

# See TICKETS

## CLIENT CONSOLE - HELP

The See Tickets Promoter Console gives you an interface directly into our ticketing system. When you create events using the Promoter Console they are immediately available within our call centre and on our web site (if you want them to be). The Promoter Console also provides near-real-time access to statistics and analytics about your events.

## EVENT MANAGEMENT

**Add Event:** Click here to create a new event on our system. Please provide as much information as possible about the event you are promoting. In particular, if your event is part of a tour, please ensure you use the drop down list provided to match your tour name with others already specified.

Complete each step as you go through and build your event. Hover over the question mark logo to find additional help.

### **Useful Tips**

**Artist/Event Narrative:** Please provide as much information in here as possible. Details of the artist, support acts and anything else you can think of will help sell your event to a customer. Please check the spelling and grammar.

You can also add images using the HTML editor, please note you will need to host the image yourself.

**Event Status:** It is your responsibility to change the status of the event. If your allocation has sold out then you should set this to 'SOLD OUT'. Or should you wish to take the event completely off sale then set to 'OFF SALE'.

This will remove the listing from the site, so if you still wish for the event to be visible you can select 'PAY ON DOOR' or 'CONTACT VENUE FOR TICKETS' if you have tickets for sale at venue.

It is always advisable to take the event 'OFF SALE' or set to 'PAY ON DOOR' no later than 3 hours prior to the event. This will ensure no further bookings can be made and will give you time to print off your customer data for the door.

**Ticket Types:** You can add as many types of tickets as you like i.e. 'ADULT', 'CONCESSION', 'GENERAL ADMISSION'. If at any point you want to take a specific ticket type off sale but keep others visible, you can change the 'Ticket Type Status' to 'OFF SALE'.

Please note allocated seating cannot be added via the promoter console. If you wish to set up allocated seating then please contact us.

When you add the 'FACE VALUE' of the ticket and the event is saved, a 10% Booking Fee will be automatically added to this price. This 10% will be listed as a booking fee to the customer.

**Postage Options:** You can select multiple postage options for the customer to pay or just select a single option.

If you wish for your event to be physical ticket only then select 'FIRST CLASS' and/or 'REGISTERED POST'. We will send physical tickets out on our own generic stock. The customer can then choose how they would like to receive their ticket. If a customer's ticket is irreplaceable if lost in delivery then select Registered Post.

If you would like your event to be E-TICKET (Free of charge) then the customer prints off their ticket themselves and brings it to the event.

If you select 'BOX OFFICE COLLECTION' (Free of charge) then the customer is simply sent a standard confirmation email with their reference number on. They basically have no ticket for the event but will be listed on your Collection List. They provide their reference number, ID etc and your door checks them off against the list. Additional security checks including the last 4 digits of their card are also listed.

If you have selected for a Royal Mail postal option, please note we cannot send physical tickets out any later than 3-4 days before the event, any tickets sold within this time will automatically be marked for Box Office Collection at this point by our despatch department.

Ensure you click 'SAVE EVENTS' at the bottom of the screen once you are happy with the event. If you have selected the event to be on sale immediately it will be visible immediately, if you have selected the event to go on sale at a future date it will appear on the site, but will state 'On Sale on (DAY) (DATE) at (TIME)'. Customers cannot purchase tickets until this time.

Please note, on occasions it may take up anything up to 15 minutes for the event to appear on the site.

Remember you can always come back and edit your event once you have created it, although we do restrict you from doing certain things once tickets have been sold.

**List/Edit Events:** Your top 10 selling events will automatically appear in the Home Page, giving you immediate sales figures. You can enter into these events quickly by selecting the Artist Name for a breakdown by Ticket Type or by clicking on the Artist Name again to access the edit features.

For other events not listed on the Home Page, click the 'LIST / EDIT EVENTS' link on the left menu. Here you can select specific 'PAST TOURS', 'CURRENT & FUTURE TOURS' or 'ALL TOURS'. Once you have selected your criteria it will bring up an overview of the event.

This displays the Name, Venue, Door Time, Overall Event Status. Then below you have Ticket Type, Ticket/Postage Status, Face Value, Sale Price (what the customer pays), Remitted (amount of tickets we have paid you), Allocation, Sold, Remaining.

**Quick Ticket Allocation Change:** Next to allocation you can click on 'EDIT' to increase or decrease your allocation (depending on what has already been sold). Click the green arrow to save.

**View:** This will take you direct to your listing on our website. You can copy and paste the URL for your own promotional use.

**Edit:** Please note if you have sales on your event you are restricted to what you can edit at this stage. If you have no sales you can edit the event fully. If you have sales it will only display what you are able to change. Once you have made your changes please click on 'SAVE EVENT'.

# CANCELLING YOUR EVENT

In the unfortunate circumstance in which you have to cancel event it is you, the event promoter's responsibility to inform all relevant parties.

Please email the following:

- Seetickets Username
- Seetickets Email Address
- Show details & link. I.e date, time, venue, show title
- Reason for cancellation. I.e. unforeseen circumstances
- A request as to what you would like to happen to all customers that have already bought tickets. I.e. a full refund of all tickets purchased.

This information must be sent to Seetickets, your venue contact and the comedy festival so we can update all the necessary websites, links and programme etc.

Please send info to:

- [info@glasgowcomedyfestival.com](mailto:info@glasgowcomedyfestival.com)
- [event.management@seetickets.com](mailto:event.management@seetickets.com)
- Your venue contact / co-ordinator

It is vitally important that you do all of the above. Failure to inform all the relevant parties could result in shows being falsely advertised, customers being short changed or turning up for a show that isn't on.

## ADMIN

**Promoter Details:** Upon registering for your promoter account, these are the details you gave us. Please ensure they are kept up to date in case we need to contact you.

**Create User:** Here you can create multiple users to your account, with varying degrees of access.

'ADMIN' users have full access, 'QUICK STATS USER' only have access to the Quick Stats Section to view sales figures etc. 'REPORTS USERS' only have access to the reporting section. If you create a 'USER' they have access to everything bar the ability to modifying existing users.

Once you have created a new user, whoever is logged in as an Admin User will be emailed instantly new log in details for that person.

**List Users:** This will display a full list of all users. You can disable users in this section if you no longer wish for that user to have access.

You can also alter their access role and name.

Please note you cannot set up a new user that shares the same User Name (email address). Once you have used an email address once it cannot be used again for another user/account.

**Auditing:** A full Audit trail of everything a user has altered on your account is accessible here. This can be filtered by 'EVENT' or 'ALL'.

**Reset Password:** If you wish to reset your password then please log out and on the log in page, click on 'RESET YOUR PASSWORD'. Enter your user name and a new password will be emailed to you. Please note you cannot specify your own password. Please ensure you keep your password safe.

If you have any further queries then please use the Support section to contact one of our team.

## REPORTING

**Sales To Date:** Searchable via Past, Present and Future Tour/Event. Fully downloadable.

**Sales By Day/Week:** See how many tickets you have sold per day/per week. Fully downloadable.

**Daily Sales Chart:** Downloadable Sales Charts for any of your events. Ability to filter via date range.

**Media Source Chart:** Downloadable stats to see where your sales are coming from. Be it seetickets.com, our call centre or one of our many affiliate sites. Select the Order Channel to view how many sales were made online as opposed to via the call centre.

**Customer Data:** Here is where you can download both your collection list and full customer list for any of your events. Once your event is Off Sale or Sold Out, you can download these for your door.

'COLLECTION LIST (COBO)' will be anyone who has not received a ticket and where the Postage is set for Box Office Collection. Even if the event is not set for this, it is worth checking once the event is off sale, just in case a customer has specifically requested this.

'FULL CUSTOMER LIST' is literally everyone who has purchased a ticket.

We would always recommending downloading both lists. These can be downloaded in various different forms and you can sort by surname or when it was booked.

Within the list the 'TRANS NUM' represents their order reference number; 'LAST FOUR' are the last four digits of the card they used to purchase with. The 'ALLOCATION' is the ticket number they have been allocated. All other details are as standard.

Please note we cannot give you access to the customer's email addresses due to Data Protection.

**Geo Sales:** This will provide you with a report in the form of a map of where your customers are booking from. The yellow characters on the map represent where the booker lives.

**Quick Stats:** Displays all your current and future events in a single menu. Choose your event and this will simply display your last 7 days sales and overall figures. The 'PURCHASED' column is how many tickets we have paid you for, the 'SOR' how many tickets are remaining to be paid for. Finally there is a 'SOLD' and 'REMAINING' column.

## FINANCIAL

In order to be paid for your ticket sales, you will need to send us an invoice for your event or series of events once the event date has passed. The amount will be the Face Value of the ticket multiplied by the amount of tickets you have sold.

You should have by now already returned the standard agreement and bank account request form that were made available to you when you registered.

We cannot make any payment to you without these being signed, returned and processed on our payments system.

Please send your invoices **FAO Promoter Invoices, See Tickets, 2nd Floor Norfolk House, 47 Upper Parliament Street, Nottingham, NG1 2AB** or by email to [promoter.invoices@seetickets.com](mailto:promoter.invoices@seetickets.com)

**Cash On Account:** To basically view what we owe you, select the Tour/Event you are searching for.

You can select an aggregate amount by tour (which will give you an overall value if more than one event for the same artist), broken down by individual event within a tour. Or just by a simple single event.

This will display the 'TICKET TYPE', the 'FACE VALUE' (Ticket Price), the 'COST PRICE' (What we pay you per ticket, primarily this will be the same as the Face Value), the 'SALE PRICE' (What the customer pays, including our Booking Fee). 'REMITTED' (The amount of tickets we have paid you for. If then we haven't paid you yet), and 'TICKETS SOLD'. 'CASH ON ACCOUNT' is what we owe you and the amount you should invoice us for your event. If the amount is £0.00 then we have already paid you and the 'REMITTED' column should be the same amount as the 'TICKETS SOLD' column.

**Payment History:** Here you can view all the payments for events we have ever made to your account.

Although not restricted to, this would be primarily used for Past Events, so in this case you would select 'PAST TOURS' and then either select a specific Tour/Event or select 'ALL TOURS'.

You can then select a date range for any payments made to you, this will default to the last month but can be altered. Or you can just select 'ALL'.

If you select to 'AGGREGATE' the reports, it will display all your invoices collapsed with a See Tickets Remittance Number, Payment Date, Total Tickets and Total Value. You can expand each invoice by clicking on the Remittance Number.

Just like all our reports, all of this information can be downloaded as a CSV File.

## **SUPPORT**

If you require assistance or need to let us know information regarding your event then contact:

[event.management@seetickets.com](mailto:event.management@seetickets.com)

If you have sold tickets for an event but it has subsequently been cancelled, then you need to contact us ASAP. We will then inform all of the customers and arrange a face value refund.

Similarly if you change the date or venue then again we need to inform them of this. If the customer cannot attend the new date or venue (if a considerable distance away from the original) then the customer has the option to return and cancel their tickets.