

# BRIGHTON FRINGE.

## BOX OFFICE LOGIN



A GUIDE TO USING YOUR BOX OFFICE LOGIN FOR TICKET SALES:

This document is a step by step guide to using your Box Office Login.

BRIGHTON FRINGE 2017

# **A Guide to Using your Box Office Login for Brighton Fringe Ticket Sales.**

**This document is a step by step guide to using your Box Office Login.**

- Introduction to Box Office Login:
  - What it does
  - How to Log In (Link, Username, Password, login Page)
  - Main Screen
- How to Use Reporting:
  - Define report (creating new reports); report types, specific dates and performances, saving report criteria
  - Run report (running existing reports); one off reports, set up and run scheduled daily reports
- Holds management
  - Stop Sales (stop and re-sell, reports for stopped sales)
- Log Off
- Fringe Box office contact details
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# INTRODUCTION TO BOX OFFICE LOGIN

## **What does the Box Office login allow me to do?**

- **Check your sales**

Check the ticket sales for all your registered events, including concessions.

- **Check ticket buyer details**

A detailed seat listing report will include customer details, number of tickets purchased at full price and concession price, customer reference number and customer postcode.

- **Stop sales for a performance**

Enables you to stop sales and bring back tickets so they're available to sell on the door.

- **Analyse Customers**

Research the geographical location (by postcode) of your customers and access e-mail addresses

- **Download and print ticket sale reports**

A printable report for all tickets sold (total sales, sales summaries), event ticket sales (tickets sold per event) and full sales breakdown (includes all concession prices on an event by event basis).

## How to Login

You should have received an email with your login details and the link given below. Please e-mail [boxoffice@brightonfringe.org](mailto:boxoffice@brightonfringe.org) from the e-mail you used for registration if you have not.

The email included:

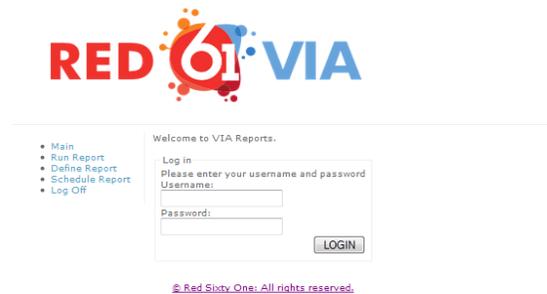
- The Box Office Login Link: <http://reports.via.red61.com/bff/reports/> (also available on the Registrant page of the Fringe website).
- Your User Name  
(An allocated Box Office ID – which consists of three letters and three numbers)
- Your Password  
(This is the email address of the person that registered your event. This can be changed to a more memorable password by contacting us, but it must still be an e-mail address).

### The venue registered my event.

If your event was registered by the venue then the Event contact should be enabled to access reports on your event ticket sales. They should have received an e-mail with login details, but if not, or if you are not sure about this, then please contact Brighton Fringe Box Office.

### Login Page

Click on the Box Office link in the email or go to the Registrants page on Brighton Fringe website to access the link and the Box Office Login Page. It's a good idea to save the link onto your web browser. Here it is again: <http://reports.via.red61.com/bff/reports/>  
Once visited, you will come to this page:



## Box Office Login – Main Screen

In the 'Main' screen you have, on the left, a list of actions (always available – see below for details) and a welcome note from VIA.

- Main – will always bring you back to this screen
- Define report – allows you to define and create a report from scratch
- Run report – allows you to run an existing or a previously created report
- Schedule report – allows you to send a regular e-mail of sales reports straight to a chosen email address
- Holds management – allows you to stop sales for a particular event and performance **\*(this may not appear until late April)\***
- Log off – allows you to exit from the Box Office login

## HOW TO USE REPORTING - BEGINNER

Because we know not everyone is used to creating and using reports, and does not necessarily have time to learn, we have created some basic reports that cover most of your needs, particularly if you are only running one event per day, or do not need complex sales details.

These are available from the *Run Report* option on the left and are called:

### Total Sales

This will give you a complete list of all your performances and sales, on every date, throughout the sales period to date

### Total Sales Breakdown

This will give you a breakdown by ticket type of all your sales throughout the sales period to date

### Total Sales Summary

This will give you the top-line summary of tickets sold throughout the sales period to date

### Stop Sales Report

This will tell you how many tickets you have left unsold and can therefore now sell on the door.

**NB.** You will need to have stopped sales first in Holds Management\* for the report to show you this

**\*Holds Management will not appear until April\***

The only other report you need is:

- Customer by Promoter

This will give you a list of customers, booking ref/id and transaction reference numbers, full ticket purchase details, along with their customer number and post code for identification purchases. You should print off one of these reports for each performance and use it to verify **all** customers on the door who do not have a printed Brighton Fringe ticket, **including** those who have an e-ticket only.

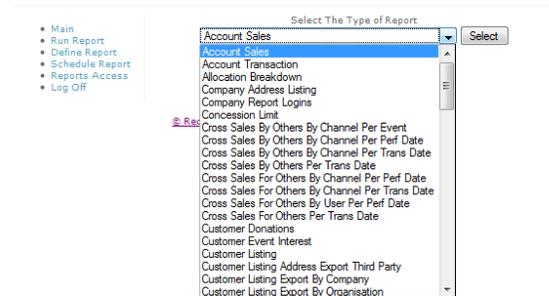
To create this report go to 'Define Report'. This will bring up a drop-down menu of the various reports available. You then need to select 'Customer by Promoter', which will bring up a list of all the shows you have registered. Simply select you show/performance you want the listing for and click on 'Generate Report'. This will download a pdf of all those who have booked tickets for your show.

**If you are responsible for multiple daily events and/or need more complicated sales reporting, then read on...**

# HOW TO USE REPORTING - ADVANCED

## Define Report

To start go to 'Define Report'. This will bring up a drop-down menu of the various reports available.



## Selecting what type of report you require

*(Please Note, only the relevant reports are listed below – there are others and you are welcome to explore them)*

- Allocation Breakdown  
Will give you a snapshot of what tickets are available for sale through Brighton Fringe
- Customers by Concession  
Will give you a list of all customers who have booked concession priced tickets, able to be sorted by the type of concession booked
- Customer by Promoter  
Will give you a list of customers, booking ref/id and transaction reference numbers, full ticket purchase details, along with their customer number and post code for identification purchases. You should print off one of these reports for each performance and use it to verify all e-tickets presented on the door
- Full Sales  
Will give you a full summary of all events registered, total tickets sold (full price and concession) total value sold and number of tickets available for sale.
- Full Sales Breakdown  
Will give you an event by event breakdown of everything sold.
- Full Sales Breakdown Details  
Will give you a report of all events inclusive of those that have no tickets sold.

- Postcode Analysis Breakdown

Will give you a list of the different postcodes of customers who booked tickets to your event(s).

- Own Sales Summary

Will give you a concise list of total tickets sold for each event (not broken up by performance)

- Performance Holds Summary

Will let you know how tickets have been split between the Brighton Fringe (On Sale) and yourself (Hold - Venue). **Please note.** The **actual** capacity of the event is given by deducting the number in the 'Do Not Sell' column from the 'Capacity' column.

- Stop Sale

Will give you a summary of tickets left to sell for a performance once you have stopped sales.

- Ticket Movement

Will list the total and net amount of sales and refunds (along with the corresponding financial value) between two sets of dates

- Ticket Sales Per Day Cumulative

Similar to Ticket Movement but will give a running total up to the current day.

## Define Report – selecting a report for specific dates

### Performance Dates

If you leave the define report section blank, the report will automatically include **every** event in the on-sale period.

However, if you wish to find out sales for shows on specific days, you can input dates into the *Performance Dates* fields in each report to narrow down your search parameters.

Dates must encompass the entire period you wish to cover. For example: if you were looking for information about performances from 7<sup>th</sup> May until the 11<sup>th</sup> May, you would enter 7<sup>th</sup> May as your start date and 12<sup>th</sup> May as your end date.

The screenshot shows the 'Red61 Reports - Mozilla Firefox' browser window displaying the 'RED 61 VIA' logo and a navigation menu on the left. The main content area is titled 'Full Sales' and contains a 'Required Parameters' section. This section includes several dropdown menus and date input fields:

- Performance Start Date:** A date input field with instructions: 'Enter a date (dd/mm/yyyy) or [select](#) (optional). Alternatively you can [choose](#) a descriptive date'. To the right is a '(hh:mm) (optional)' field.
- Performance End Date:** A date input field with instructions: 'Enter a date (dd/mm/yyyy) or [select](#) (optional). Alternatively you can [choose](#) a descriptive date'. To the right is a '(hh:mm) (optional)' field.
- Company:** A dropdown menu with options: '-ANY-', 'AndOn Theatre', 'Us' 2011, and '(The Quadrant 10-13th, The Temple 14-16th) 2011'.
- Venue:** A dropdown menu with options: '-ANY-', '1 Shakespeare Street', '32 Peacock Lane', and '45 Springfield Road'.
- Sub Venue:** A dropdown menu with options: 'Any', '1 Shakespeare Street : 1 Shakespeare Street', '32 Peacock Lane : 32 Peacock Lane', and '45 Springfield Road : 45 Springfield Road'.
- Event:** A dropdown menu with '-ANY-' as the selected option.
- Performance:** A dropdown menu with '-ANY-' as the selected option.
- Promoter:** A dropdown menu with options: '-ANY-', '-', '-2010', and 'zheadedpigeon Theatre Company'.
- Transaction Start Date:** A date input field with instructions: 'Enter a date (dd/mm/yyyy) or [select](#) (optional). Alternatively you can [choose](#) a descriptive date'. To the right is a '(hh:mm) (optional)' field.
- Transaction End Date:** A date input field with instructions: 'Enter a date (dd/mm/yyyy) or [select](#) (optional). Alternatively you can [choose](#) a descriptive date'. To the right is a '(hh:mm) (optional)' field.
- Organisation:** A dropdown menu with options: '-ANY-', 'Brighton Little Theatre', and 'Concorde 2'.
- Event Tag:** A dropdown menu with options: '-ANY-', 'A Cappella', 'Absurdist', and 'Acoustic'.
- Event Type:** A dropdown menu with options: '-ANY-', 'Theatre', 'Comedy', and 'Dance'.

At the bottom of the 'Required Parameters' section, there is a 'Customisations' section with checkboxes:

- Group by venue
- Group by subvenue
- Group by event
- Summarise

**NB. Though all venues and companies appear in the option boxes, you will only be able to draw information from those that apply to you.**

- Company  
This is the company or promoter name for that event. If you are unsure of the company name (appears under event title if provided) or wish to run a report to include all companies select 'ANY'.
- Venue  
Select the venue for the events you are running report for. If you wish to run a report for multiple venues you are running then select 'ANY'.
- Sub Venue  
Select 'ANY'.
- Event  
Select the event you wish to run a report for. For all events select 'ANY'. For multiple events hold down CTRL and click on each event you wish to run a report for.
- Performance  
Now select the performance time you wish to gather information on. If you are running a report on multiple events then select 'ANY'.
- Multiple events and performances  
You can search multiples of each by holding down control whilst clicking on each option or by selecting 'ANY'.
- Promoter  
Select 'ANY'.
- Transaction Dates  
If you have entered dates at the top of this page then transaction dates are not necessary. If you are looking for ticket sale details during a specific time frame then input the relevant start date and end date here.
- Organisation  
Select 'ANY'.
- Specific Report Format  
Select the format for saving your report document.

**If you are running a one off report and do not wish to save the report criteria then simply select Generate Report.**

However, there are ways to save, re-run, repeat and schedule reports without having to set them up each time you need them.

- Saving reports  
To save your report criteria and run the report again at a later date without re-selecting the information click Save Customisation. Give the file a relevant name and click Save. The report will now appear under Run Report in the main menu.
- Using Previously Saved Reports  
To generate a report you have already created click Generate User Report. This will allow you to run it again, in whatever format you require.
- Changing Previously Saved Reports  
To change a report you have already created click Edit Report or delete if necessary.

**\*\* DO NOT DELETE SAVED REPORTS UNLESS YOU CREATED THEM YOURSELF \*\***

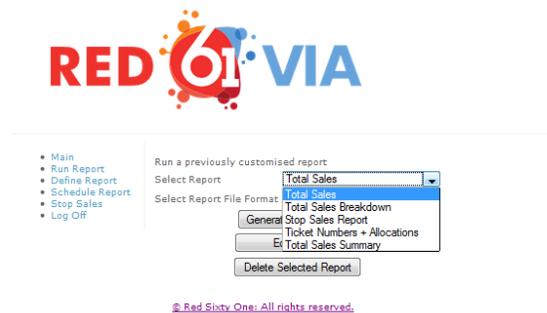
- Blank Reports

If the report is blank it may be that you have selected the wrong criteria that does not relate to your events. Input the details and run the report again.

However, it is also possible, in the case of customer listings or Full Sales Breakdown, that there is no information for the report to display. Please contact Brighton Fringe Box Office if you are not sure.

### Run Report

This will allow you to run the reports that you have previously saved. All your saved reports will appear in the drop down list. Select the report you wish to run and click Generate User Report. There are also some existing reports that we have set up for all users. **Please do not delete any of these, as you will delete them from other users as well.**



### Schedule Report

To schedule a report to run and be sent to your e-mail automatically, select Schedule Report and click on 'ADD'.

Select the report you wish to schedule from the drop down list.

#### Daily Scheduled Report

Input a start time and the report will be sent to you at this time every day. If you want just one report scheduled at one time daily, leave the end time blank and the Schedule Time Interval as Daily.

#### Weekly Scheduled Report

Input a start time and the report will be sent to you at this time once a week. If you want just one report scheduled on a certain day of the week, leave the end time blank and the Schedule Time Interval as Weekly.

#### Multiple Daily Reports

If you wish to schedule a report to be delivered more than once a day input an end time and select from the drop down list a Selected Time Interval (how often you wish to generate and receive that report).

For example if you set the start time as 13:00 and end time at 19:00 and set interval as 2 hours that report would run at 13:00, 15:00, 17:00 and 19:00.

#### Where Report is to be Sent

Input the email addresses of those wanting a copy of the report into the Schedule To box. One or more email addresses can be inputted here. Separate each email address with a semi colon.

Example: [boxoffice@brightonfringe.org](mailto:boxoffice@brightonfringe.org); [whoever@aol.com](mailto:whoever@aol.com)

#### Report Format

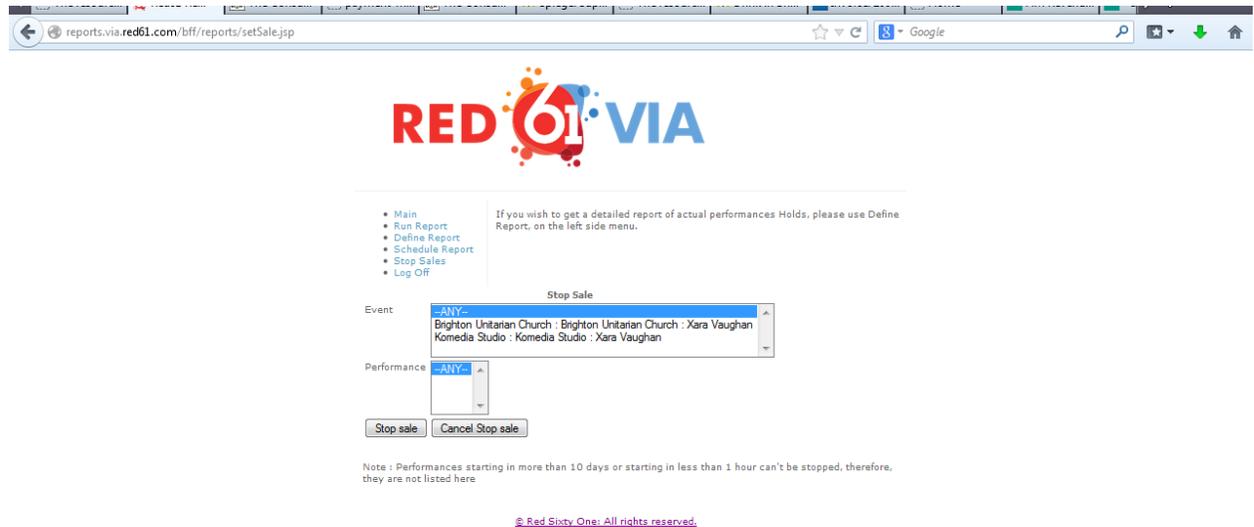
Choose which format you wish to have the report in and click Add Schedule.

## HOLDS MANAGEMENT \*

This allows you to stop the sale of tickets for each of your events or performances.

**NB:** You cannot stop sales for an event or particular performance that is more than 10 days away from starting. The Holds Management option may not appear until April.

However even if you are able to, we would only advise you stop sales on an event more than 24 hours beforehand in **extreme** circumstances. It is better to contact Brighton Fringe Box Office directly if you need tickets back, or update your allocation through your Participant Login.



### How to Stop Sales

Select the event from the list (only your events should be listed) and then the performance date you wish to stop sales for.

### How to Put Tickets Back on Sale

To put an event or performance back on sale select the performance and the performance date and click Cancel Hold Sale.

### Which Performances Have Sales Stopped

Go to Define Reports and select the Stop Sales report for confirmation of all stopped sales and any new stop sale request.

**\*NB. This function will not be available until late April**

## Log Off

When you are finished, don't forget to log off or else someone could access your ticket sales information. This is particularly important if you are using a shared computer.

# BRIGHTON FRINGE BOX OFFICE CONTACT DETAILS

Please contact us for any of the following reasons:

- Unable to find login details.
- Wish to change login password.
- You are having problems downloading reports or getting the details you need.
- You are unable to stop sales.
- All queries regarding ticket sales.

## Changing Ticket Allocations

If you wish to change your ticket allocation please login into your Participants area and fill out the online form. This will then be updated for you within 24 hours. If there are not many tickets for your event remaining, or in any doubt, please check with Box Office before assuming this has been done.

Please note, as the Dome Ticket Office are not selling tickets for Brighton Fringe this year, your reports will now show **ALL** of your ticket sales.

## Brighton Fringe Box Office – for all sales and ticket allocations

### Printing Tickets

Brighton Fringe Box Office can print out tickets for you over and above your Fringe allocation for a charge of 10p (plus VAT) per ticket. Please e-mail [tickets@brightonfringe.org](mailto:tickets@brightonfringe.org) to from the e-mail you sign into your Participants Login with, specifying the show, and the amount of tickets you would like to have printed.

T: +44 (0)1273 764 905 or +44 (0)1273 917272

General Enquiries: [boxoffice@brightonfringe.org](mailto:boxoffice@brightonfringe.org)

Tom Arr-Jones, Box Office Manager: [tom.arr-jones@brightonfringe.org](mailto:tom.arr-jones@brightonfringe.org)

Naoimh Ni Mhaolagain, Box Office Assistant Manager: [naoimh.ni.mhaolagain@brightonfringe.org](mailto:naoimh.ni.mhaolagain@brightonfringe.org)

Tamsin Harding, Box Office Supervisor: [tamsin.harding@brightonfringe.org](mailto:tamsin.harding@brightonfringe.org)

Ben Smtih, Box Office Superviosr: [ben.smith@brightonfringe.org](mailto:ben.smith@brightonfringe.org)

### General Enquires

For queries regarding your registration outside of ticketing matters, please contact Participant Services

T: 01273 764 907

E: [takepart@brightonfringe.org](mailto:takepart@brightonfringe.org)