

KB Group
Robust, Proven IT Solutions

eticketing Solutions

Customer eticketing Solutions

KB Group has successfully deployed online booking solutions for many organisations. A full list of customer sites is available in the eticketing section of the [KB Group website](#). Listed below is a selection of KB Group eticketing customers. Click any logo to review the live website.



Sadler's Wells

TATE
eticketing

TATE
emembership

NFT
National Film Theatre



London Symphony Orchestra

Royal
Academy
of Arts



THE REP
Birmingham Repertory Theatre



Customer Comments



"The Barbican Centre has been using the KB Group online eticketing solution for more than three years. KB Group has worked closely with the Barbican Centre in developing the features of the eticketing solution. Barbican on-line sales have increased steadily during this period and the solution has proven very successful with our customers."

Chris Evers - Head of IT - Barbican Centre



"Tate is prioritising online as our preferred means of communicating/conducting business."

"Our current policy is to encourage members to manage their own membership records online - amending, upgrading, renewing, enrolling others and signing up for gift aid."

Susie Dawson - Head of Membership - Tate

Sadler's Wells

"Sadler's Wells have worked closely with KB Group on our e-ticketing solution for 5 years. During that time, KB Group's input has achieved great results, more than doubling our online sales percentage."

"Last year, KB Group replaced our costly bulk emailing system with the streamlined, cost-effective and user-friendly KB Group Email Suite that has proved extremely successful."

"KB Group's flexible approach means they're always available to answer queries that arise, and quickly and efficiently able to determine the right solution."

Mark Doerfel - Web Manager - Sadler's Wells Theatre

eticketing Overview

The KB Group eticketing solution is the **online booking market leader**. It offers the most comprehensive functionality of any eticketing solution available. The **solution runs on various back end platforms** providing you with viable alternatives to your incumbent back office supplier and unlike many other online booking vendors, there is **no fee per ticket**.

The KB Group eticketing solution:

- ✓ Displays information to customers as determined by your Box Office.
- ✓ Updates the seating inventory in real time.
- ✓ Performs live credit card transactions direct to your credit card acquirer.
- ✓ No fees to external agencies for managing an allocation on your behalf.
- ✓ No commissions to online card authorisation broker.
- ✓ No wasting time managing messy allocations with a 3rd party.
- ✓ Dynamic and constantly growing functionality.
- ✓ Customized solutions with rapid turnaround.
- ✓ Web accessibility enabled (WAI)
- ✓ Internationalisation

This document details the KB Group eticketing features. For detailed technical information please reference the Introduction to eticketing document on the KB Group website <http://www.kbgroupuk.com/eticketing.htm>.

If you require more information about the KB Group eticketing solution then please [contact us](#) to discuss your requirements.

eticketing Features

These online booking features **will significantly increase your revenue** and reduce Box Office staff effort.

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Membership

Do you want to?




- ✓ Increase sales revenue through online membership?
- ✓ eCommunicate to your members?
- ✓ Market membership to new and existing customers?
- ✓ Reduce membership effort for the Box Office?
- ✓ Increase revenue through gift aid declarations?

Membership allows your customers to...

- Purchase and upgrade their membership.
- Renew their membership.
- Update their name and address details.
- Send a gift membership and optional ecard.
- Consent their membership as gift aid if you are a registered charity.

Example Membership page:

MEMBERS HOME WHY JOIN CATEGORIES **JOIN** RENEW GIFT AID DONATIONS UPDATE DETAILS TICKETS CONTACT US MAGAZINE

TATE MEMBERS   

Tate Online together with **BT**

CHOOSE MEMBERSHIP CATEGORY AND ADD EXTRA BENEFITS step 1 2 3 4

Please select one membership category, then tick the box(es) for extra benefits.

CATEGORIES	EXTRA BENEFITS
<input checked="" type="radio"/> Member £49	<input type="checkbox"/> Private Views £20
<input type="radio"/> Member plus Guest £69	<input type="checkbox"/> Tate Liverpool support £5
<input type="radio"/> Member plus Guest plus Extra Card £89	<input type="checkbox"/> Tate St Ives support £5

Thank you - The cost of the membership you have selected is **£49**.

[◀ back](#) [continue ▶](#)

Subscriptions and Multi Buy Discounts

Do you want to?

- ✓ Increase sales revenue through multiple ticket sales?
- ✓ Market discounts for particular ticket combinations?
- ✓ Configure customised discount breaks?

Multi Buy Discounts allow your customers to...

- Be entitled to a discount if they buy certain grouped tickets.
- Buy one ticket and get another at a discounted rate.
- Buy a number of tickets and get a percentage discount.

Example Subscriptions and Multi Buy Discounts page:

The screenshot shows the Barbican Music website interface. At the top left is the Barbican logo. A red banner reads: "See below for MULTI-BUY OFFERS and save up to 25% on tickets." Below this is the "music" section. The first offer is for the "BBC Symphony Orchestra 2004 -2005" with a red information icon. It includes a link "Click on the link above to continue" and details: "Book the same number of tickets for **three** performances within the BBC 2004/05 season and receive 20% discount. Book **six or more** and receive a 25% discount." A note states: "Offer is only available for sales made in one transaction and cannot be applied to existing bookings. Discounts cannot be combined to create additional savings." The second offer is for "LSO 2005/06 Multi-buy" with a red information icon. It includes a link "Click on the link above to continue" and details: "Book the same number of tickets for **three or more** performances within the London Symphony Orchestra 2005-2006 season and receive 10% discount, Book **six or more** and receive a 15% discount." On the right side, there is a vertical orange text "secure booking" and a grey sidebar menu with links: "my booking", "members login", "my details", "help", "security", "privacy", "FAQs", and "access info".

Dynamic Seat Plan

Do you want to?

- ✓ Be the owner of the best dynamic seat plan available on the market?
- ✓ Have an easy to use online dynamic seat plan?
- ✓ Reduce seat confirmation enquires for the Box Office staff?
- ✓ Not mandate that your customers download seat plan client software?
- ✓ Have a high performance seat plan that displays quickly?
- ✓ Emulate your back office seat plan and colour bands?
- ✓ Have the option of hold best seats algorithm as well?
- ✓ Dynamically turn the stage on and off?

The Dynamic Seat Plan allows your customers to...

- Have a visual display of the parts of the house.
- Choose the particular part of the house they wish to sit in.
- See a visual display of available seats, unavailable seats and prices.
- Select the exact available seats that they want within a seat block.
- View a summary of selected seats.
- View a summary of the total cost.
- Mouse over seats in order to display a summary price and availability.
- View seat attributes (restricted view, disabled persons seat, etc).
- Zoom in and out of the seat plan to display offered seats more clearly.

An example Dynamic Seat Plan page:

- Is shown on the next page.

Sadler's Wells

1 Welcome 2 Select show **3 Choose seat** 4 Pay 5 Confirmation

shopping basket

The Ballet Boyz
 Naked
 at Sadler's Wells Main Auditorium
 on Saturday 11 June 2005 at 14:30

back clear selection continue

your seats	S27, S26, S25
total cost	Total Cost Before Booking Fee: £84

selection	Seat Status: Free Row: S Seat: 28 Ticket Price: £28.00
attributes	

your selection not available £36.00 £28.00 £22.00

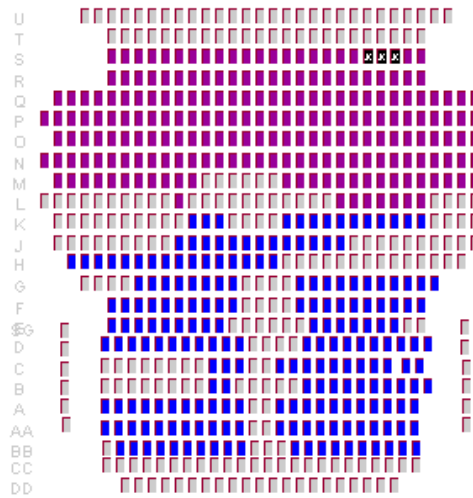
please select an area

2nd CIRCLE

1st CIRCLE

STALLS

Magnification



Merchandising

Do you want to?

- ✓ Increase your revenue through online merchandising sales?
- ✓ Sell a range of venue or show merchandise to your online customers?
- ✓ Automatically calculate postage and packaging based on where the recipient lives and the number of items purchased?
- ✓ Control the merchandise stock counts via your back office ticketing?

Merchandising allows your customers to...

- Select a range of merchandise to complement your current exhibitions.
- Add merchandise to their online shopping basket.
- Perform a single card transaction for all mixed purchases.

Example Merchandising page:

The screenshot shows the Barbican Art Gallery Shop interface. At the top left is the 'barbican' logo. The main header reads 'barbican artgallery/shop'. Below the header is a progress bar with five steps: 'welcome', 'items' (highlighted), 'seating', 'pay', and 'confirmation'. The main content area features a paragraph about the shop's merchandise, followed by a bold notice: 'For overseas postage, please contact 020 7382 7006.' Below this is a product listing for 'Christian Marclay Catalogue' with its ISBN (3882439319) and price (£24.00). A red 'Add to basket and continue' button is at the bottom. On the right, a vertical sidebar contains a 'Secure Shopping' label and a list of user links: 'my booking', 'members login', 'my details', 'help', 'security', 'privacy', 'FAQs', and 'access info'.

Donations

Do you want to?

- ✓ Increase your revenue through online donations?
- ✓ Increase donation revenues by 28% through online gift aid declaration?

Donations allows your customers to...

- Donate amounts from specified online check boxes or enter the specific amount they wish to donate.
- If you are a registered charity then the customer can choose the government gift aid declaration check box.
- Make donations at any stage during their on line journey. If they prefer to make their donation by post, they can download and print the forms.

Example Donations page:

The screenshot shows the Tate Online website interface. At the top, there is a navigation bar with the Tate logo and links for 'home', 'support us', 'feedback', and 'shop online'. Below this, the main content area is titled 'Donate to Tate Online'. It includes a paragraph explaining that donations support various aspects of Tate's work. A form allows users to specify their donation amount, with radio buttons for £10, £25, £50, £100, and an 'Other' option with a text input field. A 'Gift Aid' section follows, featuring a checkbox for users to reclaim tax on their donations. A sidebar on the right contains a list of links: Tickets, Members, Donations, About Online Tickets, Tate Collections, Tate Britain, Tate Modern, Tate Liverpool, Tate St Ives, and Tate Connections.

Gift Tickets and ecards

Do you want to?

- ✓ Increase your revenue through customers buying gift tickets online?

Gift tickets and ecards allows your customers to...

- Purchase gift tickets for their family and friends.
- Add a special personalised message to the gift tickets.
- Add an artistic ecard to the gift tickets.
- The customer decides whether the recipient receives an email about the gift tickets or whether they receive them as a surprise in the post.
- The customer decides whether to have the gift tickets posted to the recipient or whether the recipient collects them from the Box Office.

Example Gift Tickets page:

Available Times and Dates

Contact Us | Privacy | Security | Delivery | Terms | Fees | Membership | Gift Tickets

Please note that if you are booking exhibition tickets for our London galleries, Tate operates a timed entry policy for its London exhibitions. You have half an hour from the time you choose to enter the exhibition, and once you have entered, you may stay as long as you wish. There is no re-admission. For Tate Liverpool and Tate St Ives exhibitions, you may enter at the time of your choice. For all other events, admission times are as advertised.

Frida Kahlo Exhibition

Please select your preferred admission time or click the **Send as Gift** button to purchase a gift ticket. Please note that Members free exhibition tickets cannot be sent as Gift Tickets.

Tickets may be purchased for any event or exhibition until 24 hours before your visit. If you have not booked by that time, you will need to purchase your tickets in the gallery as Internet and phone bookings cannot be made on the same day as your visit.

	10:00	10:30	11:00	11:30	12:00	12:30	13:00	13:30	14:00
09 Jun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10 Jun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11 Jun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12 Jun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13 Jun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14 Jun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Send as Gift](#) [Member Login](#) [Continue >>](#)

[click here to send this as a gift](#)

- Tickets
- Members
- Donations
- About Online Tickets
- Tate Collections
- Tate Britain
- Tate Modern
- Tate Liverpool
- Tate St Ives
- Tate Connections

BECOME A MEMBER

Members enjoy unlimited free entry to exhibitions

Join now - start your membership today!

Example ecard page:

Free Tate E-cards

PREVIEW



Change this card
Beach at Dusk, St Ives Harbour
by **William Evelyn Osborn**

Edit your message

From: tania@kbgrouk.com
To: tania@kbgrouk.com

Message:
Hi Tania
I really appreciate all your help. I thought you might like to see this wonderful exhibition at Tate.

[Tickets](#)

[Members](#)

[Donations](#)

[About Online Tickets](#)

[Tate Collections](#)

[Tate Britain](#)

[Tate Modern](#)

[Tate Liverpool](#)

[Tate St Ives](#)

[Tate Connections](#)

PDF Tickets emailed to Customers

Do you want to?

- ✓ Reduce your overall per ticket cost?
- ✓ Reduce printer maintenance costs?
- ✓ Reduce ticket stock and postage costs?
- ✓ Reduce Box Office staff time for sending tickets?
- ✓ Reduce Box Office staff time in dealing with lost tickets?
- ✓ Send PDF tickets from your back office applications?

Emailing PDF Tickets allows your customers to...

- Choose to have their tickets emailed to them as a PDF ticket.
- Print/reprint their own ticket.
- Have the convenience and security of immediate delivery.

Example PDF Tickets:

1.  **BARBICAN THEATRE**
BITE:04 presents
THE BLACK RIDER
The Casting of the Magic Bullets
Tuesday 8 June 2004 7:45 pm
Seat: E2 booking ref: 4180634 

2.  **BARBICAN HALL**
Barbican Music presents
Misia + Stelios Vamvakaris
Sat 5 Jun 04 5.30pm
Seat: F18 booking ref: 5500201 

Admission Control

Do you want to?

- ✓ Implement an admission control system that records date and time of entry and the admitting usher to your venue or exhibition?
- ✓ Implement crowd control for busy general admission events?
- ✓ Reduce any charge back fraud through the bar code admission control system?
- ✓ Optionally use wireless bar code scanners for all venue entry including PDF tickets emailed to customers?
- ✓ Measure “no shows” for events?

Admission control allows you to...

- Automate and record all venue entry by date, time, usher and door.
- Mitigate the risk of any charge back fraud.
- Ensure electronic tickets are not reused.

Postcode Lookup for Customer Address

Do you want to?

- ✓ Have better quality consistent customer address data?
- ✓ Have a quick method for the customer to enter their address?
- ✓ Keep Royal Mail data accurate with quarterly updates?

Postcode lookup allows your online customer to...

- Quickly fill out their address details simply by entering their postcode

Example Postcode lookup page:

barbican

welcome items seating **pay** confirmation

Postcode lookup

Postcode House Number (optional)

Enter your postcode and your house number (optional) and click the Postcode Search button to see a list of matching addresses.

Postcode Search

Here are the addresses for E1 1LQ:

- E1 1LQ 73 Back Church Lane, LONDON
- E1 1LQ 75 Back Church Lane, LONDON
- E1 1LQ 77 Back Church Lane, LONDON**
- E1 1LQ 79 Back Church Lane, LONDON
- E1 1LQ 81 Back Church Lane, LONDON
- E1 1LQ 83 Back Church Lane, LONDON

Double click your address or select the correct address and click Continue to update your address information on the registration page.

Continue

secure booking

- my booking
- members login
- my details
- help
- security
- privacy
- FAQs
- access info

Ticket Collection Kiosks

Do you want to?

- ✓ Decrease Box Office staff time in printing out COBO's?
- ✓ Decrease Box Office staff time in handing out COBO's, especially for busy events with long queues?
- ✓ Encourage customers to book in advance and avoid queuing?
- ✓ Offer an efficient ticket collection experience for your customers?
- ✓ Reduce postage costs?

Ticket Collection Kiosks allow your customers to...

- Save time and avoid queuing at the Box Office ticket collection area.
- Collect their tickets by swiping the credit card that they purchased the tickets with at the kiosk(s).

Example Ticket Collection Kiosk page:

ROYAL ACADEMY OF ARTS

 **Welcome to Royal Academy of Arts Internet Ticketing Kiosk**

Please enter your credit card which you purchased tickets with. This will enable us to locate your tickets and print them.

Proof of eligibility for a concession will be checked prior to entering the venue.

If you have any problems please contact the main Reception.

Thank you for using the Royal Academy of Arts Kiosk.



Email Subscription Management

Do you want to?

- ✓ Reduce your advertising costs by promoting events via email?
- ✓ Promote your venue, events and website through email campaigns?
- ✓ Classify customer's interests for email marketing?
- ✓ Comply with customer data protection legislation?
- ✓ Use customer's interests to perform email campaigns using [KB Email Suite](#) or your own email management software?
- ✓ Use the KB Email Suite at no cost per email fee unlike all other products in the market?

Email Subscription Management allows your customers to...

- Indicate what they are interested in subscribing to.
- Indicate whether they want to subscribe via email or via post.
- Unsubscribe to subscriptions they are no longer interested in.

Example Email Subscription Management page:

.....

Please contact me with information on future events presented by the Barbican or the event's producer.* Yes
 No

Please contact me with information from other organisations, approved by the Barbican, or the event's producer which may be of interest to me.* Yes
 No

Please tick the arts events that you are interested in:

- Art exhibitions
- BITE (theatre, dance, music)
- Classical music
- Contemporary music
- Cinema

Forward to a Friend Viral Marketing

Do you want to?

- ✓ Extend your reach for event promotion to new customers?
- ✓ Allow your customers to easily let their friends and family know which events they are attending and drive sales through recommendations?
- ✓ Collect email addresses via the forward to a friend functionality for your email marketing campaign?
- ✓ Use the customer's friend's interest to market tickets?

Forward to a Friend Marketing allows your customers to...

- Forward to their friends what they may be interested in subscribing to
- Forward to their friends which events they are attending

Example Forward to a Friend page:

Sadler's Wells

forward to a friend

To forward this email to a friend, complete the form below. You can also include a short personal message.

Friend's Email Address

From Email

Personal Message

[home](#) | [what's on](#) | [booking](#) | [supporting us](#) | [your visit](#) | [shop](#) | [about us](#) | [contacts](#) | [feedback](#) | [privacy](#)

Customer Recommendations

Do you want to?

- ✓ Target customers' specific interests and sustain loyalty?
- ✓ Increase customer visits through tailored recommendations?
- ✓ Increase your revenue through more ticket sales?
- ✓ Use the customers' interests to market more tickets?

Customer Recommendations allows your customers to...

- Have tickets recommended to them based on what they are interested in subscribing to.
- Have confidence in the recommendations so that they can purchase events that they would not normally attend.
- Get more value from their interest in your venue.

Restaurant Bookings and Management

Do you want to?

- ✓ Increase your revenue by offering your customers a pre-booking service for restaurants or cafes at your venue?
- ✓ Enhance your customers experience at your venue by offering pre theatre bookings at restaurants or cafes in the surrounding streets?
- ✓ Build up relationships with restaurants/cafes surrounding your venue?

External Venue Bookings allows your customers to...

- Enhance their overall experience of your event.
- Enjoy the services of restaurants and café's at or near your venue.
- View the menu online for the restaurants and café's.
- Pre book their table, their food and their drinks online.

Example Restaurant Booking and Management page:

Sadler's Wells

1 Welcome 2 Select show **3 Choose seat** 4 Pay 5 Confirmation

shopping basket

You have requested: **2 seats**

Restaurant Booking
Winter/Spring 2004-5
at Restaurant

on Saturday 09 April 2005 at 18:00

Please select from the following options available:

<input checked="" type="radio"/>	2 Course Meal	£14.75 each
<input type="radio"/>	3 Course Meal	£17.50 each

Once you have received the email confirmation of your booking, you will be asked to select your food in advance. This can be done by completing our online order form, or alternatively you can telephone 020 7863 8263 (Mon - Fri 9am - 5pm), quoting your booking reference number - as stated in your email confirmation. [View menu](#) Please ensure that you advise the restaurant of your choices by 4pm on the day before you wish to dine, or by 4pm on the Friday before if you wish to dine at the weekend.

Discounts

Do you want to?

- ✓ Increase your revenue through more ticket sales by having discounts?
- ✓ Offer tickets at discounted rates for specific groups of customers such as members, senior citizens, students and the unwaged?
- ✓ Restrict discount availability via the Box Office?

Discounts allows your customers to...

- Benefit from discounted events that they would not otherwise attend.

Example Discounts page:

The screenshot shows the 'Available Seats' page on the NFT Box Office website. The page is for the film 'A PLACE IN THE SUN' at NFT2, showing 2 requested seats for Friday 11 November 2005 at 18:15. A list of ticket categories and their prices is displayed, each with a dropdown menu set to '0'. The categories and prices are: Adult (£7.90), MEMBERSHIP FREE VOUCHER (£1.00), Registered Disabled New (£5.00), Unwaged New (£5.00), SENIOR CITIZEN (£5.00), STUDENT (£5.00), NON-MEMBER (£7.90), NON-MEMBER CONCESSION (£6.00), MANAGEMENT (£1.00), STAFF (£1.00), SPECIAL EVENTS (£1.00), PRESS (£1.00), and SPONSORSHIP (£1.00). The page also features the British Film Institute logo, a 'home' button, and contact information for the NFT Box Office (020 7928 3232).

films now showing

Available Seats

You have requested: 2 seats

A PLACE IN THE SUN
at NFT2

on Friday 11 November 2005 at 18:15

[View the plan of the cinema](#)

When booking a concessionary ticket, please note that you may need to show your proof of concession to staff at the Box Office when you collect your tickets or to the usher when you enter the auditorium.

<input type="text" value="0"/> Adult	£7.90 each
<input type="text" value="0"/> MEMBERSHIP FREE VOUCHER	£1.00 each
<input type="text" value="0"/> Registered Disabled New	£5.00 each
<input type="text" value="0"/> Unwaged New	£5.00 each
<input type="text" value="0"/> SENIOR CITIZEN	£5.00 each
<input type="text" value="0"/> STUDENT	£5.00 each
<input type="text" value="0"/> NON-MEMBER	£7.90 each
<input type="text" value="0"/> NON-MEMBER CONCESSION	£6.00 each
<input type="text" value="0"/> MANAGEMENT	£1.00 each
<input type="text" value="0"/> STAFF	£1.00 each
<input type="text" value="0"/> SPECIAL EVENTS	£1.00 each
<input type="text" value="0"/> PRESS	£1.00 each
<input type="text" value="0"/> SPONSORSHIP	£1.00 each

Change Next

Free Tickets

Do you want to?

- ✓ Offer free tickets to special customer groups, such as members?
- ✓ Encourage membership schemes with periodic subscriptions?
- ✓ Promote events through special offers and promotions?
- ✓ Encourage pre-booking to assist with admission management for free events.

Free Tickets allows your customers to...

- Redeem benefits from their membership subscriptions.
- Pre-book for popular events in advance.
- Learn about membership and other subscription offers.

Example Free Tickets page:

home | support us | feedback | shop online

Ticket Prices

Contact Us | Privacy | Security | Delivery | Terms | Fees | Membership | Gift Tickets

Frida Kahlo Exhibition

at Exhibitions at Tate Modern
on 09 June 2005 at 10:00

Microsoft Internet Explorer

Free members tickets are only available to Tate Members. If you are a Tate Member then please login to book your free tickets. If you are not a Tate Member and would like to become one please click the link on the right of this page. Please note Members free tickets cannot be sent as gifts.

OK

<input type="checkbox"/>	Adult	at £10.00 each
<input type="checkbox"/>	*Child	at £8.00 each
<input type="checkbox"/>	Senior Citizen	at £8.00 each
<input type="checkbox"/>	Student	at £8.00 each
<input type="checkbox"/>	Job Seeker	at £8.00 each
<input type="checkbox"/>	Registered Disabled	at £8.00 each
<input type="checkbox"/>	NADFAS	at £8.00 each
<input type="checkbox"/>	Member	at £0.00 each

BECOME A MEMBER

Members enjoy unlimited free entry to exhibitions

Join now - start your membership today!

Continue >>

Priority Booking

Do you want to?

- ✓ Promote benefactor schemes whereby authorised customers can obtain access to inventory prior to general public sales opening?
- ✓ Reduce Box Office staff's time during very popular events?
- ✓ Allow certain groups of customers to use the priority booking period to buy tickets before they go on general sale?

Priority Booking allows your authorised customers to...

- Obtain access to restricted or limited inventory.
- Feel extra special due to their pre-booking advantage.
- Enter a priority booker login ID that is used to access performances on the site not on general sale.
- Priority book both subscriptions and single bookings.

Example Priority Booking page:

[Online Booking](#) [Help](#) [Security](#) [Privacy](#) [Disabled People](#) [Ticket Despatch](#) [Membership](#) [Donations](#)

Priority Booking Request

Please type in your ticket requirements on this form. When you have checked your request click on **Continue** below and it will be sent by secure email to Hub Tickets for processing. You will receive an email to confirm that your form has been received and your request is being dealt with. As demand for some events is high, please give alternative dates and prices wherever possible.

Venue	Title of Performance	Date	2nd Choice Date	Time	Seat Location	2nd Choice Seat Location	Number of Seats	Price	2nd Choice Price

Please send Lothian Buses weekly bus pass @ £12 each (no of passes)

Please send Festival Gift Vouchers to the value of £ (£5, £10, £20 & £50 denominations)

Handling charge for postal booking £0.50

I would like to support the Festival with my donation of £

The maximum I am prepared to pay £

Please debit the card details as specified below:
(note that **x** denotes a mandatory field)

Card number x

Card Type

Issue number
(for Switch only)

Name on card x

Start date
(if on card)

Expiry date x

To submit your priority booking request please click on **Continue**. You will be sent a confirmation of your request by email. Click the **Print** button to print a copy of this form for your own records.

Host Multi-brand Online Booking

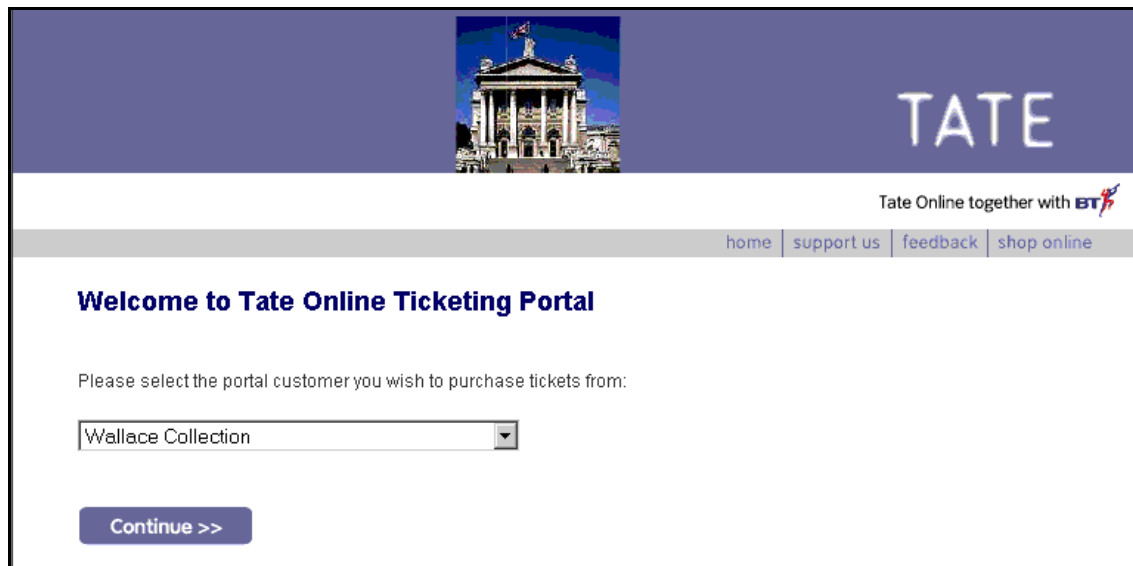
Do you want to?

- ✓ Increase your revenue by booking fee, portal fee or other approaches by selling tickets on behalf for external organisations that don't have an online booking system?
- ✓ Have an unlimited amount of multi-branded online booking sites? The external venue/events ticket data is captured in your back office ticketing system with the online booking branded as the external venue.

Multi-brand online booking allows external organisations...

- To benefit from an online ticketing web site portal hosted by you. This means they don't have to outlay the upfront costs for hardware, software or have Back Office ticketing expertise and skills or online ticketing expertise or skills.

Example hosting of Wallace Collection by Tate:



The screenshot shows the Tate Online Ticketing Portal. At the top, there is a header with a photograph of a classical building (the Wallace Collection) on the left and the word "TATE" in large white letters on a dark blue background on the right. Below the header, there is a navigation bar with links for "home", "support us", "feedback", and "shop online". The main content area is titled "Welcome to Tate Online Ticketing Portal" and contains the text "Please select the portal customer you wish to purchase tickets from:". Below this text is a dropdown menu with "Wallace Collection" selected. At the bottom of the form is a blue button labeled "Continue >>".

Example hosted Wallace Collection main page:

THE WALLACE COLLECTION

BOUCHER

Seductive Visions
30 September 2004 ~ 17 April 2005

Welcome to The Wallace Collection Tickets Online

[Contact Us](#) | [Privacy](#) | [Security](#) | [Delivery](#) | [Terms](#) | [Fees](#) | [Customer Number](#) | [Gift Tickets](#)

To order your tickets for our exhibition and other events simply fill in the details requested on each screen.
Please note you can book for exhibitions up until 24 hours before your visit.

If you book fewer than seven working days in advance your tickets will be waiting for you at the Ticket Desk on the first floor. Tickets booked seven or more working days in advance will be posted to you - unless you instruct us otherwise - in which case you should collect them from the Ticket Desk on the first floor.

You can also purchase Gift Tickets for your friends and family. [Click here](#) for details.

For Group Bookings please telephone 020 7887 8998.
Please note group bookings must be made at least 3 weeks in advance of the intended visit date.

Art Angel hosted by Sadler's Wells AngelTix main page:

ONLINE BOOKING

Artangel

select show ■ Welcome to online booking for **Art Angel** with Angeltix.com where you may book up to 10 tickets. Please make your selection from the options below, filling in all the fields you require. Thank you.

Select Show
Any ▾

Number of Tickets required
2 ▾

For Shows on

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Between and including 8 ▾ April ▾ 2005 ▾
and 8 ▾ April ▾ 2006 ▾

[next](#)

Promotional Codes for Discounts

Do you want to?

- ✓ Increase revenue by promoting specific events with special offers?
- ✓ Measure the effectiveness of price driven sales campaigns?
- ✓ Restrict the number of promotional codes available?

Promotional Codes allows your customers to...

- Enter a promotional code in order to receive a discount.

Example Promotional Codes for Discounts page:

Birmingham Hippodrome BOOKING & INFORMATION 0870 730 1234 BOOK ON-LINE

FRIDAY 8 APRIL 2005

Join the Support & Save £32's

Select your preferred pricing

Fame
Hippodrome - Main Auditorium
18 April 2005 at 19:30

<input type="checkbox"/>	Standard Price I.D. required to be shown with ticket for admission	£30.90 each
<input type="checkbox"/>	Child Price I.D. required to be shown with ticket for admission	£27.81 each
<input type="checkbox"/>	Over 60 Price I.D. required to be shown with ticket for admission	£27.81 each
<input type="checkbox"/>	Jobseekers Price I.D. required to be shown with ticket for admission	£27.81 each
<input type="checkbox"/>	Student Price I.D. required to be shown with ticket for admission	£27.81 each
<input type="checkbox"/>	Passport to Leisure I.D. required to be shown with ticket for admission	£27.81 each
<input type="checkbox"/>	Circle Members Price Circle Card number <input type="text"/> To purchase using your Circle Card you must enter your Circle Card number in the box above, and remember to bring your Circle Card, and show it with your ticket for admission.	£25.75 each

Concessions are available for Over 60, Students, and Circle Members for the majority of shows/events. Prices are inclusive of the booking fee.

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Payment Failure Detection

Do you want to?

- ✓ Reduce calls to the Box Office from online customers that have experienced a payment failure and are uncertain what to do?
- ✓ Automatically resubmit failed payments?
- ✓ Offer a facility for multiple payment attempts, for example when a customers card has been declined.
- ✓ Reduce lost sales through initial card payment failure.

Payment Failure Detection allows your customers to...

- Be assured that their failed payment was resubmitted and that they are definitely going to your event.
- Feel more confident about the robust security associated with your online payment facilities.

Flexible Booking Fees

Do you want to?

- ✓ Maximise revenue by having competitive and flexible booking fees?
- ✓ Have different booking fees by venue or by show either on a per ticket or per transaction basis?
- ✓ Have the ability to waive the booking fee for certain payment card types (eg through a sponsorship agreement) or ticket despatch mechanisms?

Flexible Booking Fees allows your customers to...

- Base their ticket purchase on flexible booking fees.
- Feel they are getting excellent value from their event spend.

Example Flexible Booking Fees page:

The screenshot displays a website interface for the RA (Royal Academy of Arts). The top navigation bar includes links for Programme, Artists, Support, Collections, and Information. A 'SHOP' button is located on the right. The main content area is titled 'Confirm Booking' and provides instructions: 'If this information is correct click Proceed. If you would like to add another exhibition to this booking click Add More.' and 'You can delete unwanted tickets by clicking Remove. If you would like to cancel this entire booking click Cancel.'

Turks
12 April 2005 at 10:00

1 Adult allocated
Full Price at £11.00
Booking Fee: £1.00

Total £12.00

Buttons: Proceed, Add More, Remove, Cancel

Competitions



Do you want to?

- ✓ Increase revenue by having competitions for your customers?
- ✓ Collect names and emails from the competitions for email marketing?

Competition offers allow your customer to...

- Enter exciting competitions to win tickets.

Example Online Competition page:



WIN A TRIP TO SYDNEY

IN JANUARY 2005

AND ATTEND THE PRESTIGIOUS OPENING NIGHT PERFORMANCE OF 'BLACK RIDER' AND THE OPENING NIGHT PARTY FOR THE ENTIRE SYDNEY FESTIVAL.
Courtesy of American Express

The prize winner will receive:

- a ten day holiday for two including flights and accommodation in Sydney
- 2 tickets to the opening night of 'Black Rider' on the 8th of January 2005
- 2 exclusive passes to the official opening night party for the entire Sydney festival attended by the casts from all the shows on the 8th of January 2005.

This once in a lifetime opportunity is a must for any arts fan. You will enjoy this premier cultural event in Sydney and its festivities. With thanks to American Express and the Barbican Centre's friends in Sydney, the lucky winner will have a true money can't buy holiday Down Under.



To enter, fill in your details below:

Enter your email address

I accept the [Terms and Conditions](#)

[Click here to enter >>](#)

You will also be invited to register for the American Express Barbican Card. This card entitles you to great savings on arts events at London's very own world-class arts venue- the Barbican Centre. This is a FREE arts discount card, which is sponsored by American Express (and is not a financial, credit or debit card of any kind).



View Current and Historic Bookings

Do you want to?

- ✓ Reduce Box Office staff time responding to booking queries?
- ✓ Provide your customers with a simple mechanism to see the events they have purchased tickets for?

Viewing Bookings allows your customers to...

- See on one page all of their current and historic bookings.
- Be certain that they have successfully completed bookings.
- Manage their social life.
- Forward booking details to friends and family.

Example View Current and Historic Bookings page:



The screenshot shows the Royal Academy of Arts (RA) website interface. The top navigation bar includes links for Programme, Artists, Support, Collections, and Information. The Information link is highlighted, with sub-links for About the RA, About this Site, Visit, and Press Office. A circular 'SHOP' button is also visible. The main content area is titled 'Existing Bookings' and contains a table of current bookings. Below the table, there is a note about contacting the Box Office for queries and a 'Proceed' button.

Booking Reference	Exhibition	Date & Time	Ticket Details	Card Number
10911	TURKS	26 January 2005 at 11:00	1 Full Price Adult tickets at £12.00	XXXXXXXXXXXX783
10911	TURKS	26 January 2005 at 11:00	1 Full Price Senior (60 Years +) tickets at £10.00	XXXXXXXXXXXX783

If you have any queries regarding these bookings please [email us](#) with your question(s) and, if possible, your Royal Academy of Arts customer number or booking reference.

[Proceed](#)

Cryptography for Secure Email

Do you want to?

- ✓ Use email certificates so that you can send and receive secure emails?
- ✓ Receive sensitive information from your online presence that no one else can see.
- ✓ Digitally sign and/or encrypt your emails either from your desktop mail client (eg Outlook) or from your web server.

Cryptography for secure email allows your customers to...

- Be sure that any information that they send to you is kept secure and cannot be interfered with by any 3rd parties.

Note that the secure cryptography component is not used for securing the online booking transaction. All online booking transactions use industry standard 128 bit strength SSL (Secure Sockets Layer) technology.

The secure cryptography component is useful if you wish to send and receive digitally signed and encrypted information outside the scope of a normal web booking transaction. For more information on free email certificates see www.thawte.com.

Website Management Tools

Do you want to?

- ✓ Have a high performance web site during specific high demand events?
- ✓ Control the number of online users at any one time in order that other business processes (eg Back Office ticketing system) are not affected by performance problems associated with concurrent utilisation?
- ✓ Control when the online booking engine is not available?
- ✓ Configure messages associated with offline times (eg scheduled database maintenance tasks).

Website Management Tools allow you to...

- Finely balance the number of concurrent online users to match your hardware and network performance capabilities. This ensures that customers purchasing tickets using your online booking solution get prompt responses to their enquiries regarding availability.
- Control access to different aspects of your website eg membership, merchandising, ticketing with user configurable and meaningful messages to advise customers of any scheduled downtime.