TICKETING INFO PACK 2019

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

For everything else, email Caitlin on 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, via our website, phone line and at our box offices at the Fringe Hub and Fed Square during the Festival dates. 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.

Here are some possible scenarios:

1. Your venue manages all box office / front of house and doesn't need anything from you, yay!
2. Your venue just requires you to print off a **seat listing** and give it to their Box Office staff
3. Your venue requires you to completely run the box office and front of house for your show, including staffing, sales and reporting

Running your own box office? Here are some things to think about:

- Decide how to take payments – will you be cash only, or will you buy a card reader (cheap at Officeworks) and accept card payments?
- Organise a cash float and somewhere to keep takings secure during the performance.
- Remember to print off seat listing and customer access notes reports **one hour before** performance, or organise a device you can download them on
- Take clear records of ticket sales each night (Melbourne Fringe requires this info in the artist survey at the end of your season, and it's also great for your own records)

What are the Inside Fees?

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

Ticket Price	Inside Charge
$0.01 - $14.50	$3.00
$15.00 - $24.50	$3.50
$25.00 - $39.50	$4.00
$40.00 +	$4.50

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

Email ticketing@melbournefringe.com.au and copy in 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, Senior Producer, on 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 9 Aug – 14 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. $15 tickets), an amount off (e.g. $5 off), a percentage amount (e.g. 25% off 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, and replace the notes with your answers to each heading. The ticketing team will aim to set up special offers within 48 hours – please wait for confirmation that they've been set up before advertising them!

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.

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://mf.via.red61.com
2. Enter the Username and Password that have been emailed to you.
3. Click "Ticket Management". 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 on the right-hand side the number of tickets currently available for that date / time. Click here, and then 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 **seating list** report.

How do I cancel complimentary tickets?

- Comps can **only be cancelled or exchanged by the Melbourne Fringe Ticketing Team**, on 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.

- **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 E-ticket 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 a 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	PREV	Preview	PC	Producer Comp		
EB25	Early Bird	GRPB4	Group 4+	IC	Industry Comp		
MFD25	Fringe Member	GRPB6	Group 6+	FC	Fringe Comp		
BNG	Fringe Binge	CC	Companion Card	MC	Media Comp		
TUES	Cheap Tuesday	SO-	Your special offers	JC	Judge Comp		

How to load a report:

1. Go to https://mf.via.red61.com
2. Enter your Username and Password (same as for the Producer Portal)
3. From the menu on the left, select **"Reports",** then **"New report".**
4. From the drop-down menu choose the report you want to run.
5. 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).
6. Click on "**Generate Report**" to download.
7. If you want to make this process a bit quicker, you can select "**Save for later"**. The next time you want this same report instead of clicking on "New Report" and entering the same parameters, you can simply click on "**Saved reports**" to use those same details.

How to schedule a report:

If you would like to **set a report up to be emailed**, click "Schedule saved reports" from the options on the left. Select the report you want to schedule – you must have first created a new report and selected "Save for later" (see above) for it to be available to schedule.

Example - for a daily sales report at 10am:

1. Schedule active date: the dates you want the schedule to start and end (e.g. today till the day after your last performance)
2. Schedule runtime: Type 10:00 into the Start runtime and leave end runtime blank.

3. Run Time interval = daily.
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 generally the best options).

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

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