

Eventotron guide for Venues

How the Box Office Works

At the point of registering an event, the event registrar will have informed us of:

1. The number of tickets available for each show
2. The number of tickets allocated to Brighton Fringe
3. The price of all tickets for the event, including if there are any additional pricing requirements
4. Whether the venue has Disabled Access (the venue may need to list this)

If you notice that any of the above is missing from an event listing you're hosting, then please contact the Brighton Fringe Box Office immediately.

Brighton Fringe will sell tickets for event(s) in the following ways:

1. Over the phone
2. At the counter
3. Online

Brighton Fringe Box Office opens on 16 February 2023, and tickets will be available to Silver, Gold and Platinum Friends of Brighton Fringe only, online and over the phone.

Tickets will go on-sale to the general public at the 17 February 2023.

You'll be able to access reports for your venue's events from the release of general on-sale tickets, in the meantime you can access sales by following the below steps.

UPDATE 22/02/2023: Instructions on how to generate sales reports added.

How to Create Ticket Sales Reports

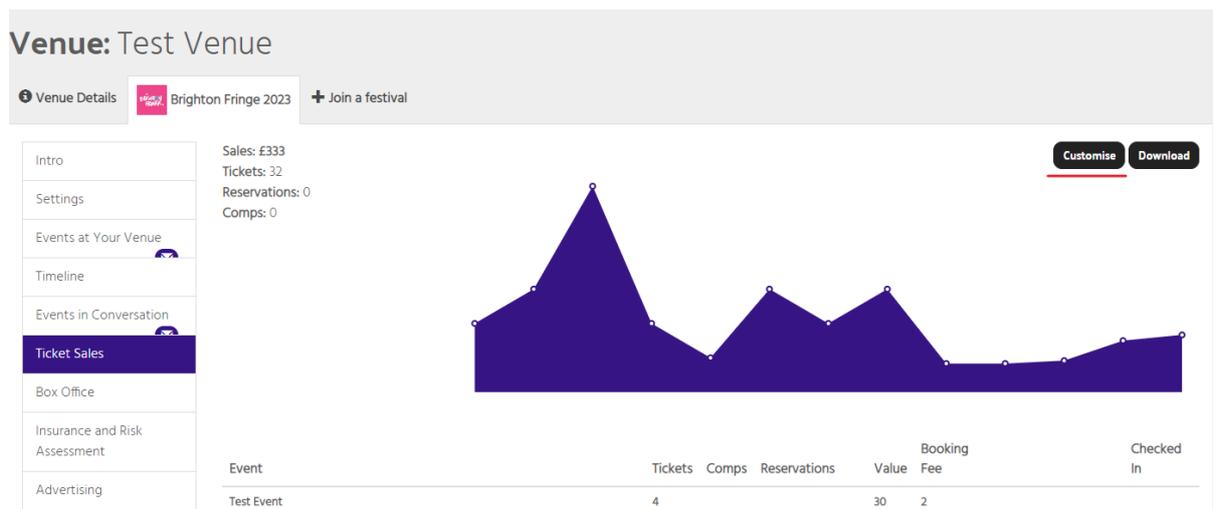
1. Accessing the ticket sales

Once you've logged into Eventotron, click on the festival at the top of the page, and go to the Ticket Sales box on the left side.



On this screen, you'll be able to see a chart of all the sales that you have made per day – by hovering your cursor over each dot on the graph, you can see the amount of sales you made and the day it was for. You can also download all the information from this page by clicking the download button in the top right, which will then generate a spreadsheet for you.

2. Creating the report



By default, the screen will show you a report of all of your events at the venue, along with the sales sorted by performance date.

If you would like this page to show the information differently, click on “customise” in the top right corner.

Each section on this screen does the following:

Results to Display

Results to display

- ↑ Events
- ↑ Performances
- ↑ Ticket Names
- ↑ Tickets
- ↑ Purchase Dates
- ↑ Venues

By default, the top two options will be ticked, and returns what you currently see on the ticket sales page.

Also be aware that you can prioritise different sections to take precedence. If you want to sort your report by event, and then by the following sub categories, you will need to have this at the top of the list.

You can reorder the list by clicking and dragging up and down on the arrows to the left of each section.

Events: This will show all the events at the venue.

Performances: This will show all the performances on the event.

Ticket Names: This will show the ticket types that you have (e.g. standard, concession, bronze friend, etc.)

Tickets: The number of tickets that have been sold (either by event or by performance, depending on what you have selected).

Purchase Dates: When tickets were purchased for each event.

Venues: Will show which venues the events are taking place in.

Ticket Types

Ticket Types

- Standard
- Comp
- Reservation
- Cancelled

You can use this section to generate a report based on the different ticket types.

Ticket Names

This section can sort by different ticket names. This section is different to the ticket types, as it shows the different names of standard ticket that you can have. E.g. If you'd like to generate a report of tickets that have been sold to Friends of Fringe, you can filter that out here.

Purchase Date

If you would like to only show **sales** from a particular timeframe, you can input the dates or current day here.

Performance Date

If you would like to only show sales for **performances** in a particular timeframe, you can input the dates or current day here.

Events

If you would like to see the sales for particular events, then you can tick them here.

Venues

You can select the sales for the venue you want here.

Once you have configured everything, click “Go” at the bottom of the page, and the report will now generate on the main page.

A Note on Scheduling Reports and Generating Reports for shows in Multiple Venues:

At the moment, there is not functionality on this page to create a report that covers events in multiple venues, or to schedule these reports to be generated and emailed to you.

If this is something that you require, please email boxoffice@brightonfringe.org with what you would like in the report, where you would like it emailed, and when you would like it to be sent to you.

This functionality will be coming to the website soon, but for the time being, please get in touch to get this configured for you.

How to Check Ticket Sales

Once you're logged into Eventotron, you will need to select your venue and also Brighton Fringe from the tabs. Here, you will see all the information for your venue, as you are likely familiar with from your application.

To see event tickets, click on **"Events at your venue"** on the left side, then click on the **event**.

On this screen, you will be able to see all of your performances, along with the ticket information for each of them. If you click on **Details** you can see all the information for the tickets that you have sold.

You will see a list of all the tickets that you have sold, and most likely, these will all be blank. **The fields will only populate if the customer opts in to have their information shared with you.**

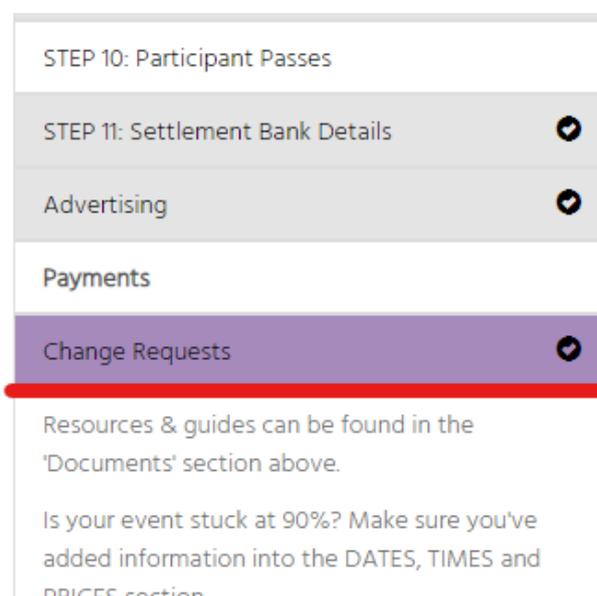
Wed 24th May		8:15 pm	50m	£6	£3
					Tickets Sold: 2 Available: 78 / 80 Details...
+ Issue a Comp or Reservation					
Ticket ID	Name	Email	Ticket Type		
00311968			pwyw		
00311969			pwyw		

How to make a change request: changing ticket allocations, changing show information, and cancelling events

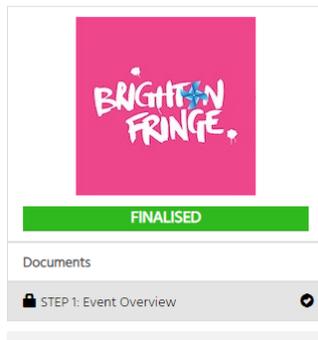
If any changes need to be made to your venue's event(s), you won't be able to make this change yourself. Instead, you will need to make a formal change request for us to action.

Note: Any changes made **will not be instant**. They will need to be manually changed by us. The timeframes for us to action changes are within **72 hours outside of festival dates**, and **within 48 hours during the Fringe**. If a change is particularly urgent and needs to be actioned earlier than these timeframes, then please email us at boxoffice@brightonfringe.org and we will do our best to help.

1. Once you have logged in and gone to the event scroll down to the bottom on the left side and click on "change requests".



2. Click on “Make a New Change Request” in the top right.



Change Requests

[Make a new change Request](#)

Once your event has been finalised, some sections of the registration will be locked. You can still make changes to the 'Web & App Listing' section to update images/copy. If you need to make changes to a locked section, adjust ticket allocations or cancel performances, click 'Make a new change request' above.

Please note these changes are made manually and will not be instant. Requests made outside of the festival dates will be actioned in **72 hours**, requests made during the Fringe will be actioned within **48 hours**.

[← Payments](#)

You will then be presented with 3 options:

Cancellations

With this you can cancel any or all of the performances. Click on Cancellations, then select the performance(s) you'd like to cancel, then click Submit Request.

On the next screen, just confirm your selection, and the request will come through to us to action.

Change request ×

Please select the performances you wish to cancel.

- Fri 19th May 18:00 - A Very Good Theatre test
- Thu 25th May 18:00 - A Very Good Theatre test
- Fri 26th May 18:00 - A Very Good Theatre test

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[Submit Request](#)

Allocation Change

Here you can change the allocation of what tickets that the Brighton Fringe Box Office is able to sell. A minimum of 30% tickets per performance have to be sold via the Brighton Fringe Box Office, but you can adjust this if you would like to sell tickets elsewhere.

You can change the allocation by adjusting the sliders for each of the performances. This will be the number/ percentage of tickets that you allocate for the Brighton Fringe Box Office to sell.

Then click Submit Request, and the next screen will confirm the changes that you have requested. The change will then go through automatically.

Change request ×

Enter the number of tickets to allocate for each performance or use the sliders to set by percentage.

Fri 19th May 18:00 - A Very Good Theatre test

Thu 25th May 18:00 - A Very Good Theatre test

Fri 26th May 18:00 - A Very Good Theatre test

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Submit Request

Detail Change

Some of the information on your show can be changed after being submitted and registered, such as the listing of the show, but some parts aren't. If there is a section you would like to change that is locked, you will need to submit a change request.

Once you click on detail change, you will need to enter the information that is required to be changed in the text field.

Once the information has been entered, click submit request.

Change request ×

Please let us know what changes you would like to make to your application.

Change request

Can you please update our content warnings to say that the show will now include a strobe light.

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Submit Request

The status of all of your outstanding change requests can be found on the Change Request screen. Once completed, the indicator will say “Done”.

Change Requests

[Make a new change Request](#)

Once your event has been finalised, some sections of the registration will be locked. You can still make changes to the 'Web & App Listing' section to update images/copy. If you need to make changes to a locked section, adjust ticket allocations or cancel performances, click 'Make a new change request' above.

Please note these changes are made manually and will not be instant. Requests made outside of the festival dates will be actioned in **72 hours**, requests made during the Fringe will be actioned within **48 hours**.

Thu 15th Dec 4:53pm	Allocation change Change A Very Good Theatre test Fri 19th May 18:00 from 50 to 37	Done
Fri 16th Dec 2:25pm	Cancellation - Fri 19th May 18:00 - A Very Good Theatre test	Pending
Fri 16th Dec 2:31pm	Allocation change Change A Very Good Theatre test Fri 19th May 18:00 from 37 to 50	Pending
Fri 16th Dec 2:39pm	Can you please update our content warnings to say that the show will now include a strobe light.	Pending

[← Payments](#)

A Note on Refunds

Venues have complete discretion over refunds of tickets that have been allocated to them. Brighton Fringe can only refund tickets that they have sold, and will do so with the agreement of the participant.

The refund policy from the customer terms and conditions can be found here:
<https://www.brightonfringe.org/terms-conditions/>

Venue Agreement

Updated: 21/11/22

This Agreement has been developed through joint discussions between Brighton Fringe Ltd ('Brighton Fringe') and Brighton Fringe venue managers ('venue managers') in relation to working arrangements for the annual Brighton Fringe festival ('the festival').

We aim for this Agreement to benefit all Brighton Fringe stakeholders. It is designed to be a statement of intent and commitment and must be agreed to before taking part in the festival each year.

Both parties agree to agree to adhere to the following:

Reports of mistreatment of anyone involved in the festival will be treated seriously and may lead to cancellation of your event/events. In serious cases, you may be blacklisted and unable to return.

Complaints made against Brighton Fringe staff will follow our disciplinary procedure and will be escalated to the Brighton Fringe Board of Trustees.

Actions considered unacceptable include, but are not limited to:

Physical violence, abuse, written or spoken language that leads someone to feel afraid, written or oral language containing expletives, hate speech, defamatory statements, inflammatory allegations, unwanted physical attention, sexual harassment, unreasonably persistent communications, unreasonable time scale demands.

Brighton Fringe agrees to:

1. Make details of venues and spaces available to potential participants via. Eventotron.
2. Sell tickets on behalf of registered Brighton Fringe events at all participating venues via the Brighton Fringe Box Office.
3. Promote Brighton Fringe in online and physical formats. Please note, there will be no official brochure for Brighton Fringe 2023.
4. Provide venue boards and bunting to help identify venues during the festival.
5. Maintain and develop the Brighton Fringe website.
6. Communicate any updates that impact on participants and venues.
7. Provide a direct email address and contact number and respond in a timely manner to questions. Brighton Fringe Ltd. and its staff endeavour to respond to phone and email communications within two working days.
8. Provide and maintain a venues'-specific Brighton Fringe Facebook group
9. Hold regular venue managers' meetings throughout the year.
10. Pay out box office settlements no later than 6 weeks after the end of the festival.
11. Operate in a fair and impartial way.
12. Run year-round Fringe Academy workshops to support participants and venues.

Venue Managers agree to:

1. Provide up-to-date venue details, specifications and settlement bank details to all companies and to Brighton Fringe.
2. Reply to emails, phone calls or messages regarding Brighton Fringe in a timely manner.
3. Ensure that Brighton Fringe has the contact details of at least one member of each participating company so that we can share as much information as possible with participants.
4. Ensure that all participating companies are issued with a contract, written in plain English, which outlines any hire charges, box office and door splits, financial obligations, settlement schedules and other fees or penalties that may apply. Have a sample contract prepared to show to prospective companies if requested.
5. Comply with applicable licensing, equalities, employment and health and safety legislation. Implement an Equal Opportunities policy.
6. Ensure that all information regarding events taking place at their venue(s) are inputted correctly in Eventotron.
7. Provide a minimum of 30% allocation of tickets to all performances of all events to the Brighton Fringe box office, including concession-priced tickets.
8. Inform the Brighton Fringe Box Office of any seating plans, seating arrangements, allocated seating and restricted views at the point of registering. Brighton Fringe cannot be held responsible for any errors due to the provision of incorrect information, or the non-provision of information, by participants or venues.
9. Endeavour to ensure that all events start on time and do not over-run.
10. Communicate details of cancelled or changed events to the Brighton Fringe Box Office as soon as possible and contact any audience members who have booked through the venue box office in good time. Please note, Brighton Fringe requires a minimum notice time of two working days to guarantee that changes are made to our website.
11. Aim to make their venue as accessible as possible.
12. Aim to reduce the environmental impact of the festival and encourage sustainability, in line with the [Brighton Fringe Environmental Policy](#).
13. Display the Brighton Fringe venue board in a prominent location on the exterior of the venue
14. Display any relevant Brighton Fringe publicity including bunting, posters and flyers in prominent locations throughout their venue.
15. Forward any monies owed to participating companies within one month of receipt of their Brighton Fringe Settlement and to notify Brighton Fringe of any occasions where this has not taken place, together with details as to when payment will be completed.
16. If a dispute arises with a participating company that cannot be resolved, seek to arrange mediation by Brighton Fringe.
17. Work together with participating companies and Brighton Fringe for the development of the festival and its future.
18. Provide proof of Public Liability Insurance to Brighton Fringe no later than Monday 1 May 2023, in the form of a policy number and supplier name via Eventotron.
19. Provide a venue Risk Assessment to Brighton Fringe no later than Monday 1 May 2023 via Eventotron.

20. Familiarise yourself with all PRS and PPL licence fee tariffs/deductions and Brighton Fringe commission so as to accurately inform participants of the appropriate rates.