



## TICKETING INFO PACK 2018

This is all the info you need to help you set up **special offers**, **arrange comp tickets**, **check your sales** and **view reports**.

This year's ticketing team is Caitlin, Lauren and Stacey plus a handful of wonderful casual staff and volunteers.

***Get in touch with us:***

*For any customer queries or comp cancellations, email [boxoffice@melbournefringe.com.au](mailto:boxoffice@melbournefringe.com.au)*

*For everything else, email Caitlin on [ticketing@melbournefringe.com.au](mailto:ticketing@melbournefringe.com.au)*

## **MELBOURNE FRINGE TICKETING – FAQs**

### ***Can I sell my own tickets?***

No – Melbourne Fringe manages the pre-sold tickets for all events through our ticketing system (which is called VIA). Producers / artists are not permitted to sell tickets by any other means, except for **door sales**, which are sales occurring at the venue from one hour prior to each performance.

### ***How do Door Sales work?***

Door sales and front of house are sometimes managed by the producer, and sometimes managed by your venue. This will vary depending on the arrangement you have with your venue, so please make sure you discuss box office and front of house operations with your venue in advance.

For example, your venue may manage box office and front of house entirely and not require anything from you; or they may require you to print off a **door list** and give it to whoever is working the Box Office selling tickets; or they may require you to completely run the box office and front of house for your show.

If you are running your own box office start to think early on about how you would like to operate this. For example, you will likely need a cash float to process door sales (and somewhere to lock the money up or a process organised for how to deal with it); you could even choose to spend \$49 at Officeworks and purchase a PayPal Mobile Card Reader to turn your phone into card reader.

It is also important to keep records of the number of tickets sold on the door, as well as the total takings. This is great for you to have access to for future events, and it is also required to be provided to Melbourne Fringe at the end of your season.

### ***What are the Inside Fees again?***

Melbourne Fringe charges an inside fee on each ticket sold. The inside fees differ, depending on the price of your tickets (see table below).

<b>Ticket Price</b>	<b>Inside Charge</b>
\$0.01 - \$14.99	\$3.00
\$15.00 - \$24.99	\$3.50
\$25.00 - \$39.99	\$4.00
\$40.00 +	\$4.50

### ***Can I change my ticket prices?***

The short answer is: generally not for an *increase* in price. The prices that you approved as part of your registration process have been printed in our widely distributed guide. However, if there are extenuating circumstance get in touch and we can discuss your options.

We're happy to decrease your prices; although we would encourage you to set up a **special offer** instead of reducing your base ticket price.

### ***What do I do if I need to make any changes to my event?***

Email [ticketing@melbournefringe.com.au](mailto:ticketing@melbournefringe.com.au) and copy in [artists@melbournefringe.com.au](mailto:artists@melbournefringe.com.au). Don't forget to make sure your venue is aware, too.

If you're thinking about cancelling your whole season, get in touch with Danny, Festival Producer, on [danny@melbournefringe.com.au](mailto:danny@melbournefringe.com.au).

## **HOW TO SET UP A SPECIAL OFFER OR PACKAGE DISCOUNT**

*Did you choose an Early Bird ticket price when you registered your show? If so, this will be available between 15 Aug – 25 Aug. We recommend promoting this discount before adding more!*

We are happy to set up special offers for you – they can be an excellent marketing tool, especially if you're using them to target a particular group. However, make sure you aren't *relying* on discounts to sell your show – at the end of the day the intention is for as many people as possible to buy tickets to your show at the budgeted prices, and sometimes putting on too many discounts can negatively affect your sales. To this end, you are limited to a **maximum of two special offer codes per event**, unless you have a good reason to add more. Melbourne Fringe audiences tend to be late buyers, so even if your sales are low to begin with they're likely to pick up closer to show time!

If you want to set up a discount we need the following information:

1. **Discount Type/Amount** - this can be a fixed amount (e.g. \$10 tickets), an amount off (e.g. \$5 off), a percentage amount (e.g. 25% off all tickets) or a package deal (e.g. 15% off when you buy a ticket to [Show A] and [Show B])
2. **Web Access** - do you want the offer available online, or only at a Fringe box office?
3. **Start / End Date** - would you like to start your offer immediately, or delay the start until a future point in time? Would you like the offer to expire at a particular date / time?
4. **Ticket Limit** - would you like to limit the maximum amount of tickets this offer can take? (e.g. first 20 tickets sold on 20 August will be at the discounted price of \$20).
5. **Promo Code** - let us know what promo code to set up. This needs to be 15 characters or less and is not case sensitive. For discounts that already have specific criteria (e.g. a package deal or time limited deal like the one described above) you don't necessarily need a promo code.

Please copy and paste the above list of requirements into an email to [ticketing@melbournefringe.com.au](mailto:ticketing@melbournefringe.com.au), and replace my notes with your answers to each heading. I will endeavour to set up a special offer as soon as possible, but if you have not received a response from me **within 48 hours** feel free to follow up.

### ***Once the Special Offer is set up, how does it work for the ticket buyer?***

Discounts only apply on full price tickets and won't apply on Previews or Cheap Tuesdays. On the Melbourne Fringe website, the ticket buyer selects a **full price** ticket to your show. When they go to their shopping cart they have an option to enter a promo code; once they apply this code the contents of their basket will be updated to reflect the special offer.

## **BANK AUSTRALIA TAKE 5**

This is the best special offer to promote – your audience saves without you losing money! Every day from 1 September all events will have a \$5 discount off full-priced tickets, and Bank Australia pays the \$5 back to you. A new promo code is announced daily on our website and Twitter. There is a limited amount of tickets available and it's first in first served.

## **HOW TO PROCESS COMPLIMENTARY TICKETS (PRODUCER COMPS)**

### ***How do they work?***

- You can allocate up to **10% of your total tickets** as complimentary tickets (for family, friends, special guests, media, etc.). These complimentary tickets can be split over your show run as you please (e.g. 10 one night, 2 the next).
- If you book tickets over that 10% allocation, you will be charged \$1 *per additional comp ticket* at your show reconciliation. You can go over 10% on a single performance, so long as you do not exceed 10% of your full season capacity. You'll need to keep track of this yourself – the portal won't alert you when you go over 10%.
- Your complimentary tickets are not reserved until you book them. This means you must allocate your comps before your show sells-out.
- Melbourne Fringe stops selling tickets **1 hour** before your performance start time, which means you will not be able to process a comp through the portal less than one hour before your performance start time; if you have an urgent last-minute comp request please liaise with your venue to have that name added to the door.
- Media tickets organised between you and the media ARE included in your allocation. Media tickets organised through Melbourne Fringe are NOT included.

### ***How do I book complimentary tickets?***

1. Go to <https://www.melbournefringe.com.au/participate/participant-login/> and click on the link to your Producer Portal
2. Enter the Username and Password that have been emailed to you.
3. You will see your event (or a list of events if you are producing multiple shows). Click on this and each date / time for your event will drop down.
4. Select the **date / time** you want to book for, and you will be taken to a new screen. You can see in the top right corner the number of tickets currently available for that date / time. Click on "**Producer Comp**".
5. Enter the number of tickets you want to book and fill in the details for the comp – at a minimum you need **First Name, Last Name and Email**.
6. *Each booking should be for a new guest. If you're booking 2 tickets for Sally Suitcase and 2 tickets for Darcy Doorknob then **don't book 4 tickets at once**. Sally needs her own booking, and so does Darcy.*
7. Select "**Confirm**". Your comp ticket is now booked and has been emailed to the recipient!

### ***How do my guests receive their tickets?***

- Your guests will have their tickets **emailed to them** and their names will appear on the **venue door list**.

### ***How do I cancel complimentary tickets?***

- Comps can **only be cancelled or exchanged by the Melbourne Fringe Ticketing Team**, on [boxoffice@melbournefringe.com.au](mailto:boxoffice@melbournefringe.com.au). Cancellations can only be requested by the Primary or Secondary contact listed on Eventotron, so if your guests come straight to us to cancel or move comps, we'll ask them to get back in touch with you.

## **REPORTS**

*Reports are a way for you to monitor how your event is selling and manage door sales and front of house at your venue. If your venue is looking after your box office / front of house, they'll receive some of these reports too.*

- **Sales Reports:**
  - **Full Sales:** a summary of your show's total sales per-night. It's good for an overview snapshot of your season. The "Issued" column includes comps, and "Sold" excludes comps. "Concession" includes any ticket sold *not* as full price (e.g. Group, Preview)
  - **Full Sales Breakdown:** lists your event(s) with the total tickets sold for each performance, broken down into different ticket types (see codes below).
  - **Full Sales with Inside Fees:** states the inside fee / net value, so you can see how much your takings are after the ticketing fees are removed.
  - **Melbourne Fringe Producer Comp:** a list for you to keep track of who you've booked in as comps each performance. Remember, the limit is 10% of your total season.
- **Front of House Reports:**
  - **Seat Listing:** This report will show you the full door list: name of person attending, what type of ticket they have and whether they have an eticket or a ticket purchased from our box office.
  - **Customer Access Notes:** This is a **very important report**, that you should be checking daily. It will tell you if any of your audience members have any additional access requirements so that you can make preparations to accommodate them – for example if they are a wheelchair user or require front row seat due to low vision. If you notice any access requests that your event is unable to accommodate, let us know as soon as possible so that we can get in contact with the customer.

### ***How to read concession codes on a report:***

Each ticket type has a code, which you may see appear in your reports. Decode the codes below!

CO	Concession	T5	Take 5 Deal	PC	Producer Comp
EB	Early Bird	BA T5	Bank Australia Take 5	IC	Industry Comp
MFD25	Fringe Member	PREV	Preview	FC	Fringe Comp
CC	Companion Card	GRPB4	Group 4+	MC	Media Comp
TUES	Cheap Tuesday	GRPB6	Group 6+	JC	Judge Comp

If you have requested a special ticket offer, this will have a code prefaced either with "SO" for a special offer or "PCKG" for a package deal.

### ***How to load a report:***

1. Go to <https://reports.via.red61.com/mf/reports>
2. Enter your Username and Password (same as for the Producer Portal)
3. From the menu on the left, select “**Define Report**” and from the drop-down menu choose the report you want to run.
4. Select the parameters, and what format you would like to get the report in.
  - a. PDF is the easiest to quickly view anything.
  - b. If you just want the raw data in Excel, export the report in Comma Separated Value and open it in Excel.
  - c. **IMPORTANT:** you do NOT need to enter any parameters. Only enter parameters if you want to restrict information (e.g. performance dates or booking dates).
5. Click on “**Generate User Report**” to download.
6. If you want to make this process a bit quicker, you can select “**Save Customisation**”. The next time you want this same report instead of clicking on “Define Report” and entering the same parameters, you can simply click on “**Run Report**” to use those same details.

### ***How to schedule a report:***

If you would like to **set a report up to be emailed**, click “Schedule Report” from the options on the left. Select the report you want to schedule – you must have first defined a report and selected “Save Customisation” (see above) for it to be available to schedule.

#### Example - for a daily sales report at 10am:

1. Type 10:00 into the start time and leave end time blank.
2. Schedule time interval = daily.
3. Select schedule start and end date
4. Type your email address into the “schedule to” box. For multiple email addresses, separate them with semi-colons and no spaces.
5. Select the file format (pdf or comma separated value are the best options).

#### Example - for nightly door lists of a show starting at 7.30pm

1. Type 18:30 into the start time (one hour prior to your show starting), leave end time blank.
2. Schedule time interval = daily.
3. Schedule start date should be the first night of your show, and end date should be the last night of your show.
4. Type email address(es) into the “schedule to” box.
5. Finally, select the file format – PDF is best for door lists.