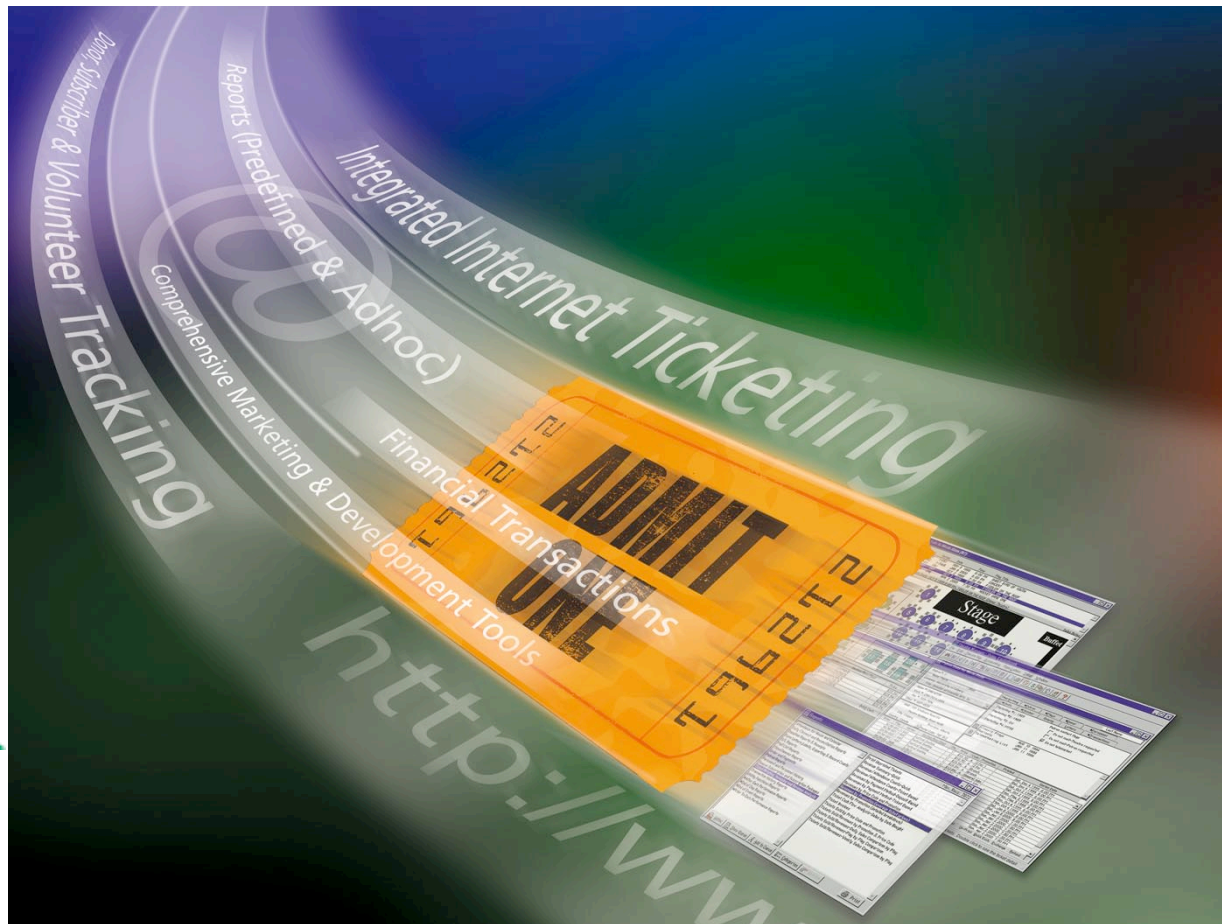


# The ArtsMan Chronicle

July 5, 2011

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MANAGEMENT  
SYSTEMS



## Welcome!

By Diane Tuma

In this issue of the ArtsMan Chronicle:

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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!

***Please note that official support for Version 6 of Theatre Manager has now ended. Questions regarding Version 6 will still be answered for those with a current support contract. If you experience any system issues that cannot easily be resolved, the only support resolution will be to move you to Version 9 of the software.***

For the clients and friends of Arts Management Systems

## Welcome to our Newest Clients ....

Vancouver Theatresports League - In December 2010 the Vancouver Theatresports League ([www.vtsl.com](http://www.vtsl.com)) joined us as a new client. Located in Vancouver, British Columbia, this improv-based theatre opened its doors in 1980 and hasn't looked back since. They are a worldwide phenomenon, producing and staging some of the most daring and innovative improv in the world. Some of their alumni include: Ryan Stiles & Colin Mochrie (*Whose Line Is It Anyway*), Ellie Harvie (*The New Addams Family*), Dean Haglund (*The X-Files* & *The Lone Gunmen*) and Nancy Robertson (*Hiccups*, *Corner Gas*).

In April, we welcomed our first client in Branson, Missouri - The Legend of Kung Fu ([www.kungfubranson.com](http://www.kungfubranson.com)). Playing at the White House Theatre, The Legend of Kung Fu has wowed and amazed audiences with its unique combination of the art of Kung Fu, aerial ballet, dance and music. It is one of the largest theatrical productions in Branson, and was the designated show for the opening of the Beijing Olympics. It features more than 50 artists on stage with spectacular sound, lights and costumes native to China.

Gros Morne Theatre Festival ([www.theatrenewfoundland.com/gmtf.html](http://www.theatrenewfoundland.com/gmtf.html)) also joined us in April. Located in Cow Head, Newfoundland, this annual festival is put on by Theatre Newfoundland and Labrador from the end of May to mid-September. The Gros Morne Theatre Festival features nightly entertainment consisting of dramatical and musical performances depicting the Newfoundland way of life as well as a reflection of the past.

The Claves Performing Arts Center is the most recent addition to the facilities of the California State University, Fullerton's College of the Arts ([www.fullerton.edu/arts/clavespac.html](http://www.fullerton.edu/arts/clavespac.html)). The Center opened in January 2006 and includes five performance venues: V.J. Meng Concert Hall, James D. Young Studio Theatre, Hallberg Theatre, Little Theatre, and Recital Hall. They had their installation in May of this year.

In June, the Fort McMurray Oil Barons ([www.oilbarons.com](http://www.oilbarons.com)) became the latest Junior Hockey Team to become Theatre Manager users. The Oil Barons are part of the Alberta Junior Hockey League and play in Fort McMurray, Alberta at the Casman Center.

Are you still at Versions  
6, 7 or 8, and looking to  
upgrade to Version 9?  
If so, please contact  
Tod Wilson and he will  
be more than happy to  
answer any questions  
you may have and get  
the process started for  
you. Tod can be  
reached by email at  
[sales@artsman.com](mailto:sales@artsman.com) or  
by phone at (403)  
536-1214

# Successful Scotties Tournament at Charlottetown Civic Centre



In November 2009, the Charlottetown Civic Centre ([www.civiccentre.pe.ca](http://www.civiccentre.pe.ca)) learned that they were successful in their bid to host the 2011 Scotties Tournament that would be held February 19-27, 2011. The Scotties Tournament is a Canadian women's national curling championship, the winner of which goes on to represent Canada at the World Women's Curling Championships. the winner of the Scotties Tournament also gets to return the following year as "Team Canada".

Janet Caird, the Box Office/Finance Manager at the Centre, decided that her first plan of attack would be to contact the Arts Management Systems Support Team to make sure that they would be able to do the sale of the tickets through Theatre Manager, as selling tickets for this curling event is different than a concert or hockey season. She laid out a general plan of what needed to be done and set a number of deadlines.

Some of the set up things that needed to be done: Creation of a number of different maps - one for each package, plus there were over 2,500 holds on each map. There were 14 different price codes (the Civic Centre normally has 5 or 6) and 20 different promo codes. One of the more difficult challenges was the packaging. Janet said that they didn't know what the organizers were to going to ask for, as nothing was finalized until a couple of weeks before the tickets went on sale.

Tickets went on sale in January 2010, and were sold throughout the entire year. For the first 10 months, only full packages were available. there were 24 draws within a 10 day period and patrons bought passes from which they used certain tickets for certain draws. A unique challenge for curling bonspiels was having to hold a seat in every draw once a patron selected it in one draw. This meant that they had to hold more seats than they were selling, which tied up the number of seats available. Single tickets didn't go on sale until one month before the event. Janet said that it was like having a full hockey season in the course of a week, something she was fully accustomed to.

In November 2010, some mini-packages were released, such as: opening weekend and weeknights or closing weekend/weeknights. In December, they introduced a promotion - *Rocks in your Socks* - where a patron could buy 2 tickets for any one draw, and these were sold up until Christmas. The *Rocks in your Socks* promotion ended up being very popular with people buying them as Christmas presents. Over \$10,000/day in sales went through Theatre Manager during the month of December.

At the request of the Scotties Tournament organizers, no tickets were printed until January 2011. Once they started the printing process, it took about 3 days to complete. A total of 47,610 tickets were sold for the event, and at the end of it all, their End of Days balanced to the penny.

The Charlottetown Civic Centre also had 4 concerts going on during this time and Theatre Manager handled everything without any issues. The organizers of the Scotties Tournament were very impressed with the results as this was the first time they had worked with the actual venue and not a ticketing service. They were very happy to work with one specific person, as well as having a local contact. It was a great experience for Janet and the team at Charlottetown Civic Centre.

*Have you checked out our Quick Reference Guide section on our Theatre Manager Help website lately? We have quick reference guides, videos and cheat sheets to help you with a variety of topics.*

*Please click [here](#) to take a look.*

*We are continually adding new ones, and encourage you to check back often!*

## New Credit Card Payment Gateways ...

In our never-ending quest to provide our customers with more options and more optimal ways to process credit cards transactions, we have introduced 2 new Credit Card Processing systems: Authorize.net and Moneris e-Select Plus. Both of these gateway applications will allow you to dispense with the middleware credit card server PCCharge. Once you have switched over to one of these gateways, the PC that had PCCharge installed on it can be repurposed for something else within your organization. Here is some information on both of these gateways:

### Authorize.net

[Authorize.net](http://Authorize.net) is a provider of payment gateway services, very similar to Chase Paymentech's Orbital Gateway.

Authorize.net is only available for those clients processing funds in \$USD and supports the following processing platforms:

**CardWorks Processing**

**Chase Paymentech** (Tampa Processing Platform)

**First Data Merchant Services (FDMS)** (Omaha, Nashville and EFSNet Processing Systems)

**Global Payments** (East Processing Platform)

**Heartland Payment Systems**

**Nova Information Systems**

**RBS WorldPay**

**TSYS Acquiring Solutions**

If you would like more information about how to set up an Authorize.net account, please contact the sales team by email: [sales@artsman.com](mailto:sales@artsman.com) or by phone: (403) 536-1214.

There is also more information available on our website, and can be viewed [here](#).

Here is our trade show exhibit schedule for 2011/2012:

League of Historic American Theatres (LHAT) Annual Conference  
[www.lhat.org](http://www.lhat.org)  
- Schenectady, NY  
- July 13 to 16, 2011

IAVM (International Association of Venue Managers) Conference & Trade Show  
[www.iaam.org](http://www.iaam.org)  
- Phoenix, AZ  
- July 25 to 28, 2011

INTIX (International Ticketing Association) 32nd Annual Conference & Exhibition  
[www.intix.org](http://www.intix.org)  
- San Antonio, TX  
- January 17 to 19, 2012

League of American Orchestras Conference  
- Dallas, TX  
- June 5 to 8, 2012  
[www.americanorchestras.org](http://www.americanorchestras.org)

If you plan on attending any of these conferences, please stop by and say hello. We'd love to see you!

**Authorize.Net**  
a CyberSource solution

### Moneris e-Select Plus

Direct credit card authorization via [Moneris' e-Select Plus](#) Gateway in Canada is now available for 'card not present'. This gateway service functions similarly to Paymentech's Orbital Gateway and Authorize.net by eliminating PCCharge. Currently we are only offering this gateway service to our Canadian clients, however, if there is enough demand, we will look at offering it to our US clients.

If you are interested in accessing this feature in Theatre Manager, please contact the sales team by email: [sales@artsman.com](mailto:sales@artsman.com) or by phone: (403) 536-1214.

There is also more information available on our website, and can be viewed [here](#).

**eSelect PLUS**

Virtual Terminal and e-Payment Systems

**Moneris SOLUTIONS**



# Pacific Theatre Tries Out Social Media Shopping Site

Pacific Theatre ([www.pacifictheatre.org](http://www.pacifictheatre.org)) in Vancouver, British Columbia, recently decided to take advantage of the social media shopping site "Groupon.com". Groupon ([www.groupon.com](http://www.groupon.com)) is a deal-of-the-day website that is localized to major geographic markets worldwide. Pacific Theatre thought that they would give it a try to see if they could attract some new patrons to their theatre. They offered a 2 for 1 deal, and offered 300 Groupons, which translated into 600 tickets.

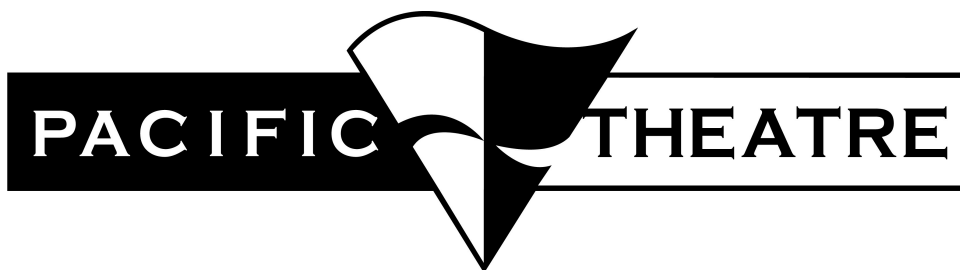
Alison Chisholm, the Box Office Manager at the theatre, said that when they had a trainer onsite in the summer of 2010, they talked about memberships, and how they work in Theatre Manager. She decided that she would set the Groupons up as memberships and set up a Patron file for Groupon. She then purchased all the memberships under the Groupon patron file noting the names of each individual that purchased one. Groupon provided them with a list of the names of purchasers and membership numbers, so that when someone called to redeem their membership, they were already in the database, along with the Groupon number. The box office just verified the Groupon number when the customer called.

Each Groupon consisted of two tickets. Alison set up a promotion code for "groupon" at a certain price for each ticket. This was all done through the membership tab in Theatre Manager. Each one was then processed like redeeming a gift certificate.

They sold out of the 300 which were made available, and an expiry date of the end of the season was put on the groupons so that it wouldn't carry over into the next season. Groupon ended up getting 1/2 of the cost of the deal, which meant Pacific Theatre ended up with 1/4 of the value of the original purchase price of two tickets. Alison stated that, although they did end up making money with the deal, it did greatly decrease the average ticket price and lowered their box office potential.

The lower profit aside, participating in this venture certainly had some up sides for Pacific Theatre. Approximately less than 20 people that bought the Groupons were people who had already attended the theatre. That means that they had found a great way to reach out to a community that hadn't been tapped yet. Alison said that they have also decided to use the Groupons as part of a seduction package, ie. "If you were a Groupon purchaser, here are some deals that you may be interested in." They are hoping that this will translate itself into numerous repeat visits by these new patrons.

Their foray into the world of social media sales was a success for the Pacific Theatre, but they aren't sure if it is something that they would do again. Although they were successful in attracting a large number of new patrons, they need to see whether this will translate itself in these new patrons being repeat customers. Alison said that the Groupon program is definitely something she would recommend other organizations give a try, as it is a way to get your organization's name out there and attract new customers.



## Introducing Your iPhone App .... TicketTrove!

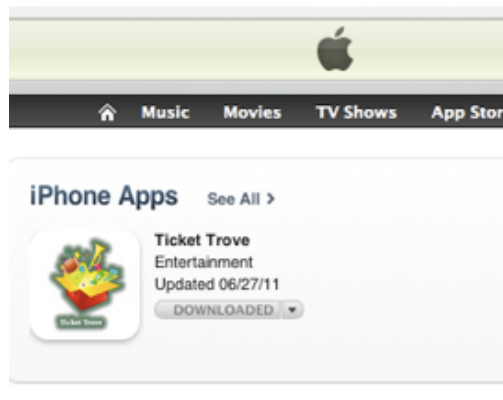
We are proud to announce that we recently launched your free iPhone App ..... TicketTrove!



This great new tool is intended to provide patrons with a list of events that are for sale in a geographical area -- based on current location, visiting location, or travel destination.

*How do I get this new app?*

It 's available on the iTunes store ... just type TicketTrove into the search box, and download ... it's that easy! You can also download the TicketTrove app by clicking [here](#).

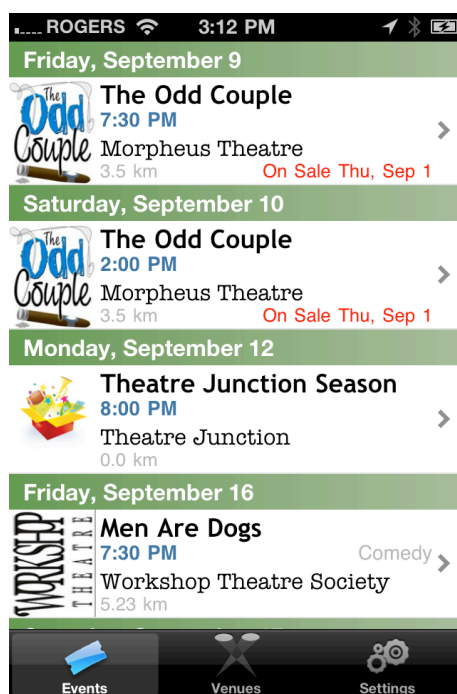
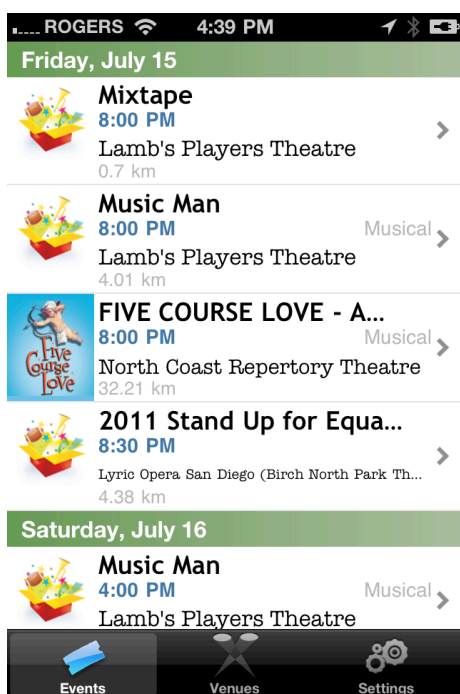


*What are the advantages to venues that are Theatre Manager users?*

When TicketTrove is used for the first time, the first screen which shows is the *Event* list. This screen shows all the local events that are available and the list is **generated based on venues using Theatre Manager** within a certain radius from the current location (the radius is determined in the Setting tab by the patron). The event list will contain all performances currently available for sale online or with a future on-sale date. Here are a couple of samples of Event Lists:

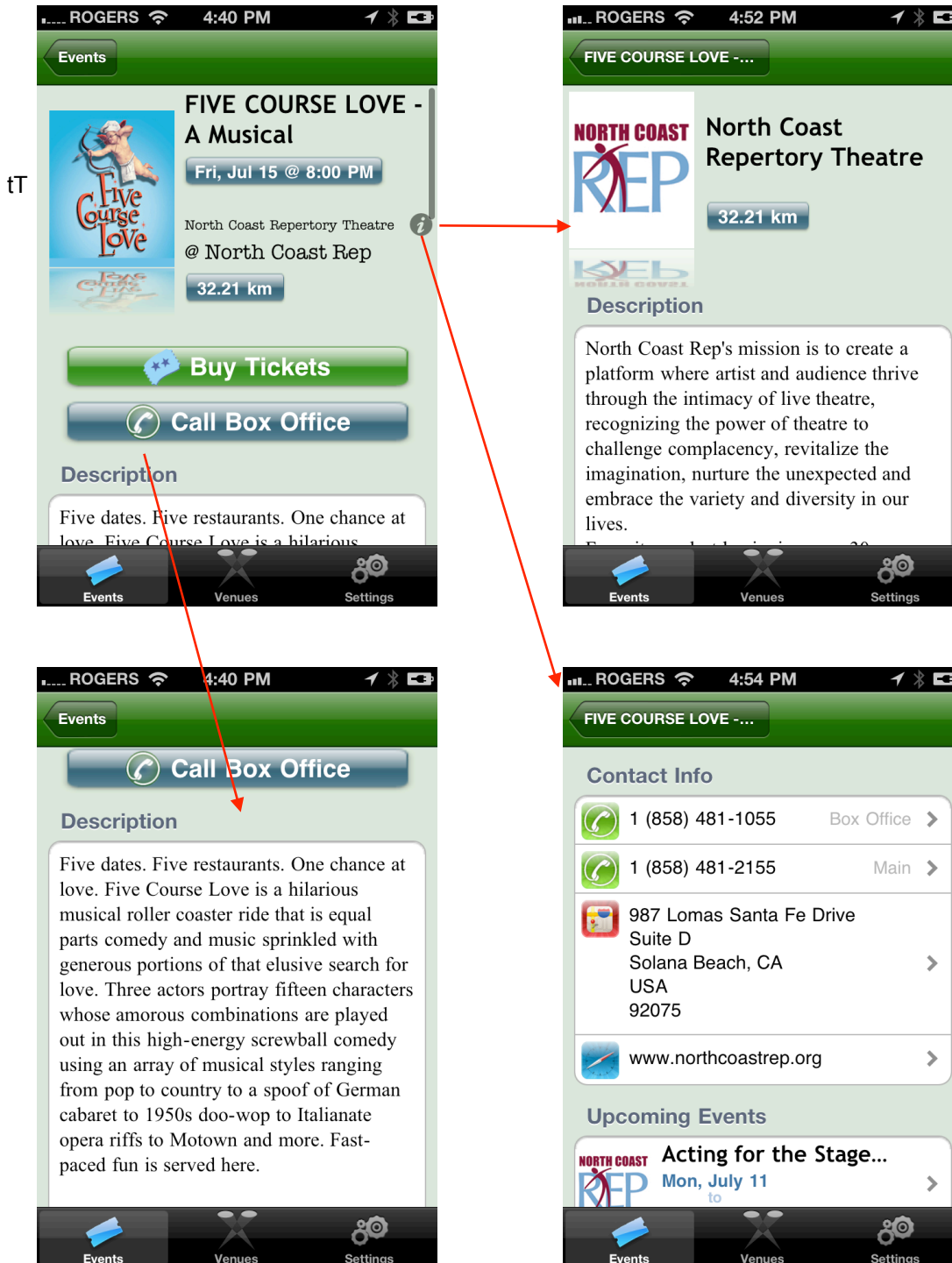
For information about what the key changes are for the latest Version 9.08.08 release, please visit our website [here](#).

You can also get a complete version history of all of our releases on this same webpage.



## TicketTrove... (cont'd)

When a patron selects a performance, they are taken to a new screen which will provide them with information on where the venue is, a description of the venue, a description of the event, and the ability to phone the venue and also a link to buy tickets. Here are some sample screenshots of each of these:

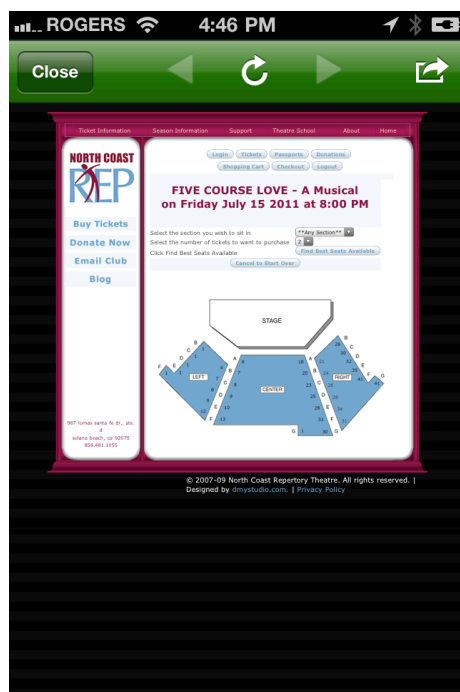


Getting ready to do your Year-End Rollover? Please go to [this webpage](#) on our help site for more information.

Are you looking for more information on Season Subscriptions, check this [page](#) out.

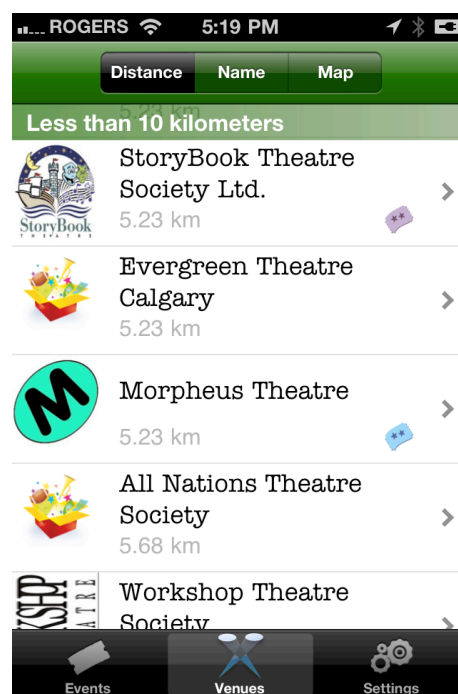
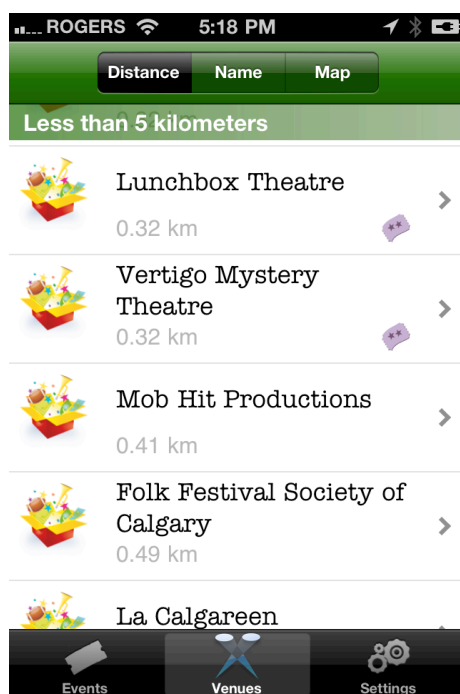
There is a lot of information available on our help website at [www.theatremanagerhelp.com](http://www.theatremanagerhelp.com)

## TicketTrove... (cont'd)



When a patron hits the “Buy Tickets” button, they will ‘leave’ the TicketTrove application and go to the selected clients online ticketing website. This means that all commerce occurs through the organization’s web listeners and all sales are branded by the organization. There is no involvement from TicketTrove beyond displaying the events in the application and helping point people to an organization’s website.

When patrons leave the Events screen and go to the Venues screen, clients that use Theatre Manager are shown differently than those venues that do not. Our clients have the option of adding a Company Image jpeg. Typically, this would be a company logo. This image can also be used for all events if preferred, or you can add images for each event as shown in the examples on page 6. Companies that use Theatre Manager also show a ticket beside the venue name. Here are a couple of examples:



The last couple of issues of the newsletter provided information on our new Facility Management Module. It’s a powerful new tool which can save you time, and, more importantly, help you make sure that things don’t fall through the cracks.

If you would like more information, you can check out the following pages on our website:

[Previous newsletters](#)

[Theatre Manager Help - Facility Management](#)

The venues which show a blue ticket are “featured” venues with events currently showing in TicketTrove, and those which show a purple ticket are “featured” venues with no events currently showing in TicketTrove.



## TicketTrove... (cont'd)

*Is there a cost for TicketTrove?*

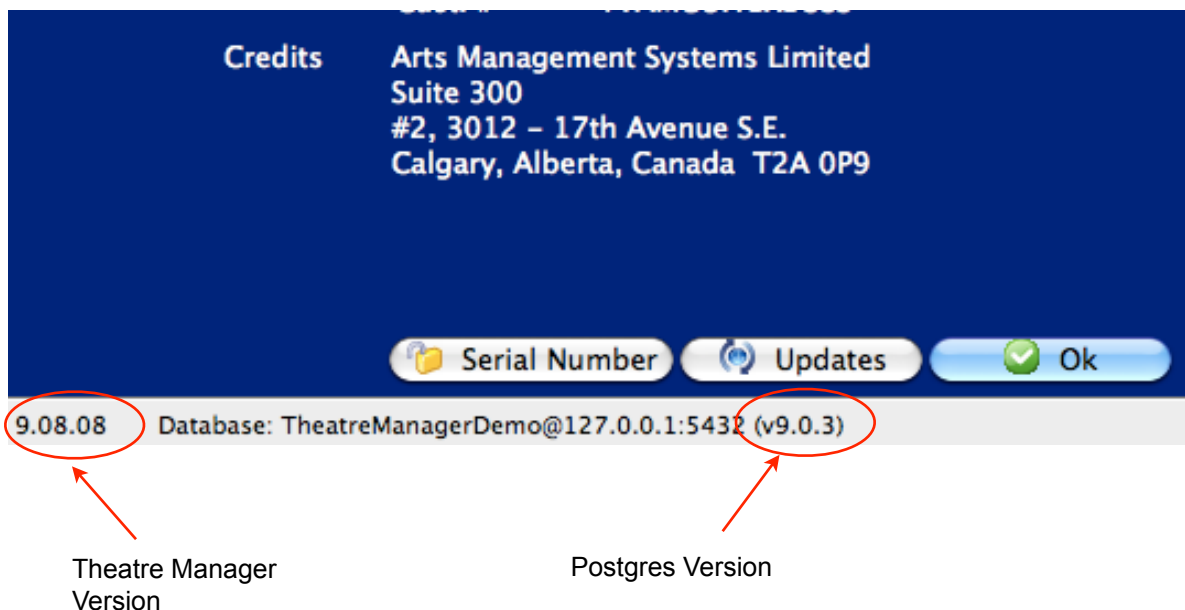
No, there is not. It is a completely free app. There is no cost to our clients, and no cost to a potential patron. It is simply a new feature of Theatre Manager. As an organization, all you need to do is be at the most current level of Theatre Manager, and enter some marketing information and graphics into your event setup.

This has been a very basic overview of the app. If you are looking for more information on how to set things up in your Theatre Manager database, you can go to this [link](#) on our help pages. I'll also be featuring some of these items in the next issue of the ArtsMan Chronicle.

Information about the one page update for TicketTrove can be found under the [Version 9.11 release notes](#).

## Theatre Manager vs Postgres Version Numbers

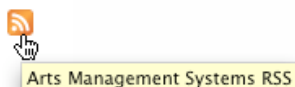
There is sometimes some confusion by our clients as to which version of Theatre Manager they are currently using. If you are ever asked by a member of our support team about which version of Theatre Manager or Postgres you are using, you will find this in the 'About Theatre Manager' menu. On a PC, go to Help >> About Theatre Manager, and on a Mac, go to Theatre Manager >> About Theatre Manager. At the bottom of the pop up screen, there is a gray bar ... the following diagram will show you which number indicates the Theatre Manager Version Number and the Postgres Version Number:





**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 upper right hand corner. The icon looks like this:



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.

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