

Education & Audience Development - March 28, 2023

Date and Time:

28 March 2023 - All items on the board
15:29 (UTC+00:00)

Facilitator:

Tessitura Community 1

Attendees:

Megan Trujillo, Annie Pfof, Mike Krauss, Caroline, Katie Tolbert, Meg Clary, Ethan, Katie Tolbert, Caroline, T.C.

Summary:

Actions:

Learnings:

Topics discussed:

How to maximize use of Tessitura in Education departments (program tracking, education extension, v16, etc.)

Votes: 6

Suggested by: Megan Trujillo

Comments:

- Mike Krauss
Best practices for various uses in Education and less workarounds
- Megan Trujillo
Registration and data collection
- Mike Krauss
Start to finish, building -> user journey -> data collection
- Megan Trujillo
TNEW and online functionality for education groups or programming

Sending invoices through Tessitura to schools, parents, and districts

Votes: 3

Suggested by: Megan Trujillo

Comments:

- Mike Krauss
Definitely an ongoing issue for us. We export all registration data and have automated mail merge invoices/statements.
- Annie Pfost
We work a lot with the DOE and have to utilize purchase orders so i dont know if its possible to automate for us
- Caroline
We integrate via our finance platform called Technology One which allows us to send invoices automatically which is useful as it sends auto emails. Do your finance team use a finance system?
- Megan Trujillo
can use a custom asknowledgment

Best practices and successful examples of free ticket events in terms of registration, RSVPs, analytics, and communications through Tessitura

Votes: 3

Suggested by: Megan Trujillo

Comments:

- Mike Krauss
We build the performances and events as \$0 events so we can still collect the same data
- Megan Trujillo
Collecting data for free events
- Annie Pfost
We have specific price types for our partners who get comp tickets
- Caroline
We have free events too, we have free museum admission tickets and groups also need this added to their order to grant them access. It works really well for us and we have auto confirmation emails too.

Topics voted on but not discussed:

Configuring Tessitura for Education departments

Votes: 2

Suggested by: Megan Trujillo

Comments:

Group and Education bookings through API

Votes: 2

Suggested by: Megan Trujillo

Comments:

Collecting teacher and school data through TNEW

Votes: 2

Suggested by: Megan Trujillo

Comments:

How to best report on education visits

Votes: 2

Suggested by: Caroline

Comments:

Utilizing plans to track community and education partnerships

Votes: 1

Suggested by: Megan Trujillo

Comments:

Best practices for booking field trips online

Votes: 1

Suggested by: Megan Trujillo

Comments:

How to register for free education programs through TNEW

Votes: 1

Suggested by: Megan Trujillo

Comments:

How to get young people in the theatre

Votes: 1

Suggested by: Megan Trujillo

Comments:

Suggested topics with no votes:

Strategizing audience development through behavioral analysis

Votes: 0

Suggested by: Megan Trujillo

Comments: