



Etix Live Schedule of Events

February 12-14, 2019

Holiday Inn Orlando-Disney Springs Area

hello.etix.com | @EtixLive | #EtixLive

All class topics and times are subject to change.



Management Track



Box Office Track



Marketing Track

CONCURRENT ADD-ON CLASSES

THE BARE NECESSITIES OF ETIX

Tuesday, February 12, 2019

Note: These are optional beginner classes. Please make sure you have registered for Etix Live as well.

Zero to Hero: All Systems Go

(9:30 am - 10:30 am)

Track: Box Office

Room: Everglades

Instructors: Leah Finch

Description: Whether you're new to Etix or looking to know who to contact when, this class is for you. Review our Etix Dictionary and gain familiarity with the resources Etix University has made available to you!

Do You Want to Build a Snowman Performance

(10:45 am - 11:45 am)

Track: Box Office

Room: Everglades

Instructors: Leah Finch & Jenny Johnsen

Description: From inserting imperative performance details to setting sales schedules, and inputting pricing, we're covering the basics and specifics to equip you and your staff with the knowledge to build and review your performances.

Dig a Little Deeper: Financial Reporting 101

(12:00 pm - 1:00 pm)

Track: Box Office

Room: Everglades

Instructors: Mandi Grimm

Description: Lay the groundwork for understanding reports by covering fundamentals such as report levels, receipt versus revenue reports and which reports should be run to complement each other.



LET'S GET TOGETHER: PACKAGE BOOT CAMP

Tuesday, February 12, 2019

Note: These are optional advanced classes. Please make sure you have registered for Etix Live as well.

The Start of Something New: Creating Packages

(9:00 am - 9:45 am)

Track: Box Office

Room: Royal

Instructors: Mandi Grimm & Alyssa Newell

Description: Are you familiar with the different types of packages within the Etix System? From creating full season, flex and flex with group packages to setting up prices, we're covering the necessities to ensure you and your staff hit the ground running.

Almost There: Managing Packages

(10:00 am - 10:45 am)

Track: Box Office

Room: Royal

Instructors: Mandi Grimm & Alyssa Newell

Description: Having a package built is only the first step in your Season Ticket Campaign! This class will take your package expertise to the next level. Here we will cover how to edit package details, distribute the price of your package and more!

Renewals + Account Manager

(11:00 am - 12:00 pm)

Track: Box Office

Room: Royal

Instructors: Alyssa Newell & Krister Larsson

Description: "Heigh Ho, Heigh Ho, It's off to Work We Go" with Account Manager, our often-unused subscription management tool. Take time to learn how to set up Account Manager for your patrons and gain confidence navigating all features that accompany this subscription management tool. Also, learn how to generate renewals by rolling over orders from one year to the next.

I See the Light: Package Reporting

(12:15 pm - 12:45 pm)

Track: Box Office

Room: Royal

Instructors: Alyssa Newell & Jenny Johnsen

Description: Your season ticket holders are a large source of revenue and package reporting will allow you to access this important data. We will discuss package reports in depth and how to interpret the information they provide.



Look at this Stuff, Isn't it Neat?: Etix Equipment Expo and Learning Lab

(12:00 pm - 2:30 pm)

Track: Box Office

Room: Sable

Instructors: Krister Larsson, Kevin Brosseau & Leah Finch

Description: View some of our new “gadgets and gizmos a plenty” in the Etix Equipment Expo. Are you “Ready to know what the people know, ask ‘em your questions and get some answers?” Make sure to set a time to cover your venue specific questions in our Learning Lab.

REGULAR PROGRAMMING

Tuesday, February 12, 2019

Check In

(2:00 pm - 2:15 pm)

Welcome

(2:15 pm - 2:30 pm)

CONCURRENT TRACK CLASSES

It's Our House Now: Venue Management

(2:30 pm - 4:00 pm)

Track: Box Office

Room: Everglades

Instructors: Leah Finch & Jenny Johnsen

Description: The Venue Details page has both often overlooked but very important details that affect the online display. We'll show you how to review the Venue/Promoter Public Info Page and Online Page View to provide the tools needed to make changes to this page on your own. Among other features, you'll also learn where your sales links are found, the methods of payment set up for your venue and how to set up your own Delivery Methods.

The Circle of Life: Event Life Cycle Marketing + Workshop

(2:30 pm - 4:45 pm | Break in Between)

Track: Marketing

Room: Royal

Instructors: Alexa Colasurdo & Katie Mullins

Description: Every event has a “life cycle” – an announcement, an on-sale, the event day, and more! The best marketers know how to match the right marketing tools with the right message at the right time. Learn how to tap into specific audiences, generate buzz, and develop #FOMO (fear of missing out) to increase online sales earlier in your sales cycle. This session will also include an interactive workshop where teams will craft marketing strategies for upcoming events.



Money, Money, Money, by the Pound: Seller's Cash Reports

(2:30 pm - 3:15 pm)

Track: Box Office

Room: Sable

Instructors: Mandi Grimm & Krister Larsson

Description: It's true: We have many Cash Reports that a venue can employ to balance sellers. In this class, we'll review commonly used Cash Reports and discuss the most helpful reports as identified by class-peers. We'll then point out where to locate these reports and cover how to read them once found! So bring your questions (or email us ahead of time) and leave knowing you are using the best reports for your venue.

Your Mickey Mouse Club: Members Only

(3:25 pm - 4:25 pm)

Track: Box Office

Room: Sable

Instructors: Alyssa Newell & Kevin Brosseau

Description: Learn how to implement the Membership platform for your Organization and determine the best way to give your members discounts and specials not available to the general public.

Tradition, discipline, and rules must be the tools: Create Users and Manage Permissions

(4:15 pm - 5:15 pm)

Track: Box Office

Room: Everglades

Instructors: Mandi Grimm & Jenny Johnsen

Description: There's a lot to consider when creating usernames for your staff who need access to the Etix system. In this class, we'll cover granting profile-based permissions, i.e., giving your users role-appropriate system access. Granting the correct permissions for each profile will enable users to perform role-specific functions within the system. Permission granting at the venue or performance level will also be addressed as well as creating and enabling User Groups (often referred to as selling from holds). Learn about our supervisor feature and whether this should be set up for your venue.



You've Got a Friend in Me: Group Sales and Ticket Reservations

(4:30 pm - 5:15 pm)

Track: Box Office

Room: Sable

Instructors: Kevin Brosseau & Krister Larsson

Description: Many clients don't utilize the Ticket Reserve function in the system. However, if you have group sales or season tickets, this feature is for you! Place seats into an order for clients and allow them to make a down payment, series of partial payments or pay at a later date.

A Little Bit of Pixel Dust

(5:00 pm - 5:45 pm)

Track: Marketing

Room: Royal

Instructors: Alexa Colasurdo & Katie Mullins

Description: Why is that ad following me?! Better yet, how can i have my ads follow fans across the internet? The answer: Pixels! Pixels are few lines of JavaScript code that, when placed on your website, allow you to measure, optimise, and build audiences specific to your advertising campaigns. Learn the ins and outs of this powerful tool and how you can easily incorporate them into your marketing campaigns.

It's Gonna be the Main Event: Event Series Creation

(5:30 pm - 6:00 pm)

Track: Box Office

Room: Everglades

Instructors: Alyssa Newell & Mandi Grimm

Description: The Event Series allows you to tie multiple performances together to create a sales link or run specific reports. This class will cover all the details associated with the Event Series feature and its use.

Creating Print-at-Home Layouts

(5:30 pm - 6:00 pm)

Track: Box Office

Room: Sable

Instructors: Krister Larsson

Description: "We Know The Way" to make your Print-at-Home tickets look great! Customized Print at Home tickets can generate revenue for your venue and enhance the look of your tickets. This brief class will have you creating your own print at home tickets in no time!



REGULAR PROGRAMMING Wednesday, February 13, 2019

CONCURRENT TRACK CLASSES

Let It Go: Inventory Management

(9:00 am - 10:00 am)

Track: Box Office

Room: Everglades

Instructors: Leah Finch & Jenny Johnsen

Description: Need to open or hold seats for your presale? How about identifying your obstructed seats? Learn how to control your inventory and adjust on the fly.

A Whole New World (Wide Web): SEO 101

(9:00 am - 9:30 am)

Track: Marketing

Room: Royal

Instructors: Alexa Colasurdo & Katie Mullins

Description: Understand the ever-changing world of Search Engine Optimization. Discover tips and tricks to keep your website at the top of search results!

All The Gold is Mine, Mine, Mine: Cash Drawer Management

(9:00 am - 10:00 am)

Track: Box Office

Room: Sable

Instructors: Mandi Grimm & Krister Larsson

Description: The Etix Cash Drawer feature allows Supervisors to record the sellers starting bank, money added or removed from the bank and track sales for easy settlement at the end of the shift. Learn how to use this feature for your box office sellers whether you have 2 or 101 sellers.

Poor Unfortunate Souls: Email Fails

(9:40 am - 10:10 am)

Track: Marketing

Room: Royal

Instructors: Alexa Colasurdo & Katie Mullins

Description: Email marketing is an important tool in your arsenal, but can be a challenge to perfect. We'll go over our favorite email fails (names have been changed to protect the innocent) and how to correct the course to get the most out of digital marketing's most powerful tool.



The Big House: Seating Chart Review

(10:15 am - 11:00 am)

Track: Box Office

Room: Everglades

Instructors: Krister Larsson & Mandi Grimm

Description: There are multiple steps to make sure your seating chart is correct before you sell a ticket. This class will teach you how to verify your manifest, check your scaling, and substantiate your capacity by price level.

Client Services Secrets

(10:15 am - 11:00 am)

Track: Management

Room: Sable

Instructors: Kevin Brosseau

Description: You can be “One Jump Ahead” when you attend this class, which will focus on sharing the tools your Client Services Team has available to build or change your performances quickly. Did you know we can mass create performances for you? Join us for a session to learn what is available to you to make your life easier.

System Marketing Tools to Make the Most of Your Advertising Dollars

(10:20 am - 11:20 am)

Track: Marketing

Room: Royal

Instructors: Alyssa Newell & Jenny Johnsen

Description: “Not all treasure is silver and gold, mate.” You can, however, discover new ways to make your events more profitable with our data-focused features designed to increase sales, boost brand awareness and grow your customer database. Learn how to implement system social media features, execute ways to track sales and more.

Ole', Ole' It's Showtime! Selling Tickets

(11:15 am - 12:00 pm)

Track: Box Office

Room: Everglades

Instructors: Leah Finch & Lacey Normile

Description: Master the art of selling through our various sell screens and determine which is best for your business practice.



Look at this stuff, isn't it neat: Equipment Expo

(11:15 am - 12:45 pm)

Track: Box Office

Room: Sable

Instructors: Kevin Brosseau, Mandi Grimm & Leah Finch

Description: View some of our new "gadgets and gizmos a plenty" in the Etix Equipment Expo.

The Word is Out: Generating System Emails

(11:30 am - 12:00 pm)

Track: Marketing

Room: Royal

Instructors: Alyssa Newell & Jenny Johnsen

Description: Do you use the various emails within the Etix system? Did you know you can customize Confirmation Emails? This class will be "A Step in the Right Direction" for you to feel confident using our email capabilities within the system.

Elevate Your Event Life Cycle with Etix Analytics and Etix Community

(12:10 pm - 12:40 pm)

Track: Marketing

Room: Royal

Instructors: Alyssa Newell & Jenny Johnsen

Description: Learn what data we can provide and how to use it with this close look at Etix Analytics and Community. "It's A Small World After all" and we want you to reach your current ticket buyers and encourage them to come back.

If I Didn't Have You: Understanding Your Customer Profiles

(12:15 pm - 12:45 pm)

Track: Box Office

Room: Everglades

Instructors: Krister Larsson & Mandi Grimm

Description: Keeping your Customer Database is crucial for reaching your repeat patrons. Learn how to create a customer record, how this differs from an order and why you want to keep this information consistent.

Rumbly in my Tumbly: Lunch Time

(12:45 pm - 1:45 pm)

Hotel



Hakuna Matata (No Worries): Order Management

(2:00 pm - 2:45 pm)

Track: Box Office

Room: Everglades

Instructors: Leah Finch & Lacey Normile

Description: Handle customer service situations efficiently by becoming an expert in order search, reprints and refunds.

Becoming a Jedi Master of Chargebacks

(2:00 pm - 2:50 pm)

Track: Management Track

Room: Royal

Instructors: Krister Larsson & Mandi Grimm

Description: Chargebacks are a necessary part of business and must be responded to. In this class we will discuss some of the information to include in your responses and why a template can help you win more chargebacks. We will share our knowledge that has helped us increase our win rates.

Learning Lab

(2:00 pm - 5:00 pm)

Track: Box Office

Room: Sable

Instructors: Alyssa Newell & Kevin Brosseau

Description: Are you "Ready to know what the people know, ask 'em your questions and get some answers?" Make sure to set a time to cover your venue specific questions in our Learning Lab.

Seize the Day: Exchanges and Reclass

(3:00 pm - 3:45 pm)

Track: Box Office

Room: Everglades

Instructors: Leah Finch & Jenny Johnsen

Description: Exchanging and Reclassing tickets is something every box office supervisor should be comfortable doing. However, do you know the permissions needed to perform this function or understand how these tickets show on reports? "Seize the Day": Exchanges + Reclass will allow you to gain the confidence needed to perform these functions successfully.



Reducing the Risk: Minimizing Fraud

(3:00 pm - 3:50 pm)

Track: Management Track

Room: Royal

Instructors: Krister Larsson & Mandi Grimm

Description: "It's Not Easy" to know the difference between Friendly Fraud and True Fraud or to know what a Triangle Scheme is. Even though it isn't easy, fraud is present within the Event Ticketing industry. During this class, we'll share our insights as we navigate combating fraud together.

Try Everything: Advanced Performance Management

(4:00 pm - 5:00 pm)

Track: Box Office

Room: Everglades

Instructors: Kevin Brosseau & Leah Finch

Description: Ready to "Try Everything" with Performance Management? In this class we'll teach you how to Preview your Cobrand, Bulk Review Performances and discover additional tools available to you in your performance management toolbox such as Bot Stopper and Ticket Availability Indicator. These features go a long way to enhance the purchase experience for your patrons. Join us and learn how to add all the bells and whistles to your shows!

System Fraud Tools

(4:00 pm - 4:50 pm)

Track: Management Track

Room: Royal

Instructors: Krister Larsson & Mandi Grimm

Description: When your patrons data is compromised they are "Poor Unfortunate Souls". The good news is EtiX has features like Customer limits, Zip Code Restrictions and the Multiple Customer Order Report to help you minimize the impact of fraudulent orders being placed.

REGULAR PROGRAMMING

Thursday, February 14, 2019

CONCURRENT TRACK CLASSES

Buy Timon get Pumba (AKA Buy X Get Y)

(9:00 am - 9:30 am)

Track: Box Office

Room: Everglades

Instructors: Krister Larsson & Kevin Brosseau

Description: One of our newest features will be discussed in depth. Learn how to set up Buy X Get Y offers on your General Admission performances, how it appears to patrons, and the reporting to correlate with the offers.



We Won't Be Happy Till We Get it: Passcodes, Promo Codes and Passwords

(9:00 am - 10:30 am)

Track: Box Office

Room: Royal

Instructors: Alyssa Newell & Jenny Johnsen

Description: Learn the difference between performance passwords, password protected price codes, discount codes and passcodes as well as which options work best for your venue marketing initiatives and plans.

Day of Show: Reporting

(9:00 am - 9:40 am)

Track: Box Office

Room: Sable

Instructors: Mandi Grimm & Leah Finch

Description: Your performance is coming to a close and in a "Perfect World" you just need to run a few reports to settle with artist management. Learn which reports are going to help you expedite this process and how to investigate any questions that you may be asked during an event.

Show Me The Money Bin: Venue Financial Reports

(9:40 am - 10:40 am)

Track: Box Office

Room: Everglades

Instructors: Mandi Grimm & Leah Finch

Description: This class will cover a selection of Accounting Reports from the Organization to Performance Level. Some of the most commonly used reports such as the Ticket Sales Report and Venue Revenue Report will be discussed as well as how to use these reports to complement each other.

Day of Show: Printing

(9:50 am - 10:30 am)

Track: Box Office

Room: Sable

Instructors: Krister Larsson & Kevin Brosseau

Description: In this class, we will cover everything from Batch Printing Will Call to Resetting the Batch Print if an error has been made. We have "Very Good Advice" to share that will give you the confidence to respond if a problem with printing arises during your event.

It's Not a Blank Check: Card-Specific Presale

(10:40 am - 11:30 am)

Track: Box Office

Room: Royal

Instructors: Alyssa Newell & Jenny Johnsen

Description: Has a promoter asked you to set up a card-specific presale or to let their card holders enter a special number to buy tickets? This class will explain the process so you can create a custom link for these cards on your own!



Day of Show: Scanning

(10:45 am - 11:15 am)

Track: Box Office

Room: Sable

Instructors: Krister Larsson & Mandi Grimm

Description: "Get'cha Head in the Game" in this advanced class that will cover reviewing and setting up scan parameters. If you have wanted your ticket to scan three times a day for a week but didn't know how to ensure this was set up properly, this class is for you.

How far I'll Go: Making ADA a Breeze

(10:50 am - 11:30 am)

Track: Box Office

Room: Royal

Instructors: Leah Finch & Lacey Normile

Description: Selling accessible tickets through all sales channels is not just a convenience for your patrons that need the seats—it is the law! This class will "sail" through the steps to get your accessible seating onsale just like your non-accessible seating.