



# Box Office Training

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PAC Con  
September 26<sup>th</sup>, 2024

Mark attendance  
using the QR code

The header features a dark blue background with colorful geometric shapes in orange, light blue, and white. On the right side, there is a graphic of a yellow ticket stub with the word "TICKET" printed on it.

# This training is for...

- Treasurers, Business Managers, Producers, and Front of House teams
- Deciding which online platform to use for tickets
- Learning the basic tools for a smooth (and safe!) audience experience
- Understanding what to do with your ticket revenue
- Putting faces to names so we can assist you closer to your show!

Dr. Kitty My Foster Cat



**Tiffany Lu**

• Box Office  
• Assistant  
• Manager

• Penn Live Arts

- PLA Box Office Packages
- Iron Gate Theatre
- General Ticketing Practices



# Prince & Zellerbach

PLA	PLA takes care of all the ticketing.	<ul style="list-style-type: none"><li>• Best for groups who want their members to put more focus on production and show necessities.</li><li>• Customizable reports and records upon request.</li><li>• PLA BXO staffing provided for each performance.</li></ul>
PAC SPA	The students take care of all the ticketing through a set of pre-pulls.	<ul style="list-style-type: none"><li>• Best for groups who want to keep their audiences within the your bubble.</li><li>• <b>Minimum of 2 people</b> for Box Office and Front of House management at your performance.</li><li>• Prepulls cannot be reprinted.</li></ul>
MIXED	Something in the middle. Best~~ of both worlds.	<ul style="list-style-type: none"><li>• Best for groups who want to still have control over ticketing with some assistance.</li><li>• Example: PLA handles regular sales while group coordinates group orders and alumni sales.</li><li>• Customizable reports and records upon request, and staffing is provided for each performance.</li></ul>



# Iron Gate Theatre

PLA	PLA takes care of all the ticketing.	<ul style="list-style-type: none"><li>• Best for groups who want their members to put more focus on production and show necessities.</li><li>• Customizable reports and records upon request.</li><li>• PLA BXO staffing provided for each performance.</li></ul>
PAC SPA	The students take care of all the ticketing like usual.	<ul style="list-style-type: none"><li>• Best for groups who want to keep their audiences within the your bubble.</li><li>• <b>Minimum of 2 people</b> for Box Office and Front of House management at your performance.</li><li>• Ticketing and finances must abide by Platt, SAC, and OSA guidelines.</li></ul>
MIXED	Something in the middle. Best~~ of both worlds.	<ul style="list-style-type: none"><li>• Best for groups who want to still have control over ticketing with some assistance.</li><li>• Example: PLA handles regular sales while group coordinates group orders and alumni sales.</li><li>• Customizable reports and records upon request, and staffing is provided for each performance.</li></ul>

# Group Orders



General Admission	GA - 756	Regular Price	\$46.00
General Admission	GA - 757	Regular Price	\$46.00
General Admission	GA - 758	Regular Price	\$46.00
General Admission	GA - 759	Regular Price	\$46.00
General Admission	GA - 760	Regular Price	\$46.00

**SUBTOTAL** \$460.00  
**HANDLING FEE:** \$90.00  
**TOTAL** \$550.00

## USE A GIFT CERTIFICATE

Enter the gift certificate ID exactly as it appears, inclusive of hyphen.

**Gift Certificate ID:**

ex: 1a2b-123

[Apply Gift Certificate](#)

## ADD ORDER NOTE

Please enter any order notes for the Box Office.

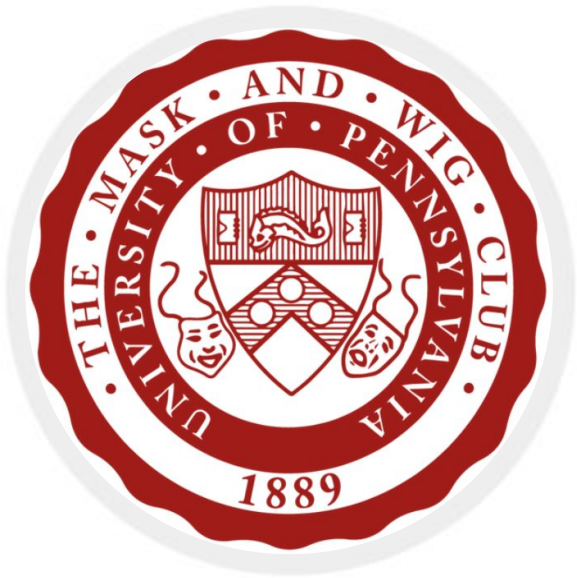
Buy Now



# General Ticketing Guidelines

Ensure you are creating an equitable marketplace for tickets and information.

- Have a policy in place.
- Know where your finances are being stored.
- Be ADA Compliant: <https://www.ada.gov/resources/ticket-sales/>
- It is illegal to oversell houses and student groups who do so are responsible for the consequences.
  - Audience & Performer Safety
  - Security



- Best Practices from the student-run perspective
- Arts People and NeonCRM



# Arts People and Neon CRM

- Web-based ticketing, reporting, and fundraising solution designed for performing arts organizations
- Allows us to create layouts of each theater space and sell tickets by seating section
- Group discounts are automatically applied
- There is processing fee associated with using the platform - ticket purchasers typically cover the fee
- No need to show ticket - we can sign people in by looking up their names
- On-demand



# TLDR

- Arts People is extremely customizable
  - Can be configured to your exact preferences!



**Sara Outing**

• Program  
• Coordinator  
• Platt House

- Ticketing policies
- How to not oversell your House!
- Pros and cons of other ticketing platforms
- Best practices for Google Forms
- Community Ticketing Program donations
- Ticket pricing and financial accessibility



# Ticketing Policies

## OSA

- Recommends Eventbrite, Ticketleap
- Cannot accommodate transfers from Venmo, Cashapp, Zelle

## SAC

- 20% of ticket revenue reimburses SAC for covering your venue bill

## Platt House, ULSE, and Penn Museum

- Non-PLA venue productions **must** send screenshot of ticket sales
- Event Guards at Front of House count audience numbers

# Failsafe Ticketing Systems

	Ticket Limit	Transferable	Seating Maps	Tax Exempt	Free
<b>Ticketleap</b>	✓	✓	✓	✓	✗ (1.5%)
<b>Eventbrite</b>	✓	✓	✓	✓	✗ (8%)
<b>Universe</b>	✓	✓	✗ ?	✓	✗ (2%)
<b>Ticket Tailor</b>	✓	✓	✓	✓	✗ (6%)
<b>Zeffy 🙄</b>	✓	✓	✓	✓	✓
<b>Google Forms</b>	✗	✗	✗	✗	✓
<b>Venmo Business</b>	✗	✗	✗	✓	✗ (3%)
<b>Venmo Personal</b>	✗	✗	✗	⚠️	⚠️

# Google Form Plugins

Follow along as we go!

[bit.ly/ticketing-demo](https://bit.ly/ticketing-demo)



## PAC Con 2024 Box Office Training presents: **A Google Forms Ticketing Template**

This template form was created for the session Box Office Training during PAC Con 2024. You can [view the full presentation slides here](#).

In this section, your show ticketing Google Form might include a description of your show which outlines:

- Synopsis and group bio
- Dates, times, and locations
- Link to your website or social media

sara.outing@gmail.com [Switch account](#)

 Not shared



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Not shared

## **Form Choice Limiter, Fo...**

How to configure notifications

<u>Option</u>	<u>Limit</u>	<u># Responses</u>
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Question: "I would like to attend..."

<u>Show Date 1 @ Time</u>	—	autofill
<u>Show Date 2 @ Time</u>	—	autofill
<u>Show Date 3 @ Time</u>	—	autofill

### **Additional Settings**

Notify me when choice limit is reached: Y / N  
My email addresses: yourgroupemail@gmail.com  
Final choice text: This show is sold out. Please email yourgroupemail@gmail.com to join the waiting list.

Close form once choices limit is reached: Y / N  
Custom Closed Form Message: This show is sold out. Please email yourgroupemail@gmail.com to join the waiting list.

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Not shared

## **Form Notifications**

How to configure notifications

### **Notify on form responses**

Send to: [yourgroupemail@gmail.com](mailto:yourgroupemail@gmail.com)

Send notifications after every 1 responses

### **Thank you email**

Collect email: [Automatically](#) / [By form field](#)

Send a copy to [yourgroupemail@gmail.com](mailto:yourgroupemail@gmail.com)

Subject: [You've reserved seats at NAME OF SHOW!](#)

### Email Body:

- Thank you for your seat reservation for [SINGLE DATE]
- Payment of [SINGLE PAY AMOUNT] due via [SINGLE PAY METHOD]
- "Know Before You Go" venue information
- Contact for questions



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Not shared

## Form Notify: Email Noti...

How to configure a processor

Processor Name: Thank You Email for no discount

From Name: Your Group

To Email Address(es): \_\_\_\_\_

Email Subject: You've reserved seats at NAME OF SHOW!

Email Body:

- Thank you for your seat reservation for {{I would like to attend...}}
- Your payment of NONDISCOUNT PAYMENT AMOUNT X {{Number of tickets}} is due via {{Which method will you use to complete payment?}}
- You will receive your ticket pdf on receipt of payment.
- "Know Before You Go" venue information
- Contact for questions
- Here is a summary of your response: {{ Only Answers }}

Send Email to Submitter? Yes

Select Email Field: Your Email Address

Attach PDF with email? \_\_\_\_\_

Send Email if ALL / ANY of the following conditions are met  
Condition: Question "Discount code" is "not answered" or "regex matches"

# Transferable Ticket Confirmations


Penn Masala Presents: The Matrix  
Penn Masala

N°482  
3/10

PENN MASALA PRESENTS  
**MATRIX**  
IRVINE AUDITORIUM

APRIL 6 7:00 PM

General Admission  
Buyer  
General Admission  
sarao@upenn.edu



INTUITONS EXPERIMENTAL THEATRE PRESENTS

**Life's a Drag!**



GENERAL ADMISSION

Platt House Face Value \$0.00  
Platt House

Dischord Presents: Distopia  
Fri. Apr 26, 2024 8:30pm - 10:00pm  
Iron Gate Theater, Philadelphia, PA

Powered by TicketLeap

Take to a friend  
Copy to my calendar  
11THIGUD826233



naaching stars  
with the  
FEBRUARY 9, 2024

TICKET NO. 02/2024  
ADMIT ONE

**BLOOMERS PRESENTS:  
Unattended Baggage**

Mar 22, 2024 6:00PM - Mar 22, 2024 8:00PM EDT



Purchased 03/11/2024  
IS-4319-9252-E66

Digital QR codes or barcodes  
may be refused on entry.

ADMISSION TYPE  
**Student**

LOCATION  
Iron Gate Theater  
3700 Chestnut St  
Philadelphia, PA 19104

ORGANIZATION  
Bloomers Comedy



AFRICAN AMERICAN ARTS ALLIANCE PRESENTS

*How Black Mothers  
Say 'I Love You'*

MARCH 23RD 2024 12:00 PM

Platt Gateway



# Comps, codes, and community

- Anonymized ticket distribution through Platt House
- Requires Show Form and transferable tickets

## Comps and Discount Codes

- Incentivize PAC, subcommittees, friends and family
- Encourage early and group RSVPs

## Organize trips to each other's shows!

- Be a *leader* in community building
- Strengthen internal and external bonds



A dark blue background with a white rectangular border. The border is decorated with several stylized tickets in various colors (orange, blue, red, yellow) and orientations. Some tickets have the word "TICKET" and numbers like "12345" or "264" on them. The tickets are scattered around the corners and edges of the white border.

# Q&A

.....

[anytiff@upenn.edu](mailto:anytiff@upenn.edu)  
[bizmanager@maskandwig.com](mailto:bizmanager@maskandwig.com)  
[sarao@upenn.edu](mailto:sarao@upenn.edu)