The ArtsMan Chronicle

February 28, 2010

ARTS MANAGEMENT SYSTEMS

Patron Subscriber & Volunteer Tracking · Reports (Predefined & Adhoc) · Comprehensive Marketing & Development Tools · Integrated Internet Ticketing · Financial Transactions · ADMIT ONE · http://www

ArtsMan ... 25 years young!

By Diane Tuma

Yes, you read that correctly ... Arts Management Systems is celebrating its 25th year of business this year! The company has grown tremendously over the years, and we have you (our clients) to thank for that.

Once again, we've been a busy group of people here are ArtsMan!

We've introduced some new products, been to the INTIX conference and trade show in Toronto, Ontario and added some new clients to our group.

In this issue of the ArtsMan Chronicle, there is a lot of information, including, an interview with EMPAC (Experimental Media and Performing Arts Center); details on a couple of new support tools; a new product announcement, plus much more.

I hope that you will take a short break from your busy work schedule to read the newsletter.

Please remember that if there is anything that you would like to see in a future issue, please send me a note. I'd love to hear from you .... Enjoy!

Version 6 Support Update:

Due to current economic conditions, many clients have been unable to prepare for a conversion to Version 8. Support for Version 6 will continue through to the end of 2010 with some limitations.

Welcome to our Newest Clients ....

Please join us in welcoming the newest members of the ArtsMan family!

EMPAC (empac.rpi.edu) was brought into the ArtsMan family in November 2009. The Curtis R. Priem Experimental Media and Performing Arts Center (EMPAC) opened its doors in 2008 and was hailed by the New York Times as a *"technological pleasure dome for the mind and senses… dedicated to the marriage of art and science as it has never been done before."* Founded by Rensselaer Polytechnic Institute, EMPAC offers artists, scholars, researchers, engineers, designers, and audiences opportunities for creative exploration that are available nowhere else under a single roof.

Ottawa Arts Court Foundation (www.artscourt.ca) implemented Theatre Manager in November 2009. Since 1988, the Ottawa Arts Court has occupied the heritage building known as Arts Court, which is owned by the City of Ottawa. The mission of the Ottawa Arts Court Foundation is to provide a forum for Ottawa's performing, visual, literary, and media arts through the provision of leading professional facilities, programs and services.

In January, 2010, the Brockville Arts Centre, (www.brockvilleartscentre.com) joined us as new Theatre Manager users. Located on the main street of the downtown core in Brockville, Ontario, they are owned by the City and operated by the Parks and Recreation Department. With a seating capacity of 761, the theatre regularly hosts some of the finest stage entertainment in Ontario and Canada.

The Canadian Arts Alliance (www.texascrownhall.org) in Canadian, Texas moved from hard tickets to automated ticketing using Theatre Manager in February, 2010. The Canadian Arts Alliance is the home of the Texas Crown Performance Hall.

Saratoga Springs, New York, home of the Saratoga Performing Arts Center, (www.spac.org), were very excited to become part of the Theatre Manager family in February after seeing how much more customer service they will be able to give to clients compared to many years of using Ticket Master and Live Nations ticket systems. The Saratoga Performing Arts Center opened in 1966, and is an amphitheater set in a 2,400 acre part preserve surrounded by hiking trails, geysers and natural mineral springs.

Tickets ... Reducing Our Ecological Footprint....

The ecological impact an organization may have is a hot subject these days, and we are often asked exactly what goes into some of the consumables used the ticket printing process. The thermal ticket stock requires a special material that will result in printed images when heat is applied in order to give the fastest ticket printing possible. The printer technology has been in use for decades and ticket stock has evolved during those years. However, as a result of the special material required for thermal ticketing, using sub-par material can cause extensive damage to the printers. The following are some questions that we are often asked:

Q: Is there any recycled content in the tickets?
A: No. That being said, we do offer a material that has 10% post consumer waste but this material is quite expensive and requires a very large minimum purchase. As a result of this, we are currently in the process of gaining FSC Certification and upon completion, we could then offer an FSC Certified material for approx. 10% more than the current ticket price.

Q: Are the tickets bleached with chlorine or chlorine dioxide?
A: The material is bleached with chlorine dioxide. Chlorine dioxide is less corrosive than chlorine. Further, chlorine dioxide is also used in other areas such as water treatment, air disinfecting, flour bleaching, & oral rinse agents, etc.

Q: What kind of ink is used on the tickets?
A: Water-based inks. These are the most environmentally friendly inks as they are water-based. Soy or vegetable based inks, while environmentally friendly, still require harvesting of products to create the inks.

One thing we would like to add… we have taken steps to ensure our manufacturing facility has zero waste and therefore nothing enters the landfill. All materials are recycled in the proper format and all waste is tended to through our partnership with the local Waste-to-Energy program.

New Support Tracking Process

On January 14th, we implemented a new support tracking tool to ensure that no request for assistance is left unanswered.

Many of you may have experienced this when sending an email to support@artsman.com. The first thing that you will receive is a return email with a tracking number and a link so that you can see the status of your help request at any time.

Each subsequent discussion with support refers to that number so that both you and ArtsMan can have a complete thread on each subject.

If you don't receive an automated response notification to your email within two business hours, then please resend your request. If after two business hours you still haven't received an automated response, then please call the support line at 403-536-1211 to see whether we are able to respond to your email address.

# Enhanced Remote Support - TeamViewer

Last November, we released an enhancement to our remote support. We now have a product built right into Theatre Manager called 'TeamViewer'. This new remote support tool is available in Versions 7.36.42 and 8.12 or newer.

We're very excited to introduce this new tool and clients that have had the opportunity to experience it with us think it's great and love how easy it is to use. With TeamViewer, if you are speaking with a support team member and want to show them exactly what you are seeing on your screen, you can invite our support staff to view your screen while you are on the phone. There is no configuration required and the system is completely secure.

In order to access the tool, click on the "Remote Assistance" button on your tool bar.
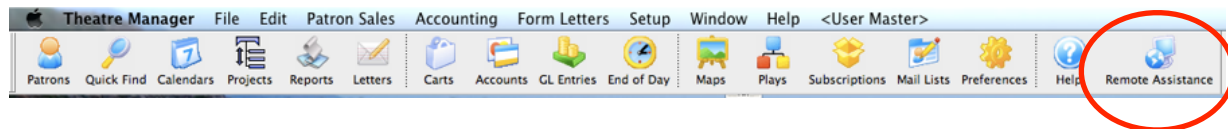
The program will start and a box will pop up which will have an ID number and password. You will then give this information to the support team member you are working with and they will then have access to your screen. Once the call is complete, our staff member will close the session and they will not be able to log back in as that password will no longer be valid.
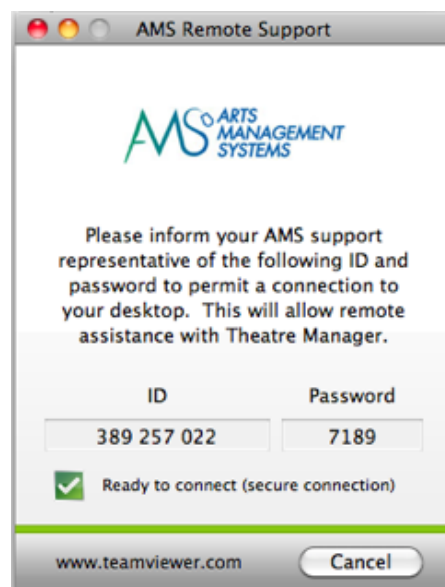
Introducing the Arts Management Knowledge Centre

Arts Management Knowledge Centre is a convenient, easy to use help/training tool that gives you both cost and time effective methods of gaining Skills/Knowledge of the Theatre Manager software solutions. We are developing a library of self-paced training multimedia "bites", quick reference guides and one page cheat sheets to help you maximize your use of Theatre Manager.

Our new Learning Advantage self paced learning is ideal for our users who need to learn (or review) concepts, techniques and procedures, but need them "bite sized" to support their immediate requirements.

Benefits

- On-demand access to learning content that maximizes training time by targeting individual learner needs.
- 24/7 availability of a self-paced library, through the on-line help for learning and reviewing, minimizing the time needed to get new users up to speed.
- Our Knowledge Centre includes specific multimedia lessons, quick reference guides and one page cheat sheets.
- The learning segments present consistent methods and concepts. Our training is developed to ensure that the processes reflect the intended product usage and industry best practices.

How it Works

Using a standard web browser and internet connection, you have direct access. Our Knowledge Centre is easy to use, requiring only an internet browser and Adobe Reader to view the videos, read and print the quick reference guides and cheat sheets. They are currently grouped within the Quick Reference Guides section of the on line help. As new courses/versions are released, they are uploaded and available for you to view. No installation is required. Please check back regularly to see what new topics are there.

Go to our web help pages at www.theatremanagerhelp.com and click on the link for the Quick Reference Guides.
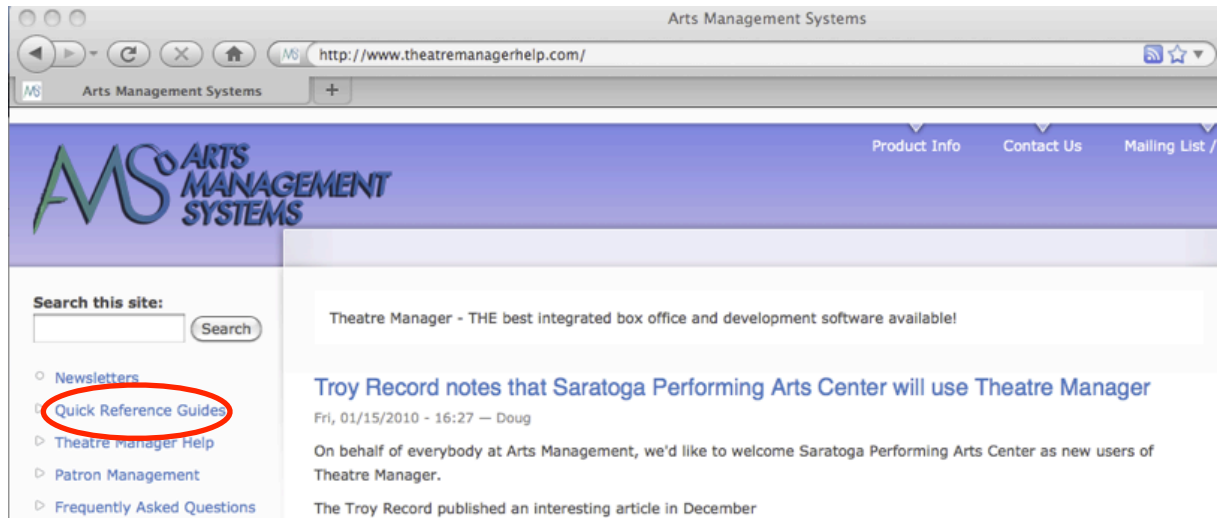
There is a sample Cheat Sheet on the next page .....

Arts Management Knowledge Centre... (cont'd)
Sample Quick Reference Sheet

Add More Tickets to an Existing Order

Theatre Manager allows you to add tickets to an existing patron order. To you this, you perform the following steps:

1. Click the Patron [Patrons] button in the tool bar. The Contact List window opens.

   Enter your search criteria and click the Search button.

   The Contact List window displays the patrons matching your entry. Highlight the one you want. Double-click to open the Patron window.

2. Click the Ticket [•Ticket] tab.

3. Highlight a ticket in the order you want to add tickets to.

4. Clicking the Add Tickets [Print Tickets] button and choose Add new ticket to the selected order.

5. The Order window for the selected ticket opens.

6. Select the event to add tickets to and click the Seat Selection [Seat Selection] tab. The Seat Selection window opens. The seats already a part of the order appear in red.

7. Choose additional seats as needed.

8. Click the Payment [Payment] button.

9. Click the Accept Payment [Accept Payment] or Print Tickets [Print Tickets] button. The tickets and any other items have been purchased. The screen returns to the Patron window.

Process the payment and complete the transaction. The new tickets are purchased and added to the existing order.

Introducing a New Module ... Facility Management!

At the recent INTIX (www.intix.org) Conference and Trade Show that was held in Toronto, Ontario, we formally introduced our newest product ... the Facility Management Module.

This exciting new module is feature-packed and has been developed to integrate with the Enterprise Edition of our Theatre Manager software. Here are some of the features and benefits of this module:

| Feature	Description	Benefits	Examples
Resource Management	Many of the things we do entail proper management of who is doing what activity along with the resources that are required. The intent of Resource Management is to let you get a handle on what is needed and when	Manage: room bookings staff resources consumable items limited availability items fixed resources	 refreshments and other inventory chairs, tables, etc. projectors
Group Calendaring	Meetings and tasks are what people do. This lets you automate all the detail of group calendaring and scheduling inside the same database that has all your contacts, events, performances, volunteers, emails and correspondence. This was designed with full integration in mind.	View events and tasks on one or more calendar screens. Reschedule tasks by moving them using a calendar - it's that easy! People will be notified of the change. View the calendars of other people or resources in the organization. Create meetings that could include both staff and patrons outside the organization. Upcoming notifications and alarms.	This allows you to have a calendar for all rooms, one for box office, one for volunteers, or a calendar window that filters specific things. See what is in use and if people are available. Theatre Manager can send meeting invitations to everybody which can be placed into iCal or Outlook calendars using the standard meeting invitation format. Each task can have an alarm and a new window that pops up with all the things you need to do today.

Facility Management ... (cont'd)

Feature	Description	Benefits	Examples
Project Planning	Sometimes, we find ourselves repeating a group of tasks over and over. This could be for a special event, move in for a show, marketing timetables, volunteer recognition parties. Project planning lets you take those repeating tasks and organize them into a project. The next time you need to do that work again, you simply duplicate the project, and it builds the calendar for the required staff and resources.	Visible timelines	Using standard techniques, like gantt charts.
		Predefined project steps as a work template.	Sometimes we know that we have a project. This could be a move-in or production week schedule - there is a week to get the job done and it involves lighting, sound, cue-to-cue, painting, construction, etc. The gantt chart lets you see the visible timeline and automatically move other tasks if one should slip or need to take longer this time you are doing it.
		Combine existing tasks on a calendar into a single project.	Sometimes, the work simply gets done and a number of meetings and tasks occur. This allows you to start from the calendar view for a number of people and build a project template that can be re-used the next time everybody needs to do a similar job.
		Phases.	Tasks in a project can be grouped into phases to enhance the understanding of what each department needs to do and when.
		Resource scheduling.	If you are about to do another fundraiser, duplicating the last 'fundraising project' will help you identify and schedule resources.

There are a couple of example screenshots from this module on the next page.

We believe all clients can make excellent use of the Facility Management module and we are offering significantly discounted pricing to encourage clients to add this functionality. Introductory pricing is based on the number of user licenses a client site has assigned and the cost is $250 per license to a maximum of $4,000. For example, the cost for a 3-user site is $750. Introductory pricing is available until July 31st, 2010 after which the Facility Management module will be available for a flat one time price of $5,000. For more information, please contact Tod Wilson at (403) 536-1214, or via email at tod@artsman.com.

Facility Management .... (cont'd)

Here is a sample Gantt Chart showing a visual representation of a project. The chart is a great way show all the tasks related to a project in easy to read format:
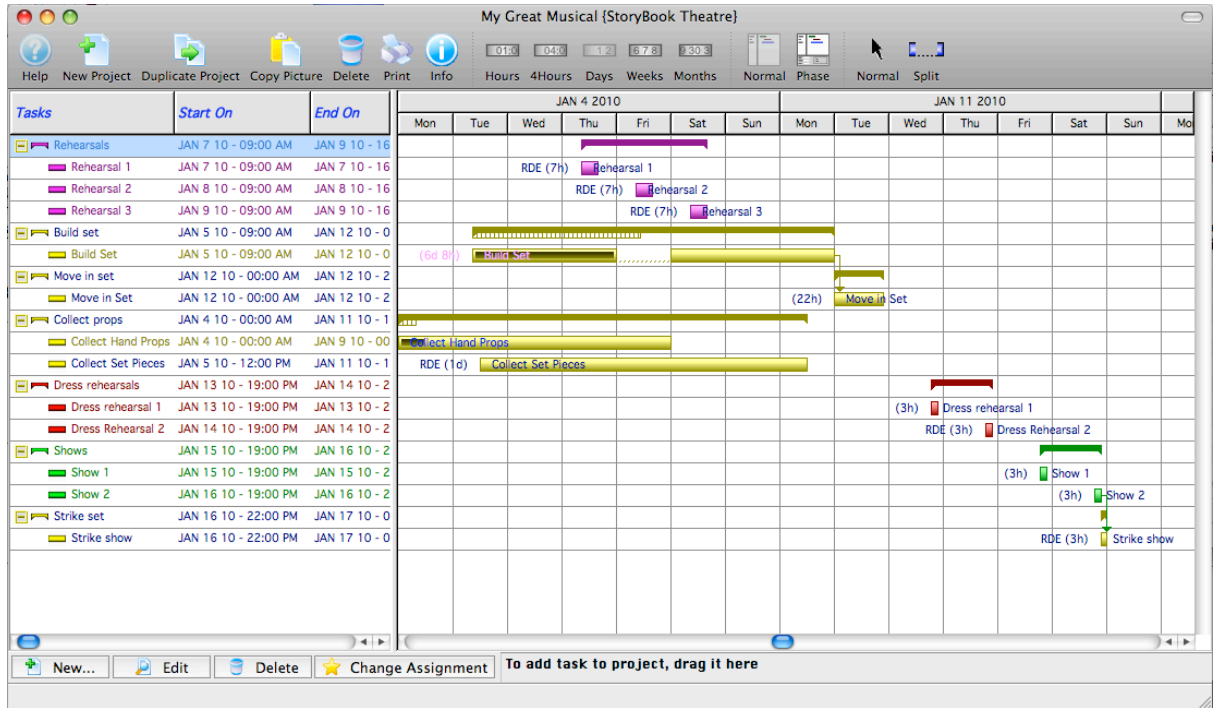
The Group Calendar can be viewed by day, week or month and looks just like many of the standard calendar views that you are used to. The following is a quick glance at how busy the current month is, showing multi day events, single day events, tasks and much more!
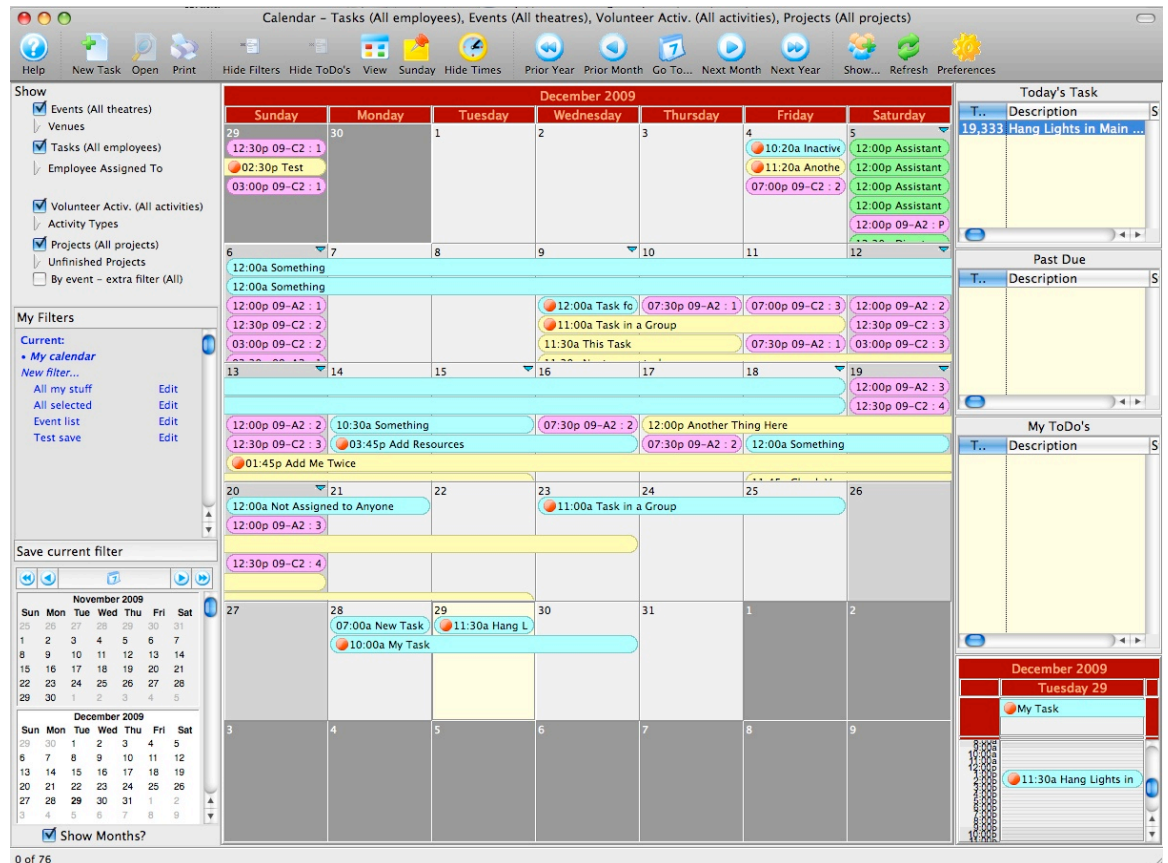
"A quick note to say a sincere thank you for all of your help and assistance this year. The decision to work with Arts Management and to come on board with your online ticketing software has been the best decision our theatre has made."

*Neil Harrower
Capitol Theatre (Nelson, BC)
(capitoltheatre.bc.ca)*

Welcome EMPAC!

Located in Troy, New York, the Experimental Media & Performing Arts Center (EMPAC), at the Rensselaer Polytechnic Institute (empac.rpi.edu) first opened its doors in 2008.

Their original system was a hosted solution that was very basic and it was lacking in many key function areas. The Box Office Manager, John Cook, said that with Theatre Manager it is so much easier to capture patron data, as well as create reports for both marketing and accounting purposes. He especially likes having complete control over building events and ticket faces - something they had to rely heavily on the previous supplier to make the changes on their end.

One of the reasons why John chose to go with Theatre Manager was his previous experience with the system during his tenures at Williamstown Theatre Festival and The Colonial Theatre. His past experience with the software made him confident that they could easily transition over to Theatre Manager. The smaller size of our company was also a big plus for him, "I like that when I call for support or just general questions, I know who I'm speaking with and that I'm not just talking to one out of 100 phone support employees."

I asked John what the most important feature for them has been to this point, and he said that since they are still in the implementation phase, the most important feature has been having complete control in-house, and not having to rely on making changes through a call center. He also feels that having the ability to customize patron information to reflect student's class years will also be a great benefit as they move forward in their marketing efforts.

John felt that the training session went very well. With his previous experience with the software, he had the advantage of already being familiar with the basics, and being able to dive further into the more intricate details of the software was a great benefit. The training session was also very helpful to his coworkers to show them how the software works and how they can best utilize it in their respective areas.

Switching over to Theatre Manager has already made John's job much easier. Most importantly, he has been able to create ticket vouchers that he can track, as well he can now easily print reserved seating tickets for special events. He's also looking forward to taking advantage of the marketing capabilities of the software so that they can track their efforts more effectively and have real reports to reflect that data.

When asked what he liked the most about Theatre Manager, John responded that the user friendly interface is one of the things he likes most. "Even if I'm not sure how to do a new task, I can usually take a minute or two to look through the descriptions that pop up when scrolling over icons and report names, and I can figure it out quickly." John is also happy to see that he now has the ability to change the layout of the purchasing screen for each user. "I think this will help in training employees to repeat vital information back to the patrons."

I asked John what he would tell someone who was looking to buy Theatre Manager: "One thing about Theatre Manager that I pass on to others is just how easy to use the software really is. Theatre Manager is a great in-house solution that gives control over to the box office managers. The support staff at AMS is also a great bonus to the software. I always appreciate contacting them and getting help from someone familiar who knows the situation that I am in and can help take care of it as quickly as possible. Nothing is worse than having to go through a huge support call center and explain the question over and over again to different people each time. With AMS, I never have to worry about that."

EMPAC's building is a showcase work of architecture and a unique technological facility that boasts unrivaled presentation and production capabilities for art and science spanning the physical and virtual worlds and the spaces in between.

Please subscribe to our RSS feed.

Subscribing to the RSS feed is the best way to stay up-to-date with what is new with your software and Arts Management Systems. To subscribe to this feed, use the link http://www.theatremanagerhelp.com and click on the RSS feed icon in the lower right hand corner. The icon looks like this:

Arts Management Systems RSS
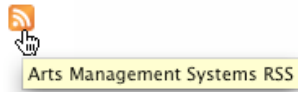
Depending on your browser, you will need to select how you would like to receive your RSS subscription.

We urge you to subscribe to the RSS feeds, as this is how you will receive Theatre Manager update notifications.

Taking a short break? Try out our puzzle ...

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Accounting	Anonymous	Arts	Attendance	Automate
Billing	Box	Calendars	Distribution	donation
donations	Entertainment	Event	Facility	favorite
Fees	Fundraising	Gifting	history	Holding
household	information	Invoices	Labour	Log
Mailing	Management	Manager	Media	Meeting
Membership	office	Payments	performance	press
Refund	Refund	Reminders	Renewed	Reports
Scanning	Scheduling	Season	Seat	seats
software	Subscription	Systems	Theatre	Tickets
Tracking	transaction	Volunteer	Workflow	