



Introduction to Super Simple Box Office for Event Managers

'Super Simple Box Office' is Eventotron's built-in Box Office system. If your festival is using Super Simple Box Office then you will be able to see your ticket sales within Eventotron, issue your own comps (free tickets), reservations and press tickets. You will also be able to stop sales and use the Eventotron door tool to check-in your audience.

This guide will help you get the most out of Super Simple Box Office for your event.

How to see your ticket sales

Go into your event in Eventotron and make sure you are looking at the relevant festival tab. Choose one of the venues you are performing in - where it says 'Dates, Times and Prices' - and you will see your performances, including a summary of any tickets sold or reserved and the income from those sales.

The screenshot shows the Eventotron interface for the 'DUNEDIN FRINGE 2021' event. The main content area displays a table of performances under the heading 'VENUE INFO'. The table has columns for Date, Time, Length, Price, and Concessions. The 'Thu 25th Mar' row is circled in red, highlighting its ticket sales data.

Date	Time	Length	Price	Concessions:
Wed 24th Mar	6:00 pm	60 mins	\$20.00	\$15.00
Additional Concessions Fringe Benefits!				Tickets Sold: 8 Tickets Held: 9 Income: \$158 Available: 83 / 80 MORE...
Thu 25th Mar	6:00 pm	60 mins	\$20.00	\$15.00
Additional Concessions Fixed Price Special Fringe Benefits!				Tickets Sold: 10 Comps: 2 Tickets Held: 7 Income: \$195 Available: 11 / 80 MORE...
Fri 26th Mar	4:00 pm	60 mins	\$20.00	\$15.00
Additional Concessions Fixed Price Special Fringe Benefits!				Tickets Sold: 3 Tickets Held: 5 Income: \$60 Available: 71 / 80 MORE...
Sat 27th Mar	4:00 pm	60 mins	\$20.00	\$15.00
Additional Concessions Fixed Price Special Fringe Benefits!				Tickets Sold: 6 Tickets Held: 5 Income: \$120 Available: 69 / 80 MORE...

TOTAL SALES: \$533.00

At the bottom right of the interface, there is an 'EVEN' logo and a 'Help' button.

Scroll down to the bottom of the page and you'll see the total ticket income for all performances of your show at that venue. Please note your festival may make further deductions from this total before they pay out.

For more detail on the types of tickets you have sold, just click on the "More..." button. This will show you the individual tickets sold (full price, concession, special offer etc.). It will also give details on any holds against that performance (more information on that later) and show any reservations or complimentary tickets that have been issued.

Depending on your festival's policies, the regulations in your region, and the individual customer's opt-in you may be able to see your audience members' name and contact details but, in most cases, you will just see a ticket reference number.

Complimentary tickets (comps) and reservations

Most tickets will be sold by your festival to paying audience members. However there may be times when you, your venue or the festival organisers want to reserve or give tickets to specific people. Examples include:

- Members of the press
- Competition Judges
- Sponsors
- Carers
- Friends and family

Your festival will have its own policies on how many tickets can be given away free and will often try to discourage the practise. This is good - their goal, and yours, is to ensure the right people see your show and that your ticket income is maximised.

The festival will set up 'holds' in line with their policies.

What is a hold? A hold is a number of tickets for a performance that are set aside by the festival for a specific purpose. This is usually so they can be issued to VIPs like members of the press or sponsors. There are other uses for a hold – for instance an event may have a reduced capacity due to its staging or audience capacities might need to be adjusted due to COVID alert levels.

Holds will normally be 'released' at a set time before the performance begins. For example, the festival may have set four tickets aside for members of the press. If these tickets have not been allocated 24 hours prior to the performance, those tickets will be released back into the general pool and members of the public will be able to buy them.

Super Simple Box Office allows a festival to specify who is allowed to issue tickets from a particular hold – Event Managers, Venue Owners and/or Festival Administrators.

Issuing comps and Reservations

If the festival permits it, you will be able to issue your own comps and reservations. To do so, click on the 'More' button for a performance and then the 'Add comp or reservation' button.

If there is a hold on your event *that you have access to* then you will see the following screen:

Ticket Type

This is the hold from which you are issuing the ticket.

The screenshot shows a form for issuing complimentary tickets. The form fields are: Ticket Type (with 'Test' entered), Number of Tickets (with '1' entered), Payment (with 'Complimentary' selected), Name, Email address, Phone Number, Organisation, and Notes. A 'Save' button is at the bottom left and a 'Close' button is at the bottom right.

Number of Tickets

How many tickets are you allotting to this audience member? As a general rule, keep this at 1. However, sometimes it's nice to allow a member of the press to bring a plus one, for example.

Payment

Specify whether this is a free ticket or if the ticket holder should be asked for payment at the venue before being admitted.

Audience member contact details

Put in as much information as possible. If you enter an email address, we will send the ticket(s) directly to the audience member. If no email address is provided, **it is your responsibility to contact the audience member directly**. Please note that you **cannot** add or change the audience member's email address after the ticket had been saved.

Notes

You may want to include some extra detail about this audience member and/or why you have issued the ticket. Notes are for the benefit of venue and festival managers – they will not be shown to the ticket holder.

The Eventotron Door Tool

In many cases, your venue will take care of stopping your ticket sales and admitting your audience. However, in some situations, event managers will need to take responsibility. The Eventotron Door Tool can help you with this.

Access the door tool by clicking 'More' on a performance and hitting the 'Door Tool' button.

Stopping Sales

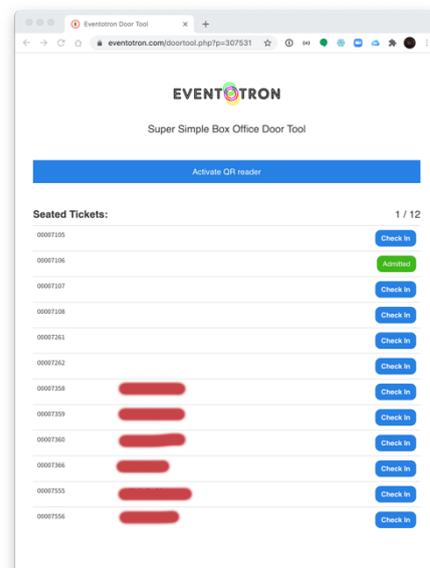
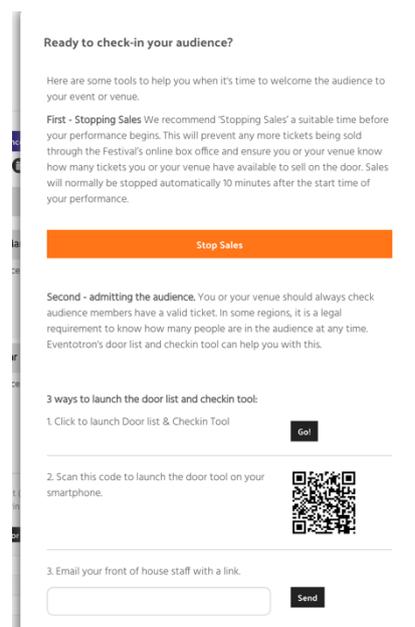
We recommend 'Stopping Sales' a suitable time before your performance begins. This will prevent any more tickets being sold through the Festival's online box office and ensure you or your venue know how many tickets are available to sell on the door. Sales will normally be stopped automatically 10 minutes after the start time of your performance.

The Door List

Get a list of ticket buyers so you can tick them off manually or electronically as they arrive. You can launch the list directly by clicking the 'Go' button or point a smart phone's camera at the screen to launch it on your device. You can also enter an email address to send the list to. This can be helpful if you have front of house staff who will be admitting the audience.

Once you have launched the door list on your preferred device and agreed to your festival's privacy policy then you have a number of ways to admit the audience.

1. **Old school.** Just print the list and tick people off with a pen as they show you their ticket or give their name or ticket number.
2. **Click or tap them in.** You can click or tap on the 'Check In' button as the audience arrives.



3. **QR Scanner.** If you are using a reasonably modern smartphone or tablet, you can tap the 'Activate QR Reader' button and then admit audience members just by pointing the device's camera at their printed tickets or phone screens. If the phone camera detects a ticket then it will pop up a window with the audience member's details and you can then tap to admit them and move onto the next attendee.

If you use method 2 or 3 everyone who attended will be marked with a green tick in the performance list in Eventotron. So, for example, you will know that a particular member of the press actually turned up and be able to chase them for a review.

Important: We have tested the QR reader using Safari on iOS and Chrome on Android. Other platforms or browsers may not function as expected.

Thank You

Thanks for reading this guide and for using Super Simple Box Office.

For technical questions or to let us know how you got in, please contact info@eventotron.com

For questions about holds, privacy policies and ticketing, please contact your festival manager directly.

Have a great festival!



www.eventotron.com