	Sun, 31/05/2015 8:00 PM	Comp SSP 1 0.00 0 0.00 1
2015PPV01	85PPV03	8 Show Premium Programr	Sun, 31/05/2015 8:00 PM	Comp MHSP 1 0.00 0 0.00 1
2015PPV01	85PPV04	8 Show Premium Programr	Sun, 31/05/2015 8:00 PM	Comp XP 1 0.00 0 0.00 1
2015PPV01	85PPV01	8 Show Premium Programr	Sun, 31/05/2015 8:00 PM	Comp SPRP 1 0.00 0 0.00 1

Purchase	Return	Fees	Contributions	Total Amount	Total Paid	Total Due
12 150.00	0 0.00	0.00	0.00	150.00	150.00	0.00

Add Delete Unseatable Prod Info Spec Req Best Seat Price Dtls Comp Rsn Hotlist Alt/Upgr

Pkg Details Continuous Fee Calculation [Print Order](#) [Done](#) [Cancel](#) [Close](#)

Ready

11:30 07/10/2015

Customising Gift Certificates, we attached them to a Package as a Premium Gift Offer.

The screenshot displays the BOCA Printer Ticket Editor software interface. The window title is "Tessitura ***LIVE***LIVE***LIVE***LIVE*** - [BOCA Printer Ticket Editor (Design No. 2103)]". The design is titled "2015 Season Ticket Credit" with a size of 600x1100 and a current cursor position of 277x640. The form contains the following elements:

- Fields for "2015 Season Ticket Credit", "Please Quote Order No.", "Amount", "Certificate Number", "Balance Remaining", and "Purchased by".
- Dropdown menus for "Original" and "Current" under "Amount" and "Balance Remaining".
- A text box for "Please quote the Certificate # if you wish to book by telephone" containing the field "<<GC Number>>".
- A field for "<<Customer Name1>>" and a "<<Order Notes>>" text area.
- A field for "<<Order No>>" which is highlighted by a blue arrow.
- A field for "<<GC Number>>" which is highlighted with a red box.

At the bottom right of the design area, the text reads: "We restricted the balance held on the certificate to the Season Ticket Order created."

Overall - using Packages has been an enormous success!

We did find that customers who needed to swap dates on some but not all seats within the package was problematic! We struggled to work out how to return these seats.

Working around this we added these returns as a separate line item.

Next year we will sell multiple Packages and customers booking for friends as separate line items. We hope this will resolve the problem of returning some but not all seats within a Package.

GLYNDEBOURNE

GEMMA HALL

**Box Office & Customer Service Supervisor
Systems**

GLYNDEBOURNE



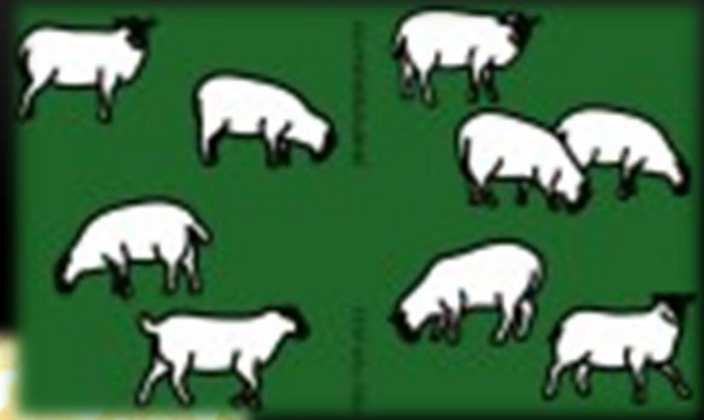
AUDITORIUM



WHY A PACKAGE?



WHAT SHOULD WE INCLUDE IN OUR PACKAGE?



HOW SHOULD WE BUILD OUR PACKAGE?

The screenshot displays a ticketing software interface with the following components:

- Season:** F15 - Package
- Package List (Left):** A list of packages from Glyndebourne Experience 1/7 to 19/7, with 'Glyndebourne Experience 17/7' selected.
- Package Detail Tab:** Price Type / Keyword / MOS | Content | Custom
- Package Details:**
 - Package: Glyndebourne Experience 17/7
 - Type: Fixed-Seat
 - Pkg Code: EXPPKG1543 | Pkg No: 87
 - Rank: High
 - Campaign: B15 - F15 Packages
 - Super Pkg: | Sub Pkg:
 - Fixed Seat: | Flex:
 - Min Perfs: 3 | Max Perfs:
 - Facility: General
 - BS Map: Default
 - Z Map: F15 Package
 - Ticket Text:
- Groups in Package Table:**

Performance Group	Minimum	Maximum
Glyndebourne Experience 17/7	<input type="text"/>	<input type="text"/>
- Performances in Group Table:**

Performance	Date
F15 Package - Picnic	Mon 17/10/2016 05:15 PM
F15 Package - Programme	Mon 17/10/2016 05:15 PM
F15 Package - Champagne	Mon 17/10/2016 05:15 PM
- Buttons:** Add, Delete (at the bottom of the Groups and Performances tables).

WHERE SHOULD WE OFFER IT?

30 minutes, 11 seconds remaining to complete purchase. Why?

GLYNDEBOURNE

Log in Register Basket Search

Choose Tickets Your Basket Delivery Method Payment Confirmation

Would you like to add the Glyndebourne Experience Package?

Glyndebourne Experience Package Find out more
Number of People

No Thanks

Join Us f t v i n y

Sign up to our mail

- 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

Glyndebourne Experience Package

The Glyndebourne Experience Package is designed to help you make the most of your visit to Glyndebourne and includes an 'Inclusive Sharing Picnic Platter', a glass of Champagne on arrival, and a copy of the Festival 2015 Programme Book.

Inclusive Sharing Picnic Platter

Picnicking on the lawn and beside the lake is a tradition at Glyndebourne. The Inclusive Sharing Picnic Platter includes three courses plus 1/2 bottle of Champagne per person, porter service and picnic furniture. The Picnic includes:

Trio of starters

- Char-grilled asparagus, mange tout, peashoot salad, smoked tomato mayonnaise (V)
- Langham cured smoked salmon & mackerel salad, Heritage beetroot, horseradish dressing
- Confit chicken & duck terrine, Dukkah crust, artichoke, orange & mint salad

Platter of mains

- Glyndebourne grazing platter: A selection of continental sliced meats, glazed figs, pressed quince, marinated olives, dehydrated plum tomatoes, chargrilled artichokes, parmesan shavings
- Cheesecake with herby goat's cheese, caramelised balsamic red onions, rocket leaves (V)

Trio of desserts

- Dark chocolate black cherry dome, pistachio custard
- Kent strawberries & cream
- Salted caramel panna cotta, gingerbread crumble

Coffee and chocolate

Festival 2015 Programme Book

The Glyndebourne Festival Programme Book has been published annually since 1952, with beautifully illustrated articles to complement the season's repertoire. This year it features exclusive interviews with directors Barrie Kosky, Mariame Clément, Fiona Shaw and designer Vicki Mortimer about their productions making their Festival debuts in 2015 - *Saul*, *Poluto*, *The Rape of Lucretia* and *Die Entführung aus dem Serail*. In addition, we pay tribute to Sir George Christie who passed away last year. Our new rose garden and art partnership with White Cube gallery are highlighted beside an in-depth look at the ways in which Glyndebourne nurtures new talent.



WHEN SHOULD THE PACKAGE BE OFFERED?

- Glyndebourne Festival Members




- Associate Members



- Public



TICKETING




GLYNDEBOURNE

Champagne
Thursday 21 May

Valid for exchange at Glyndebourne
Garden Bar for one champagne glass only.
This voucher has no other value.

Order No: 1073116 Account: 28185237
Cognan




GLYNDEBOURNE

Inclusive Shakespeare
Thursday 21 May

Valid for exchange at Glyndebourne
can be found in the programme.
This voucher has no other value.

Order No: 1073116 Account: 28185237
Cognan




GLYNDEBOURNE

Festival 2015 Programme
Thursday 21 May 2015

Valid for exchange at Glyndebourne
Box Office for one programme book only.
This voucher has no other value.

Order No: 1073116 Account: 28185237
Cognan

Adult £20.00 Check Code: 1



REPORTING

Glyndebourne Productions Ltd			
Dining covers		gcoogman 10/10/2015 1£	
Dining covers booked by Box Office			
Restaurant nos: 5812		Perf date from: 01/05/2015 0£ to: 31/08/2015 2£	Order date from: 01/07/2015 0£ to: 08/07/2015 2£
Order date	Customer name and contact details	Reservation details	
07/07/2015 2: Dr	Name	19/08/2015 1£	
	Address 1	Picnic Reservation	2
	Address 2		
	Address 3		
	Email		
	Phone Number		
02/07/2015 1£ Dr	Name	15/08/2015 1£	
	Address 1	Picnic Reservation	2
	Address 2		
	Address 3		
	Email		
	Phone Number		
05/07/2015 1£ Miss	Name	27/08/2015 1£	
	Address 1	Picnic Reservation	2
	Address 2		
	Address 3		
	Email		
	Phone Number		
07/07/2015 1£ Miss	Name	17/07/2015 1£	
	Address 1	Picnic Reservation	2
	Address 2		
	Address 3		
	Email		
	Phone Number		



THE RESULTS

- 49 Glyndebourne Experience Packages were sold between April and August
 - No negative feedback received
-

BENEFITS

- Easy to book all the key elements of the Glyndebourne Experience in one go
 - Ensures that customers make the most of their visit
 - Takes away the worry of unknown
-

CHALLENGES

- Delayed go live reduced potential sales
 - Invoicing between Glyndebourne and the catering company
 - Training
-

GLYNDEBOURNE

Thank You!

Gemma Hall

Box Office & Customer Service Supervisor – Systems

Gemma.hall@glyndebourne.com





CANOLFAN
MILENIWM
CYMRU
WALES
MILLENNIUM
CENTRE®

Packages @ Wales Millennium Centre

Can I have the best seat in the house please?

Sophie Anthony
Contact Centre Coordinator

Wales Millennium Centre

CYRELL GWIR IN THESE STONES
YFEL GWYDRO HORIZONS
O F WR MAIS A WENSING

To bring the best of the world to Wales and to showcase the best of Wales to the world

Session outline

What we will be covering today

**Superseats
&
Premium
Packages**

**VIP
Packages**

Successes

Superseats and Premium Packages

Best seat in the house + a programme or a drink voucher



Background

- Front of House and Hospitality requested an additional voucher
- Programmes and drinks vouchers are pre-booked
- Automation/simple process

Online Procedure

Order Details

Product Catalog

Seat Map

QuickSale

Order History



[Redacted]

#1256169

Memb Level:

Open CSI:

Access:

Next Perf: 17/10/2015 - Pierhead 5

Email [Redacted]

Order: 1256169

Source: 7287

Solicitor: webani

Delivery: Hold at Ticket Office

Hold Until: 08/10/2015

Order Details

Product Catalog

Seat Map

QuickSale

Order History

In



[Redacted]

Memb Level:

Open CSI:

Next Perf: 17/10/2015 - Pierhead 5

Email [Redacted]

wmc.org.uk/aboutus
029 2063 6464



Hold Until: 09/10/2015

wmc.org.uk
029 2063 6464

Les Ballets Trockadero
De Monte Carlo

51696266 4 895004

Les Ballets Trockadero
De Monte Carlo

Cewch gyfnewid y daleb yma am raglen am ddim

S51

Level 2 Raised Stairs

Please redeem this voucher for your Programme



Comp

Gellir cyfnewid ar / Redeemable on:

Friday 16 October 2015

Complimentary

99000008059592003342



Prog Voucher

16/10/2015

51696266

Custom Report & Mass Insert

Create Superseat Rules report

The report adds all relevant fields on mass

7 Enter parameters to run Create Superseat Rules in the current window


Mode	(Required)	New Rules - Create	OK
Season	(Required)	2016 WMC DG Season	Cancel
Prod Season	(Required)	Mandela Trilogy 2016	Next
Days of Week	(Required)	(7 values selected)	Previous
Perf Date From	(Required)	24/08/2016	Clear
Perf Date To	(Required)	27/08/2016	Report Help
Prod Perf Zone	(Required)	(3 values selected)	
Prod Perf Price Type	(Required)	(2 values selected)	
Upsell Season	(Required)	2016 WMC MISC Programmes	
Upsell Prod Season	(Required)	Programmes - Mandela Trilogy	
Upsell Price	(Required)	0	
Upsell Section	(Required)	Unreserved	

The report can be run in 3 different modes:
Test/Create/Check

Superseats Audit Report



Reduce human error when adding the vouchers manually in the Contact Centre



Run/Schedule the report to highlight missing orders, wrong price types used or duplicates

 Enter parameters to run Create Superseat Orders in the current window  

Test Mode (Required) 

Orders with MOS (Required) (19 values selected)  

Result	Original Perf	Const No	Order No	Superseat Item	Perf Code	Perf Date	Section	Seat Row	Seat Num	Tkt Price	Price Type	MOS
Import should complete with no Errors.												
	15TOSCA01 Nov 2 2015 7:15:00	686464		Tosca Programmes	15TOSCAP01	02/11/2015 07:15 PM	Unreserved	X	0	£0.00	WMC Experience Package	Internet
		686464		Tosca Programmes	15TOSCAP01	02/11/2015 07:15 PM	Unreserved	X	0	£0.00	WMC Experience Package	Internet
		686464		Pierhead Street Car Park 2015	15PIER306	02/11/2015 11:00 AM	Pierhead St, Cardiff. CF10 4PH	X	0	£0.00	WMC Experience Package	Internet
	15TROCKS02 Oct 17 2015 7:30:00	650982		Prog: Les Ballets Trock	15TROPRO02	17/10/2015 07:30 PM	Unreserved	X	0	£0.00	Premium	Internet
		650982		Prog: Les Ballets Trock	15TROPRO02	17/10/2015 07:30 PM	Unreserved	X	0	£0.00	Premium	Internet
		650982		Prog: Les Ballets Trock	15TROPRO02	17/10/2015 07:30 PM	Unreserved	X	0	£0.00	Premium	Internet

Our first VIP Packages

The Ring Cycle in 2006



Ring Cycle
Richard Wagner

Food & Drink Options

priority order form

For UK residents, please complete this order form and return it by Wednesday 15 November 2006 in the envelope provided. If you are resident overseas please return your order by post to: **Ticket & Information Office | Wales Millennium Centre | Cardiff Bay | UK | CF10 5AL.** Alternatively you can call +44 (0) 8700 40 2000 and choose option 4 to speak to our sales team; fax us on +44 (0) 29 2063 4650 or email your requirements to group.sales@wmc.org.uk.

Booker's name: _____ Reference Number: _____
The name for later accompanying this form is addressed to: Please use the later accompanying this form.

How many of each option would you like to order? Please write a number in the boxes provided under the relevant date:

	30 NOV	01 DEC	02 DEC	03 DEC	TOTAL	
POMMERY CHAMPAGNE RECEPTION						
£12.50 per person	Pre show	X []	n/a	n/a	n/a	£
CREMA	Continental Meat	n/a	X []	X []	X []	£
£10.50 per person	3 Welsh Cheese	n/a	X []	X []	X []	£
BAR ONE	Charcuterie	n/a	X []	X []	X []	£
£18.95 per person	Mediteranean	n/a	X []	X []	X []	£
	Cheese	n/a	X []	X []	X []	£
LEITH'S at HUFEN	Lairds Hot Buffet	n/a	X []	X []	X []	£
£17.95 per person						
BRAZZ	Pre show	X []	n/a	n/a	n/a	£
	Post show	X []	n/a	n/a	n/a	£
Pre or post show £20pp	Fish Platter	n/a	X []	X []	X []	£
Platter Packages £26pp	Meat Platter	n/a	X []	X []	X []	£
	Vegetarian Platter	n/a	X []	X []	X []	£
Book VALET PARKING at £20 per car per day		X []	X []	X []	X []	£
Vehicle Registration: _____						

! **SOUVENIR PROGRAMME:**
I would like to preorder X [] copies of the 64 page, full-colour

Please tick what you have:
 Completed a food order for each day
 Completed a valet order for each day
 Ordered your programmes

Total Payable for FOOD & VALET _____
Souvenir Programmes _____
GRAND TOTAL _____

Drinks and catering reception

The VIP packages had to be booked over the phones.

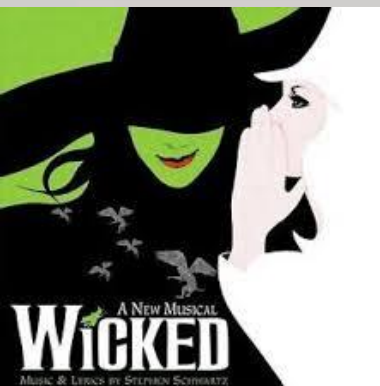
➔ Not able to allocate budget codes to different department

Tessitura V12

In 2014, we made some efficient changes to offer our customers the full experience:

- The best seat in the house
- A meal in our restaurant
- Drinks & Programmes
- A chance to meet the cast

So far we've done VIP packages for:



On the website



VIP Experience Package

With our Experience Package you'll enjoy pre-performance drinks and canapés, a signed programme, best available seat, interval drink and an opportunity to join the stars on stage after the curtain has come down for an end-of-show drink. Parking is also included**.

**Pierhead Street multi-storey car park - bring parking token for validation on the night. For disabled car parking, please call the Ticket Office on 029 2063 6464.

Select Section

See Photos

Select seating area



Donald Gordon Theatre

This performance takes place in the Donald Gordon Theatre. Spacious and comfortable, this modern air-conditioned theatre provides an exemplary setting for experiencing the very best in live performance. Sir Donald Gordon is the Centre's founding patron.

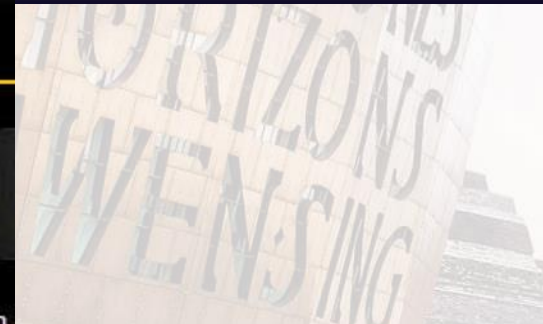
Lower Stalls \\\ Seddi Gwaelod
(£53.50)

Mid Stal
Llawr | U
(£53.50)

Section	Seat	Ticket Type	Price	
Mid Stalls Raised Stalls \\ Ganol y Llawr Uwch Sedd'r Llawr	D 32	WMC Experience Package @ £150.00	£150.00	Remove
Mid Stalls Raised Stalls \\ Ganol y Llawr Uwch Sedd'r Llawr	D 33	WMC Experience Package @ £150.00	£150.00	Remove

Seats are not held until they have been added to basket

Add to basket



VIP Packages

Assigning the correct GL code to varying items

	MS1E150	MS2E53.50	MS1E150	MS2E53.50	RS2E53.50	RS1E150	RS3E43.50	CR1E150	CR2E53.50	CR3E43.50	CR4E33.50	UC1E33.50	UC2E23.50
Standard	150.00	53.50	150.00	53.50	53.50	150.00	43.50	150.00	53.50	43.50	33.50	33.50	23.50
Coach Standard	95.90	53.50	95.90	53.50	53.50	0.00	43.50	95.90	53.50	43.50	33.50	33.50	23.50
Complimentary	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Group Internet Standard	95.90	53.50	95.90	53.50	53.50	0.00	43.50	95.90	53.50	43.50	33.50	33.50	23.50
Group Organiser	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Grp Standard	95.90	53.50	95.90	53.50	53.50	0.00	43.50	95.90	53.50	43.50	33.50	33.50	23.50
House Seats	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
WMC Coach Driver	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
WMC Experience Package	150.00	53.50	150.00	53.50	53.50	150.00	43.50	150.00	53.50	43.50	33.50	33.50	23.50
WMC Experience Package Hynt P	54.10	0.00	54.10	0.00	0.00	54.10	0.00	54.10	0.00	0.00	0.00	0.00	0.00
WMC GRP Experience Package	150.00	53.50	150.00	53.50	53.50	150.00	95.90	150.00	53.50	43.50	33.50	33.50	23.50
WMC GRP Internet Experience	150.00	53.50	150.00	53.50	53.50	150.00	95.90	150.00	53.50	43.50	33.50	33.50	23.50
WMC Hynt PA	0.00	0.00	0.00	0.00	0.00	4.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
WNO Complimentary	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
WNO Experience Package	150.00	53.50	150.00	53.50	53.50	0.00	43.50	150.00	53.50	43.50	33.50	33.50	23.50
WNO Standard	95.90	53.50	95.90	53.50	53.50	0.00	43.50	95.90	53.50	43.50	33.50	33.50	23.50

The multiple items go to different GL codes BUT all items can go on the same ticket

It's all about the layers

Hospitality, programmes, car park & ticket pricing can be all set up in the same production

General	Pricing	Modes of Sale	Segments	Credits	Keywords	Content	Custom	Audit Log
All	Ticket Price 1	Dinner Price 1	Offer 1	Offer 2 1	Offer 3 1	+		
<input checked="" type="radio"/> Prices	<input type="radio"/> Price Type Properties	<input type="checkbox"/> Detailed View						
	LS1£150	LS2£53.50	MS1£150	MS2£53.50	RS2£53.50	RS1£150	RS3£43.50	CR1£150
Standard	45.00	0.00	45.00	0.00	0.00	45.00	0.00	45.00
Coach Standard	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Complimentary	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Group Internet Standard	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Group Organiser	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Grp Standard	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
House Seats	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
WMC Coach Driver	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
WMC Experience Package	45.00	0.00	45.00	0.00	0.00	45.00	0.00	45.00
WMC Experience Package Hynt P	45.00	0.00	45.00	0.00	0.00	45.00	0.00	45.00
WMC GRP Experience Package	45.00	0.00	45.00	0.00	0.00	45.00	0.00	45.00
WMC GRP Internet Experience	45.00	0.00	45.00	0.00	0.00	45.00	0.00	45.00

GL Codes

General	Pricing	Modes of Sale	Segments	Credits	Keywords	Content	Custom	Audit Log
---------	----------------	---------------	----------	---------	----------	---------	--------	-----------

All	Ticket Price 1	Dinner Price 1	Offer 1	Offer 2 1	Offer 3 1	+
-----	----------------	-----------------------	---------	-----------	-----------	---

Prices Price Type Properties Bulk Edit

Price Type	Start Date	End Date	GL Income	GL Resold	Designation
Standard	27/05/2015 14:52:00	02/11/2015 23:00:00	4976-000	4976-000	Merchandise
Complimentary	27/05/2015 14:52:00	02/11/2015 23:00:00	4974-000	WMC - Tosca Concert 15	Merchandise
Group Internet Standard	27/05/2015 14:52:00	02/11/2015 23:00:00	4975-000	WMC - Tosca Concert (WNO)	Merchandise
Group Organiser	27/05/2015 14:52:07	02/11/2015 23:00:00	4976-000	WMC - Tosca Hospitality	Restaurant
Grp Standard	27/05/2015 14:52:00	02/11/2015 23:00:00	4977-000	WMC - Tosca Programme	Merchandise
House Seats	27/05/2015 14:52:00	02/11/2015 23:00:00	4978-000	WMC - Broadway Hospitality	Merchandise
WMC Coach Driver	02/11/2015 19:00:00	02/11/2015 23:00:00	4976-000	4976-000	Restaurant
WMC Experience Package	27/05/2015 14:52:00	02/11/2015 23:00:00	4976-000	4976-000	Merchandise
WMC Experience Package Hynt PA	27/05/2015 14:52:00	02/11/2015 23:00:00	4976-000	4976-000	Merchandise
WMC GRP Experience Package	27/05/2015 14:52:00	02/11/2015 23:00:00	4976-000	4976-000	Restaurant
WMC GRP Internet Experience	27/05/2015 14:52:00	02/11/2015 23:00:00	4976-000	4976-000	Restaurant
WMC Hynt PA	27/05/2015 14:52:00	02/11/2015 23:00:00	4976-000	4976-000	Merchandise
WNO Complimentary	27/05/2015 14:52:00	02/11/2015 23:00:00	4979-000	4979-000	Merchandise
WNO Experience Package	27/05/2015 14:52:00	02/11/2015 23:00:00	4979-000	4979-000	Merchandise
WNO Standard	27/05/2015 14:52:00	02/11/2015 23:00:00	4979-000	4979-000	Merchandise

Reporting

Price Layer GL codes report

7 Enter parameters to run Performance Price Layer GL Codes in the current window

Perf Selections Mode(Required) Production Season

Season(Required) (2 values selected)

Production Season(Required) (1 value selected)

Individual Performances(Disabled)

Perf Start Date(Disabled) 00/00/0000

Perf End Date(Disabled) 00/00/0000

OK Cancel Next Previous

	Since 30/09/2015			Since 07/10/2015										
	Rm	Tot #	Tot £	Tot #	Tot £	# to Date	£ to Date	Res #	Res £	Cmp #	Held #	Cap	Avail	% Avail
The Lion King														
06/11/2014 19:30	-342	0	£0.00	0	£0.00	46	£96.00	0	£0.00	0	45	1760	5	0.28 %
07/11/2014 19:30	-341	0	£0.00	0	£0.00	25	£120.00	0	£0.00	0	41	1764	10	0.57 %
08/11/2014 14:30	-340	0	£0.00	0	£0.00	38	£104.00	0	£0.00	0	32	1763	7	0.40 %
08/11/2014 19:30	-340	0	£0.00	0	£0.00	27	£72.00	0	£0.00	0	52	1764	8	0.45 %
09/11/2014 14:30	-339	0	£0.00	0	£0.00	15	£48.00	0	£0.00	0	40	1764	4	0.23 %
11/11/2014 19:30	-337	0	£0.00	0	£0.00	21	£72.00	0	£0.00	0	39	1763	1	0.06 %
12/11/2014 19:30	-336	0	£0.00	0	£0.00	26	£104.00	0	£0.00	0	43	1764	8	0.45 %
13/11/2014 14:30	-335	0	£0.00	0	£0.00	11	£64.00	0	£0.00	0	46	1764	5	0.28 %
09/01/2015 19:30	-278	0	£0.00	0	£0.00	17	£48.00	0	£0.00	0	11	1767	0	0.00 %
10/01/2015 14:30	-277	0	£0.00	0	£0.00	18	£72.00	0	£0.00	0	16	1767	0	0.00 %
10/01/2015 19:30	-277	0	£0.00	0	£0.00	10	£56.00	0	£0.00	0	7	1768	0	0.00 %
11/01/2015 14:30	-276	0	£0.00	0	£0.00	19	£64.00	0	£0.00	0	4	1767	1	0.06 %
The Lion King Total		0	£0.00	0	£0.00	1557	£5,128.00	0	£0.00	0	2674	134206	303	0.23 %
Report Total		0	£0.00	0	£0.00	1557	£5,128.00	0	£0.00	0	2674	134206	303	0.23 %

Successes



3K
programmes
sold



5K
programmes
sold



200 VIP
Packages

VIP Experience Package

Experience Package and you'll enjoy pre-performance canapés and bowl food, a signed programme, best available interval drink and post-performance reception in the company of the artists with drinks and dessert canapés. Parking is also included**.

Any questions?

Sophie Anthony
Contact Centre Coordinator

Sophie.anthony@wmc.org.uk

029 2063 4647



Great things come in (not so small) Packages...





H BIRMINGHAM
HIPPODROME





 BIRMINGHAM
ROYAL BALLET



In association with the
Mariinsky Theatre Trust

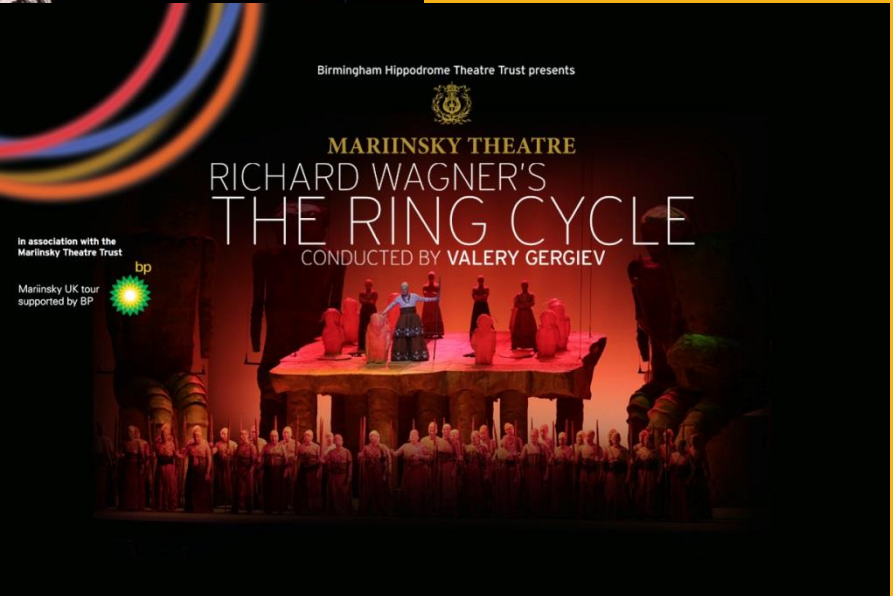
Mariinsky UK tour
supported by BP



Birmingham Hippodrome Theatre Trust presents



MARIINSKY THEATRE
RICHARD WAGNER'S
THE RING CYCLE
CONDUCTED BY VALERY GERGIEV



 BIRMINGHAM
HIPPODROME



DIRECT DEBIT

H BIRMINGHAM
HIPPODROME



Direct Debit

Give customers flexibility with payment

Encourages customers to spend more as they are splitting the cost over several months

If an on sale hasn't quite been as busy as you hoped...extend your direct debit options to give customers more time to pay

You can be flexible with the dates you take the payment



Direct Debit

Tessitura Birmingham Hippodrome Theatre Version 11.0.4 - [Order 7708737]

File GoTo Orders Reports Window Help

Order Details Product Catalog Seat Map Order History

2661571 Mr Ryan Allen Birmingham Hippodrome Theatre TEST TEST TEST TEST TEST
Staff Family Friends 23/09/2016 Active
Last: Next: Age:

Const ID: 2661571 Source: 410 Solicitor: rallen Delivery: Hold at Box Office Hold Until: 25/09/2015
Order #: 7708737 Date: 06/10/2015 MOS: Subscription Channel: Postal Pmt: No Alt Adr: No
Notes: Info Category: (none)

Pkg Code	Perf Code	Description	Performance Date
BRBMFE	****	BRB Mixed Friday evenings	

Order Payment Schedule

Beginning:	Ending:	Due Date	Amount
06/10/2015	25/09/2015		

Billing Schedule:

- BRB 2015 Season (4 Paymer)
- (none)
- BRB 2015 Season (2 Paymer)
- BRB 2015 Season (3 Paymer)
- BRB 2015 Season (4 Paymer)

H BIRMINGHAM HIPPODROME



Billing Schedule Confirmation



Ticket Sales: 0844 338 5000*
info@birminghamhippodrome.com



Ticket Sales: 0844 338 5000*
info@birminghamhippodrome.com

TEST USER
TEST LANE
TEST TOWN
TEST CODE

10 July 2015

Dear Mr Test

Thank you for booking the 2015/16 subscription series. Details of your Direct Debit payment schedule and ticket purchases are below.

Your tickets will be dispatched in time for the first production of your subscription.

Birmingham Hippodrome Theatre Trust Ltd
Direct Debit Originator's Number 830908

Account name: Mr Test
Customer number: 0000000
Order number: 000000
Total amount: £393.50

Your Direct Debit billing schedule can be found below:

Due Date	Amount
01/06/2015	£64.26
01/07/2015	£98.38
01/08/2015	£98.38
01/09/2015	£98.36

A full breakdown of the dates, times and seats included in your subscription can be found overleaf.

Should you have any questions about your subscription or payment, please contact our sales team on 0844 338 5000, quoting your order number.

Your performance details can be found below:

Production	Date	Area	Price Band	Qty	Seats
BRB - Swan Lake	30/09/2015 02:00 PM	STALLS	A	2	G20, G21
BRB - Swan Lake	30/09/2015 02:00 PM	STALLS	A	1	G19
BRB - Variations Triple Bill	08/10/2015 07:30 PM	STALLS	A	2	N18, N19
BRB - Ashton Double Bill	18/02/2016 02:00 PM	STALLS	A	2	G20, G21
BRB - Romeo and Juliet	25/02/2016 02:00 PM	STALLS	A	2	K26, K27
BRB - Romeo and Juliet	25/02/2016 02:00 PM	STALLS	A	1	K28
BRB - Taming of the Shrew	17/06/2016 02:00 PM	STALLS	A	2	K26, K27
BRB - Taming of the Shrew	17/06/2016 02:00 PM	STALLS	A	1	K28
BRB - Shakespeare Triple Bill	23/06/2016 02:00 PM	STALLS	A	2	G16, G17

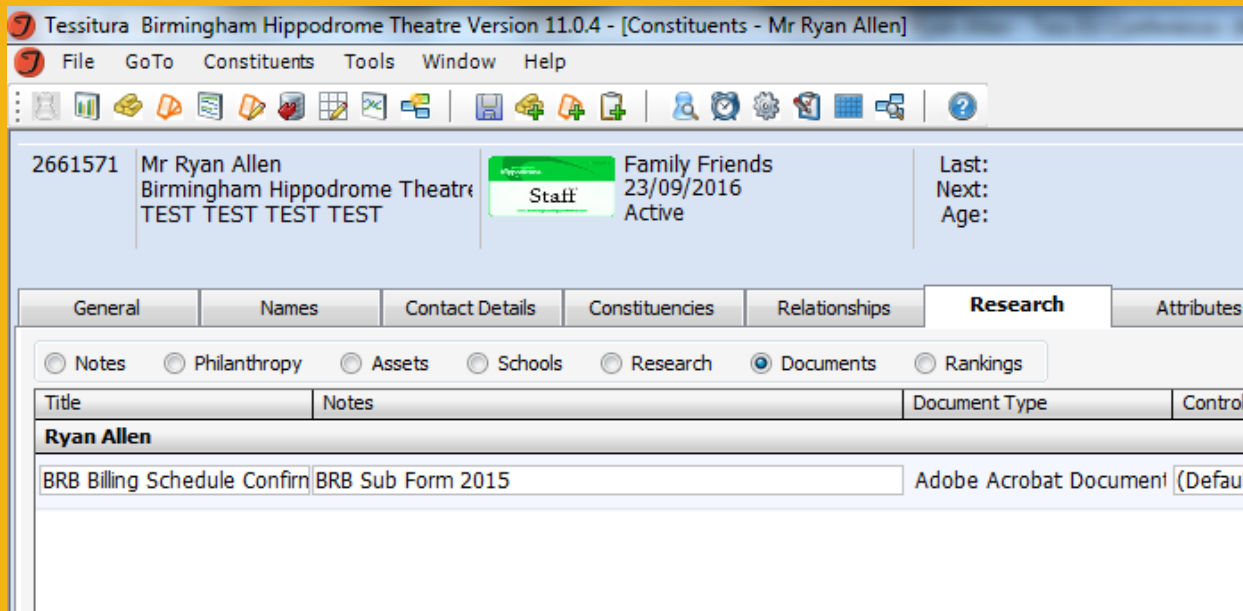
Direct Debit Guarantee

- The Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits
- If there are any changes to the amount, date or frequency of your Direct Debit the organisation will notify you (normally 10 working days) in advance of your account being debited or as otherwise agreed. If you request the organisation to collect a payment, confirmation of the amount and date will be given to you at the time of the request
- If an error is made in the payment of your Direct Debit, by the organisation or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society
- If you receive a refund you are not entitled to, you must pay it back when the organisation asks you to
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify the organisation.



Our Top Tip

Scan booking forms and attach to your constituent in the Documents section...



Things to watch out for...

Be mindful of the design of your booking form

Sending your mandate

Booking forms can increase processing time

Plus Points

- ✓ Direct Debit payments are secure
- ✓ Having a booking form leaves an audit trail in case of exchanges/discrepancies

5. Payment details

You may pay by credit / debit card, cheque or direct debit. Please complete the appropriate details below.

A. I would like to pay by credit or debit card. Please call me on one of the contact numbers I have given to take my payment details

B. I enclose an open cheque (cheque number:) made payable to Birmingham Hippodrome with an upper limit of £ (if Birmingham Hippodrome is unable to offer tickets at the price ordered, you will be offered alternatives at a higher or lower price).


C. I would like to pay by Direct Debit

If you tick this option please ensure you complete the Direct Debit mandate below.

* Please note: monthly Direct Debits will be taken as a minimum of two and maximum of four monthly payments. The final payment will be taken at least 21 days before the first performance purchased; a confirmation letter will be sent out once your form is processed confirming the details of the payments; tickets will be despatched within seven days of the final payment being received.

6. To complete your booking, post your form to Ticket Sales, Birmingham 5000, or visit Ticket Sales in person. From 14 May, you may book your subscription online at www.birminghamhippodrome.com/BRBsubs

Instruction to your bank or building society to pay by direct debit

Originator's Identification No. 839908 

Originator's reference OFFICE USE ONLY

Please complete sections 1 to 5 to instruct your bank/building society to make payments directly from your account. Send this to us, with your completed booking form, and we will forward it to your bank.

1. The Manager Bank / Building Society
Address
Postcode

2. Name of Account Holder

3. Account No. 4. Sort Code / /

5. Please pay Birmingham Hippodrome direct debits from the account detailed on this instruction subject to the safeguards assured by the Direct Debit Guarantee.

Signature Date

NB: Banks and Building Societies may not accept Direct Debit Instructions for some types of account.

H BIRMINGHAM
HIPPODROME



To recap....

Preparation, Preparation, Preparation...

Using Direct Debit gives great levels of flexibility

Great opportunity to upsell

They aren't just limited to pre-fixed packages!

Reporting to your customers is easy by creating a bespoke confirmation



Any Questions...?

Ryan Allen

Information and Sales Supervisor (Systems)

+44 (0) 121 689 3196

ryanallen@birminghamhippodrome.com

@rallen91



Jessitura



**EUROPEAN
CONFERENCE 2015**

**5 & 6 NOVEMBER
NOTTINGHAM**

WHAT'S NEXT?

- This is now the end of the day, we wish you all safe travels and we hope that you have enjoyed TEC15!

- Don't forget to collect your luggage from the cloakroom at the Crowne Plaza Hotel