

## Theatre Manager's Adding a Theatre Map Quick Reference Guide

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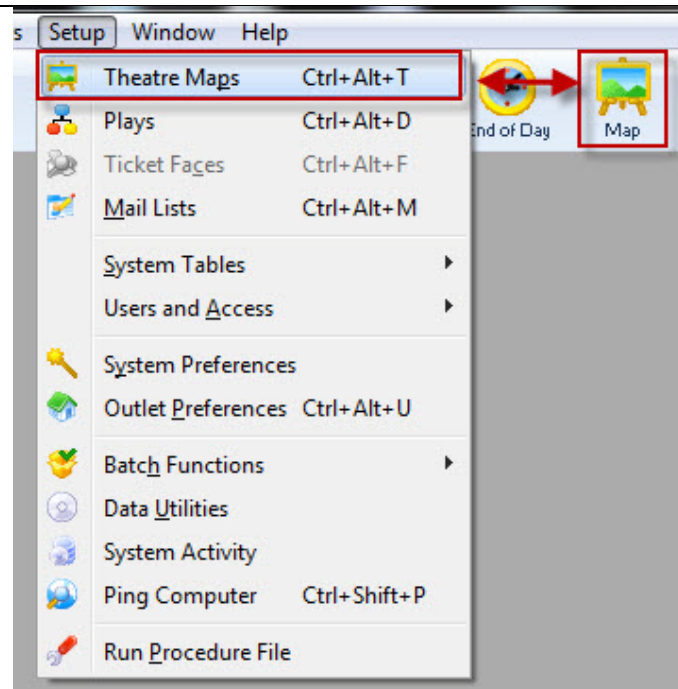
## Adding a New Theatre Map

Before setting up to sell tickets to patrons, the Theatre(s) that the events will be performed in need to be created. As a general rule, create one theatre for each physical performance space, regardless of how your seating can be changed. You can add new seating charts in the Theatre Map window. The title "Theatre" can be changed, in **Setup >> Company Preferences >> Appearance**, to suit your organization's preference.



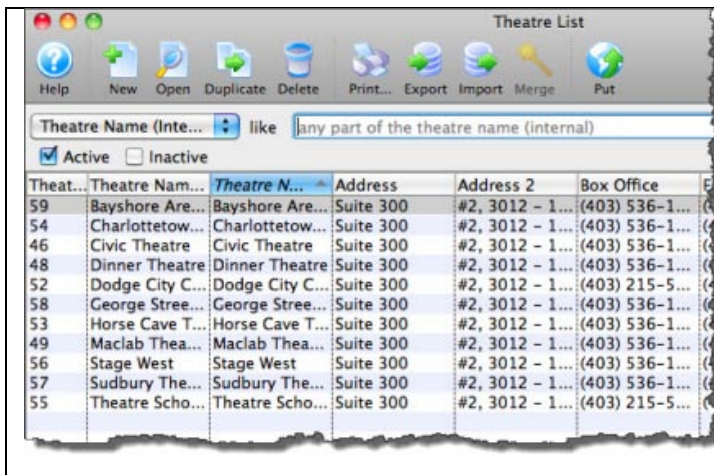
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As a general rule, create one theatre for each physical performance space, regardless of how your seating can be changed.





To access Theatre Maps, you perform the following steps:

1. Theatre Maps is accessed through the **Setup >> Theatre Map** menu.  
Alternatively you can click on the **Map** button from the toolbar.  
The Theatre List window opens.

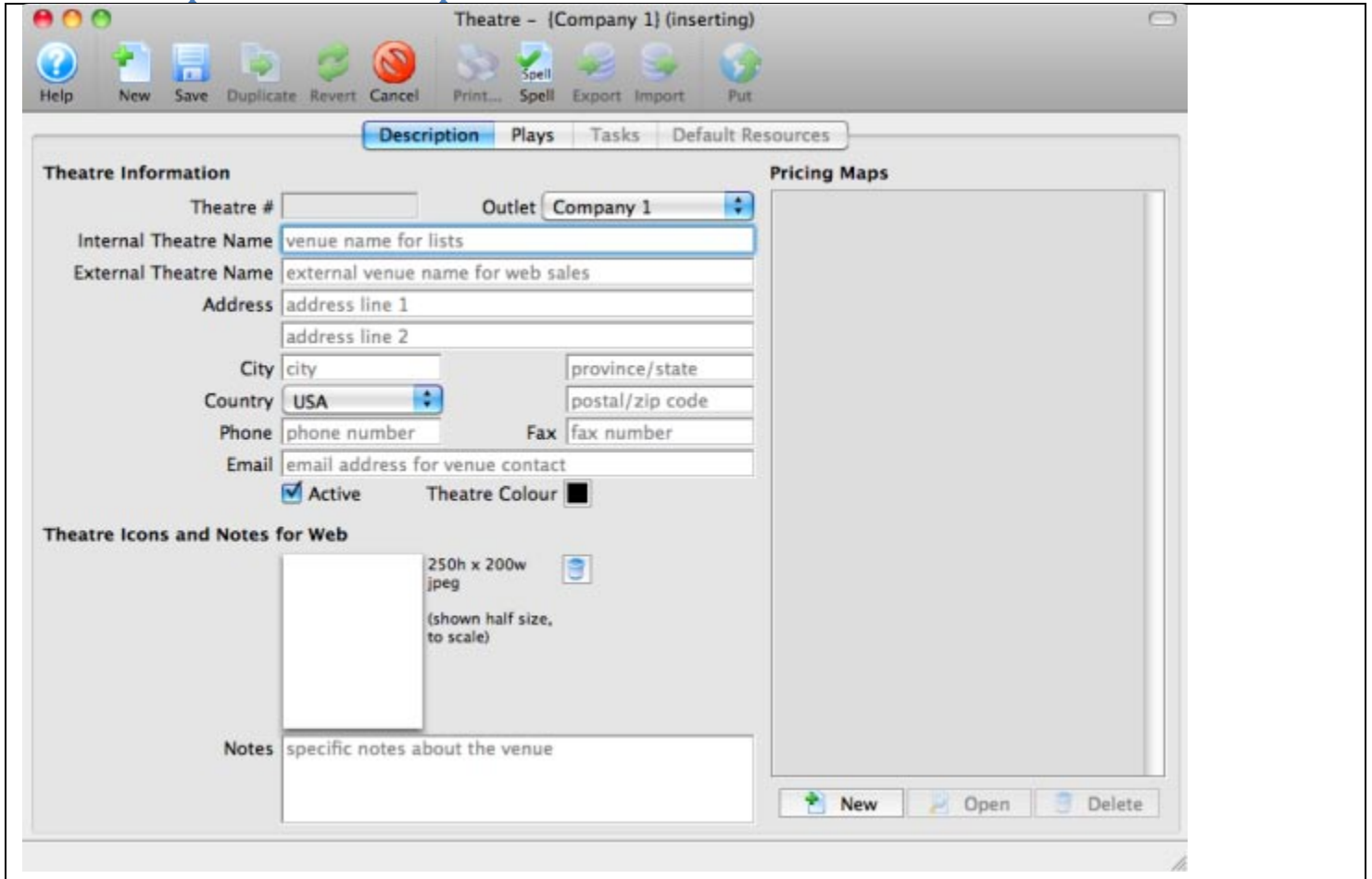


2. To open or edit an existing map, double click your selection

in the list or highlight and click the **Open**  button.

To create a new theatre, click the **New**  button. The Theatre Inserting window opens.

## Theatre Map Window Description Tab



Theatre - {Company 1} (inserting)

Help New Save Duplicate Revert Cancel Print... Spell Export Import Put

Description Plays Tasks Default Resources

**Theatre Information**

Theatre #  Outlet **Company 1**

Internal Theatre Name

External Theatre Name

Address

City

Country **USA**

Phone  Fax

Email

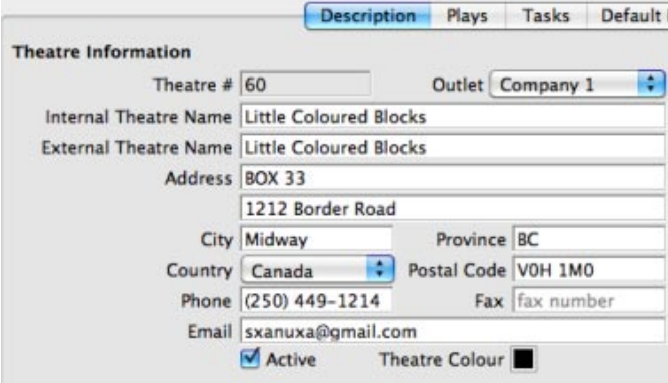




☒ Active Theatre Colour

**Theatre Icons and Notes for Web**

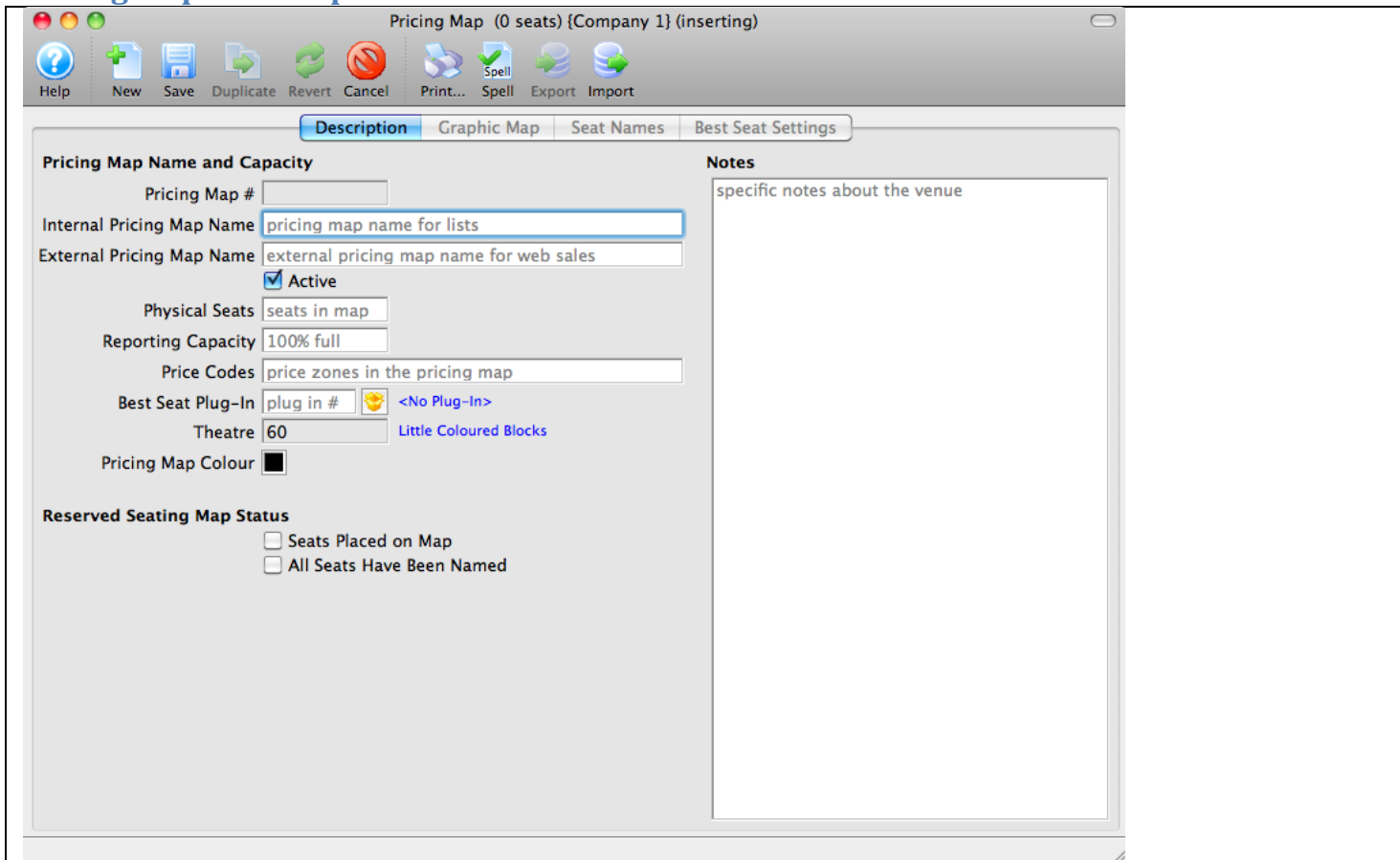
(shown half size, to scale)

Notes

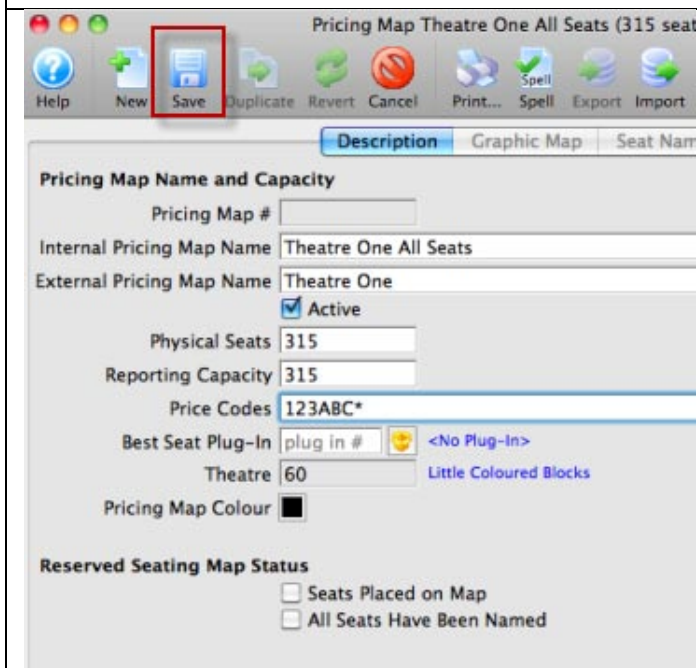
**Pricing Maps**

|  |  |
|--|--|
|    | <p>3. In the Description tab, enter:</p> <p><b>Theatre Information:</b></p> <ul style="list-style-type: none"> <li>• <b>Internal Theatre Name</b> – the internal name of the theatre used on the sales window</li> <li>• <b>External Theatre Name</b> – used in web sales and for ticket faces</li> <li>• <b>Address information</b> – of the venue</li> <li>• <b>Phone/Fax</b> – number of the venue</li> <li>• <b>Email</b> – of the venue</li> <li>• <b>Active</b> – indicates if the theatre is to be shown in reports for selection on the reports pop-up lists.</li> <li>• <b>Theatre Colour</b> – you can override the normal play/task colour by selecting a different colour from the palette.</li> </ul> |
|   | <p><b>Theatre Icons and Notes for Web</b></p> <p>4. You can drag and drop a 250x200 pixel jpeg into the display box. The Ticket Trove application will use this image as a thumbnail to identify your theatre. If no PLAY image is provided, this image will be the default for any play in that theatre.</p> <p>Click the Trash  icon to remove the image from the database.</p> <p>5. You can add any additional <b>Notes</b> about the theatre. These notes will appear on the internet for web sales.</p>   |
|  | <p>6. To Add the Graphic Map, click the <b>New</b>  <b>New</b> button.</p> <p>The <b>Pricing Map</b> window opens.</p>  |

## Pricing Map – Description Tab



The screenshot shows the 'Pricing Map (0 seats) [Company 1] (inserting)' window with the 'Description' tab selected. The window has a menu bar with options: Help, New, Save, Duplicate, Revert, Cancel, Print..., Spell, Export, and Import. Below the menu bar are four tabs: Description, Graphic Map, Seat Names, and Best Seat Settings. The 'Description' tab is active, showing the 'Pricing Map Name and Capacity' section with fields for Pricing Map #, Internal Pricing Map Name (pricing map name for lists), External Pricing Map Name (external pricing map name for web sales), Physical Seats (seats in map), Reporting Capacity (100% full), Price Codes (price zones in the pricing map), Best Seat Plug-In (plug in #, <No Plug-In>), Theatre (60, Little Coloured Blocks), and Pricing Map Colour (black). There is also a 'Notes' section with a text area containing 'specific notes about the venue'. At the bottom, the 'Reserved Seating Map Status' section has two checkboxes: 'Seats Placed on Map' and 'All Seats Have Been Named'.



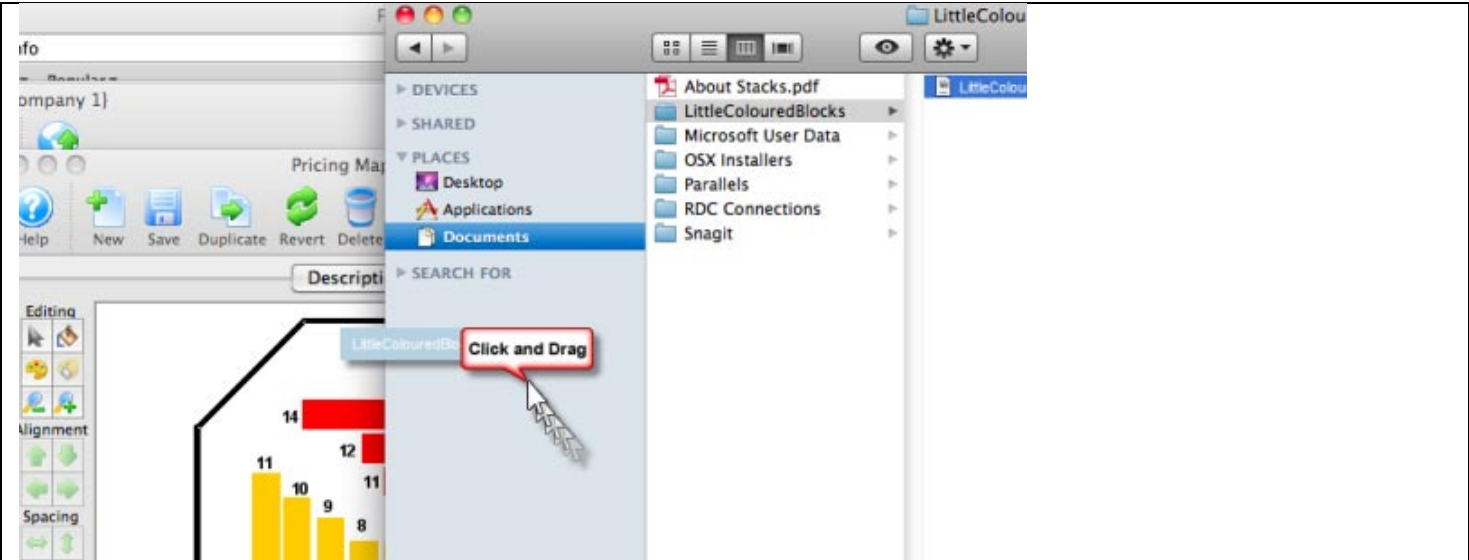
This screenshot shows the 'Pricing Map Theatre One All Seats (315 seats)' window, also with the 'Description' tab selected. The 'Save' button in the menu bar is highlighted with a red box. The 'Pricing Map Name and Capacity' section contains the following values: Pricing Map #, Internal Pricing Map Name (Theatre One All Seats), External Pricing Map Name (Theatre One), Physical Seats (315), Reporting Capacity (315), Price Codes (123ABC\*), Best Seat Plug-In (plug in #, <No Plug-In>), Theatre (60, Little Coloured Blocks), and Pricing Map Colour (black). The 'Reserved Seating Map Status' section at the bottom has the same two checkboxes as the previous window.

7. On the Description tab, enter **the Pricing Map Name and Capacity** information.
8. Click the **Save** button.
9. To add your graphic map, click the **Graphic Map** tab.

The Graphics Map tab on the Theatre Map window shows the graphic image for the map and places each of the seats. On this window you can:


- Set up your seating layout
- Set the logical order of the seats
- Place default holds on the seats in the venue.





10. Drag and Drop your graphic onto the Graphic Map page.













## Pricing Map - Graphic Map Tab











11. Using the tools in the left side toolbar, add the seats to the graphic map.

## Map Seat Editing Tools

















### Editing

|   |   |                       |
|---|---|-----------------------|
|  |  | Select and move seats |
|  |  | Add a grid of seats   |
|  |  | Add a seat            |
|  |  | Remove selected seat  |
|  |  | Zoom out              |
|  |  | Zoom in               |





### Alignment

|   |   |  |
|---|---|--|
|  |  | Aligns the tops of the selected seats        |
|  |  | Aligns the bottoms of the selected seats     |
|  |  | Aligns the left sides of the selected seats  |
|  |  | Aligns the right sides of the selected seats |









### Spacing

|   |   |  |
|---|---|--|
|   |   | Evenly space the selected seats horizontally           |
|  |  | Evenly space the selected seats vertically             |
|  |  | Re-grid the selected seats horizontally and vertically |
|  |  | Duplicate the selected seat pattern                    |
|  |  | Flip the selected seat around the vertical axis        |
|  |  | Flip the selected seat around the horizontal axis      |
|  |  | Rotate the selected seat 90 degrees to the left        |
|  |  | Rotate the selected seat 90 degrees to the right       |





### Reorder

|   |   |                                   |
|---|---|-----------------------------------|
|  |  | Sort by the selected seat numbers |
|  |  | Hide the selected seat numbers    |



### Size / Shape

|   |   |                                     |
|---|---|-------------------------------------|
|  |  | Set height of the seats             |
|  |  | Set the width of the seats          |
|  |  | Makes the selected seats rectangles |
|  |  | Makes the selected seats oval       |

### Def Holds

|   |   |  |
|---|---|--|
|  |  | Clear the default hold from the selected seats |
|  |  | Set default hold letter on selected seats      |

### Colour

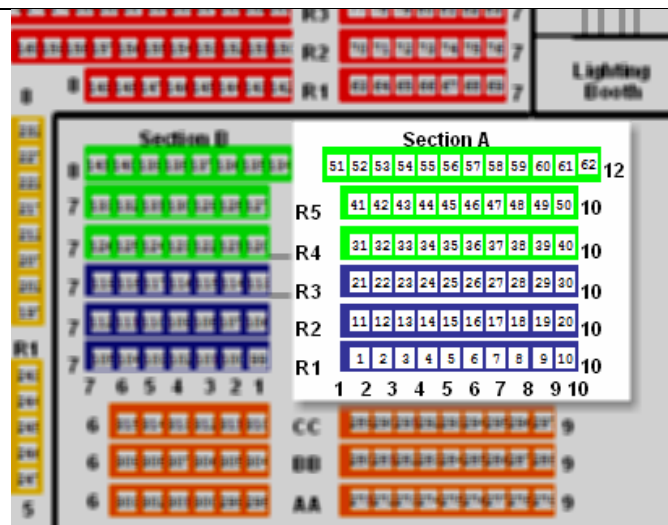
|   |   |  |
|---|---|--|
|  |  | Opens the Colour Palate to change the colour of the seat.              |
| Mac 27 K<br>PC 55 K   |   | Maximum size a graphic map can be 27K for a MAC PICT and 55K for a WMF |





12. Reorder the seats so the system can assign them physical seating descriptions.

## Reordering Seats on a Theatre Map



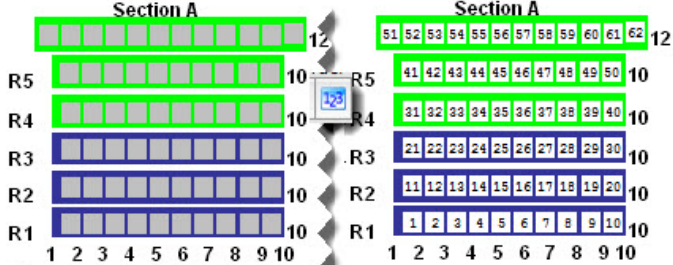

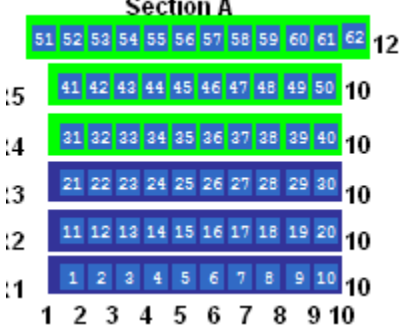
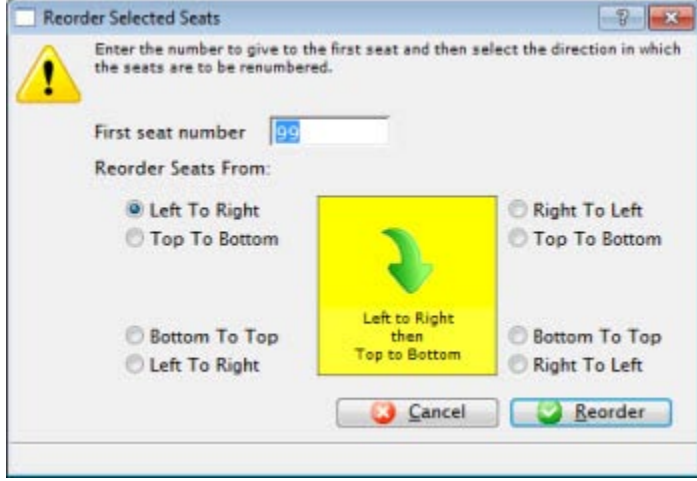

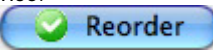

Each seat has its own number called a logical seat. The logical seats start numbering at 1, and continue through to the physical number of seats in the theatre. This is analogous to having a serial number stamped under each seat.

Since there are no two theatres, arenas, or performance spaces that are exactly alike, it is very difficult for Theatre Manager to automatically know what the seat names will be in the real world. Each seat in the Map is assigned a logical seat number, and those numbers can be arranged as needed. Once they are in a sequence that is easy to predict, each logical seat number is assigned a name. For example:

Logical Seat # 1 would really be called Section Right, Row A, Seat 1.

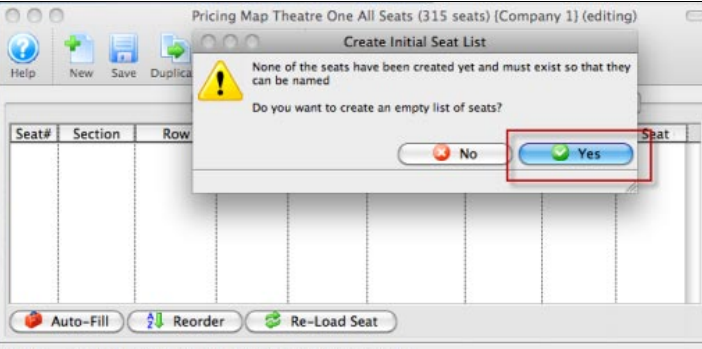
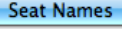

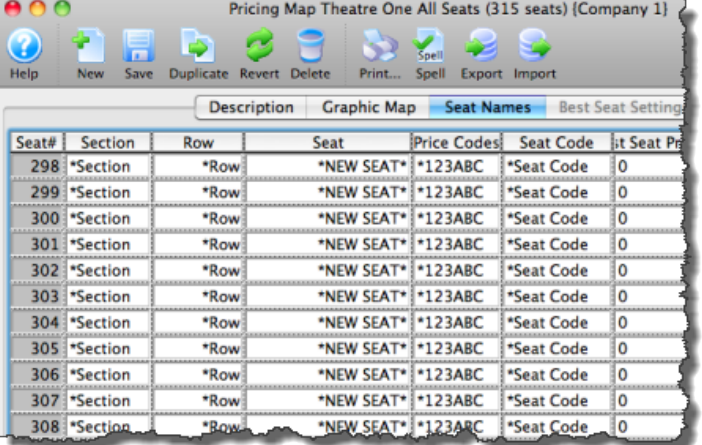
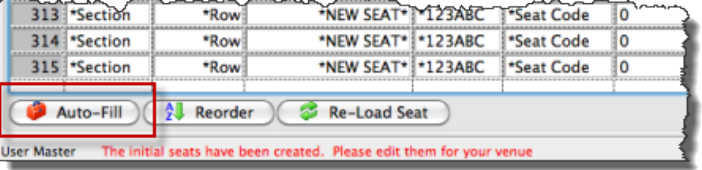
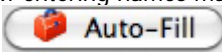
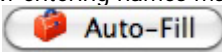
It is like a serial number on the bottom of the seat - the serial numbers just need to be arranged sequentially, and then named in the same sequence.

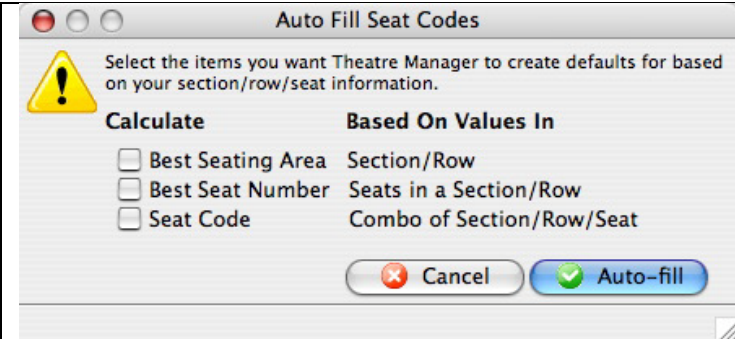
To change the logical seat numbers, you perform the following steps:

|   |   |
|---|---|
|   | <ol style="list-style-type: none"> <li>Click the 123  button on the left of the map.<br/>This shows each logical seat number, in the order that the seats were laid down. The number might be difficult to see, depending on the resolution of the monitor. Zoom in on the map for a closer view or hold the mouse over a seat to see its logical seat number.</li> </ol>  |
|   | <ol style="list-style-type: none"> <li>Select a section of seats to reorder.<br/>This is done by clicking the mouse outside of a section of seats, holding down the mouse button and dragging a box around the section. Hold the Shift key on the keyboard while dragging a box to select multiple sections.<br/>If there are multiple sections in the space, it may be easier to reorder the sections one at a time. If the space is arranged in rows and columns, and is roughly rectangular, it can be reordered all at once.<br/>The reorder routine works horizontally and vertically, so seats must be in even rows and columns to work correctly. If a seat is above another seat, it will be assigned a non-sequential number based on the direction that is being reordered from.</li> </ol>   |
|  | <ol style="list-style-type: none"> <li>Click the Reorder  button.</li> <li>Enter the first seat number for the section being reordered.<br/>If reordering the first section, start with seat # 1. If reordering a section, after having already reordered other sections, make sure the seat number is the next sequential number from the last seat in the section previously reordered. This will ensure logical seat numbers are not taken from seats that have already been reordered.<br/>Decide which direction to reorder the seats. Seats can be reordered starting in one corner, horizontally then vertically, or vertically then horizontally. Select the starting point from the sets of radio buttons surrounding the yellow square. The note inside the yellow square will indicate the direction Theatre Manager will sort the sequence.</li> <li>Click the Reorder  button.</li> </ol> <p>Make sure you <b>Save</b>  and <b>Save</b> often.</p> |

You are now Ready to go on and Name the seats.

## Pricing Map – Seat Names Tab

|  |   |
|--|---|
|  <p>13. Once all the seats have been reordered, click on the <b>Seat Names</b>  tab</p>  | <p>14. The Create Initial Seat List dialog opens. It says:<br/> <i>None of the seats have been created yet and must exist before they can be named. Do you want to create an empty list of seats?</i></p> <p>15. Click the Yes  button.</p>  |
|  <p>The Seat Names window is populated and you can edit them for your venue.</p> <p>There are two options for inputting seat names:</p> <ol style="list-style-type: none"> <li>Export the data out of Theatre Manager to a file and open the data in a spreadsheet program such as Microsoft Excel, edit and save the document in a tab-delimited format and import them back into Theatre Manager.</li> <li>Click into each field in Theatre Manager and enter the data manually. Theatre Manager will assist in populating some of the data using predefined equations.</li> </ol> <p>Enter values for Section, Row and Seat Code.</p> <p>Change the values of these fields to something meaningful to the theatre.</p> <p>Indicate which price codes are valid for the seat.</p> <p>If the seat is in the front row, then a balcony price code would not be valid.</p> <p>Enter the Best Available Area and Best Available #.</p> <p>Theatre Manager will use the area and number to create a sequential order from which to decide what the best available seats are. Have the best seats (or the seats to sell first) in a higher (ie. A-D) alphabetical area. The seat numbers are used for the system to decide on how many seats are available in an area.</p> | <p>16. The Seat Names window is populated and you can edit them for your venue.</p> <p>There are two options for inputting seat names:</p> <ol style="list-style-type: none"> <li>Export the data out of Theatre Manager to a file and open the data in a spreadsheet program such as Microsoft Excel, edit and save the document in a tab-delimited format and import them back into Theatre Manager.</li> <li>Click into each field in Theatre Manager and enter the data manually. Theatre Manager will assist in populating some of the data using predefined equations.</li> </ol> <p>Enter values for Section, Row and Seat Code.</p> <p>Change the values of these fields to something meaningful to the theatre.</p> <p>Indicate which price codes are valid for the seat.</p> <p>If the seat is in the front row, then a balcony price code would not be valid.</p> <p>Enter the Best Available Area and Best Available #.</p> <p>Theatre Manager will use the area and number to create a sequential order from which to decide what the best available seats are. Have the best seats (or the seats to sell first) in a higher (ie. A-D) alphabetical area. The seat numbers are used for the system to decide on how many seats are available in an area.</p> |
|  <p>17. If entering names manually in Theatre Manager, the Auto-Fill  button can be used to assign the best seating area, best seat number and the seat code.</p>   | <p>17. If entering names manually in Theatre Manager, the Auto-Fill  button can be used to assign the best seating area, best seat number and the seat code.</p>  |



**Auto Fill Seat Codes**

Select the items you want Theatre Manager to create defaults for based on your section/row/seat information.

**Calculate**

☐ Best Seating Area  
☐ Best Seat Number  
☐ Seat Code

**Based On Values In**

Section/Row  
 Seats in a Section/Row  
 Combo of Section/Row/Seat

Repeat the above steps until all data for all the logical seats are entered for the venue.

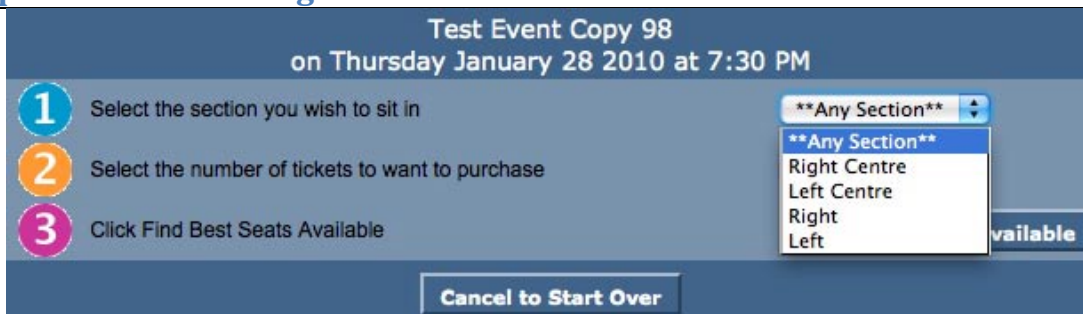


Click the Save button.

All seats must be named before the data can be saved.

Return to the Graphic map tab and hold the mouse over seats at random. Double check the seat location is correct and that each seat is named properly.

## Pricing Map – Best Seat Settings Tab



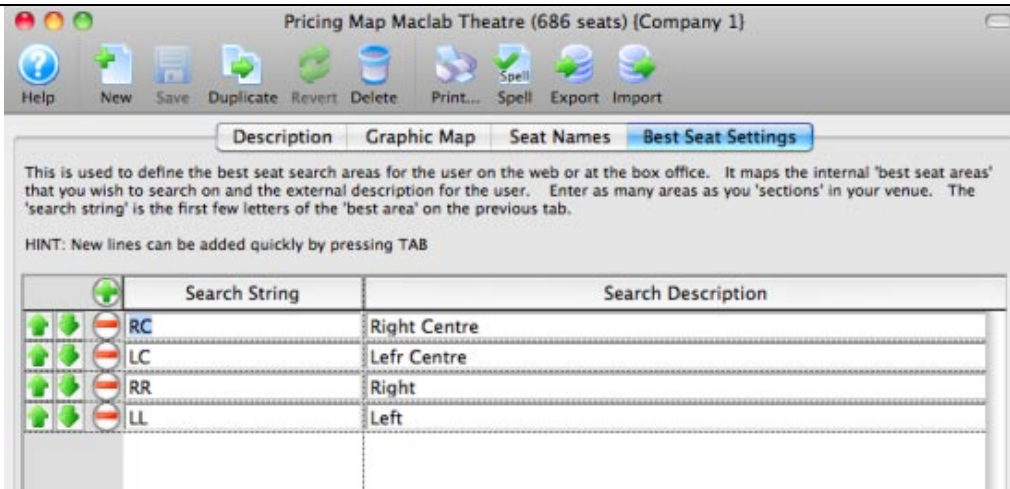
**Test Event Copy 98**  
 on Thursday January 28 2010 at 7:30 PM

- Select the section you wish to sit in
- Select the number of tickets to want to purchase
- Click Find Best Seats Available

**\*\*Any Section\*\***  
 Right Centre  
 Left Centre  
 Right  
 Left

Using the Best Seat Settings tab, you can create a list of sections for patron's to choose from on your website.

Using the seats you have defined, the patrons find the best seats in their preferred section. This is particularly practical when there is tiered pricing. Patrons do not have to keep looking for seats to find ones in the pricing section they desire.



**Pricing Map MacIab Theatre (686 seats) (Company 1)**

Help New Save Duplicate Revert Delete Print... Spell Export Import

**Description Graphic Map Seat Names Best Seat Settings**

This is used to define the best seat search areas for the user on the web or at the box office. It maps the internal 'best seat areas' that you wish to search on and the external description for the user. Enter as many areas as you 'sections' in your venue. The 'search string' is the first few letters of the 'best area' on the previous tab.

HINT: New lines can be added quickly by pressing TAB


| Search String | Search Description |
|---------------|--------------------|
| RC            | Right Centre       |
| LC            | Left Centre        |
| RR            | Right              |
| LL            | Left               |

| Seat# | Section | Row | Seat | Price Codes | Seat Code | Best Seat Prior | Best Avail Area | Best Seat # |
|-------|---------|-----|------|-------------|-----------|-----------------|-----------------|-------------|
| 273   | Left    | B   | 5    | ACWZ        | LB05      | 7               | LB              | 363         |
| 274   | Left    | B   | 6    | ACWZ        | LB06      | 7               | LB              | 364         |
| 275   | Right   | C   | 1    | ACWZ        | RC01      | 8               | RC              | 262         |
| 276   | Right   | C   | 2    | ACWZ        | RC02      | 8               | RC              | 263         |
| 277   | Right   | C   | 3    | ACWZ        | RC03      | 7               | RC              | 264         |
| 278   | Right   | C   | 4    | ACWZ        | RC04      | 7               | RC              | 265         |
| 279   | Right   | C   | 5    | ACWZ        | RC05      | 7               | RC              | 266         |
| 280   | Right   | C   | 6    | ACWZ        | RC06      | 7               | RC              | 267         |
| 281   | Left    | C   | 1    | ACWZ        | LC01      | 8               | LC              | 365         |
| 282   | Left    | C   | 2    | ACWZ        | LC02      | 8               | LC              | 366         |


The **Search String** is what is used in the Seat Names tab to associate the seat with a section.



For example, for every seat you want in the "Right Centre" section, the Best Available Area column for the seats must contain the search string "RC".

The **Search Description** is what is displayed online for the section.

Search strings can be added by pressing the 

button, or by pressing the tab key on the keyboard while the cursor is in the previous line.

Search strings can be removed by pressing the  button next to the corresponding line.

Search strings can be reordered for online display by highlighting the corresponding line and clicking the   buttons.