Day 7 - Morning

Your questions

Meeting with Web Designer

Quick introduction with the Web Designer

Explain the role that they may most likely will be playing within editing of the standard web pages

Online Web Sales

Review of architecture involved (Apache, Web Listener, Online Credit Card Payment Server)

Starting/Stopping the Web Sales Listener

Review the role that the Web Sales Listener plays in tracking all the interaction happening for online web sales

Starting URL https://tickets.xxxxxx.yyy

Logging into the online web sales module to review the options:

- o   Anonymous browsing
- o   Creating a new patron account
- o   Purchasing Tickets
- o   Purchasing Gift Certificates
- o   Making a Donation
- o   Review of the Shopping Cart
- o   Adding oneself to a mail list
- o   Updating personal contact information (name, email, address, phone number)
- o   Updating personal contact methods (do not mail, do not email)
- o   Completing a web order

*In order to get the full experience of what happens online, participants will need to enter in a valid Credit Card to complete their online purchase. Immediately after the training session, any and all credit card authorization(s) created during the training session **will be voided and any item(s) purchased will be cancelled**. Participants should be prepared to have at least one credit card available to complete at least one online web sale order that the group is able to review.*

Emails that are received by the patron during the online shopping experiences - which they can be (and should be) all customized to your venues specific requirements. Think of these emails as a form of advertising.

Web Sales Page Customizations

Review the location for where the Apache/htdocs is located

Review the base set of code and html page naming conventions

Reminder of the importance of 'Clearing Cache' to enable web page changes to take effect

Provide link to Theatre Manager's online help created specifically for the web developer

For remote access to the Apache Server by the Web Designer, the IT Department must provide the required access

For remote access to the Web Listener by the Web Designer, the IT Department must provide the required access

If Arts Management was contracted to perform the Web Sales Customizations, the Trainer will compose a list of the required changes identified during this morning's session. Arts Management will then allocate a separate date and time in the future to complete those changes. This will allow the Trainer to spend the time bringing your staff up to speed on how to use Theatre Manager rather than taking time away from training to complete the Web Sales Customizations.

Day 7 – Afternoon

Web Sales Management

Starting/Stopping the Web Sales Listener

Checking for Web Sales Activity

Shopping Cart Window Review

Review of completed shopping carts

Review of in progress shopping carts

Review of timeout/cancelled shopping carts

Patron window Shopping Cart list

Running a report of web sales activity [Order Detail-by Patron (Ticket, Pass, Gift Certificate, Donation, Fee and Payment)]

Current Internet Holds Window

Pending Unsent Emails Window

Web Listener Log Window

Completing a payment transaction for a patron who doesn't want to enter their credit card number over the internet

Discussion of what to do with the tickets sold via the Internet

Discussion of what to do with the Gift Certificates sold via the Internet

Discussion of what to do with the Donations sold via the Internet

Set up Work Flow Notifications for Gift Certificates and Donations

Batch ticket printing for online web sales that are required to be mailed to the patron

Updating Theatre Manager for Online Content

Setting Events available for sale online (immediately, date/time specific)

Setting Gift Certificates available for sale online

Setting Donation Campaigns available for sale online

Setting Sales promotions available for online ticket purchases

Taking an event/performance off sale immediately

Defining the maximum number of tickets in a shopping cart, maximum number of tickets for an event, maximum number of tickets for a performance

Setting of performance notes to show online via the Tickets page

Setting of event notes and images to show online for event information for the iPhone/iPad application

Web Sales Settings and Procedures

Review web options available (ask for donation, terms & conditions, showing price code/sales promotion)

Review the SMTP Mail Server settings in Company Preferences and in Employee Preferences

How to log in as the web listener user

Automatically having the web listener log into Theatre Manager upon startup of the computer

Daily check to make sure web is running and process to follow if it isn't

Day 7 Homework

Box Office

Continue entering past ticket sales to get all sales up to and including current date

Development

Continue entering past donations received to get all donations up to and including current date

All Staff

Continue to explore online web sales