Flexibility + Loyalty

- = Increased Revenue
- + Deeper Relationships

A SNEAK PEEK AT OUR NEW SOLUTION

- A MORE FLEXIBLE APPROACH TO LOYALTY

Why does loyalty matter?

"Gaining a new customer is five times more expensive than keeping an existing one. So, if you can sell an existing customer tickets to ten performances, it is fifty times more cost-effective than selling the same number of tickets to new customers."

Baker Richards, January 2017

Why does flexibility matter?

"A significant proportion of previously frequent cultural attenders have not yet returned to any cultural venue and less than 1 in 3 of those have a future booking. For those who have not yet returned, Covid safety concerns are the key factor holding them back"

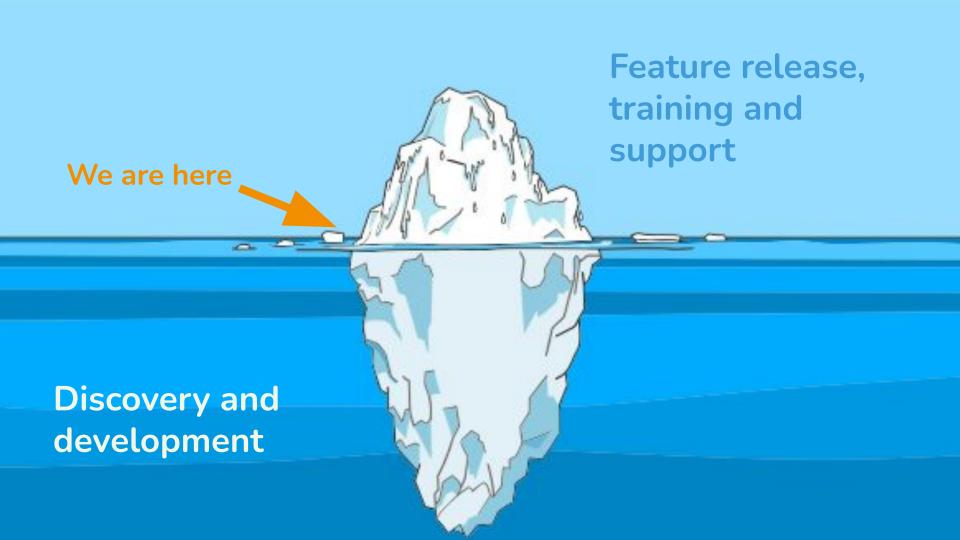
Insights Alliance 'Missing Audiences', November 2021

Why does flexibility matter?

'Young people aren't joiners. They don't do things the way that their parents did.'

"Maybe there's a little truth to that. But a lot of times what I see is **young people are in fact joiners**. They love to subscribe. But they may not believe that your **offering is optimized for them**"

Robbie Kellman Baxter for TRG Arts, April 2022



What's the solution?

Ticket
Subscriptions!



Series subscriptions



CHARLOTTE'S WEB

Wilbur's no cedinary farmhouse anything to avoid e dinner table. from the most



classic is best tradition rs, with magic, ind unforgettable riotte and Fern

the farmer's daughter be able to save the terrific and radiant Wilbur? Head to Groundlings to find out

Mon 30th June Harn & 2pm. Sat 7th July Horn & 2pm.

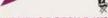
Tickets: £8 Adults, £5 Concessions Family ticket \$22 (consisting of 2 adults and two children)



UMBRELLA FESTIVITIES

Jonas Hanway was born on the site of Groundlings Theatre 300 years ago in 1712. To celebrate 300 years of his birth, Groundlings Theatre alongside the Kings Theatre are putting together a program of fun activities for young and old.

Create your own umbrella and join in the umbrella festivities with displays.



HERITAGE OPEN DAYS

Heritage Open Days celebrates England's fantastic architecture and culture by offering free access to properties that are usually closed to the public or are normally charged for admission. At Groundlinas costumed actors will take you on a tour throughout the theatre (including backstage) whilst learning about this unique and fascinating building with its colourful



arguments - more bitter than angostura - that plagued their tempestuous marriage. Irreverent hilarious and sophisticated, Private Lives overflows with Noel Coward's celebrated eccentric wit and skilfull comedic staging Moving from misfortune to full-blown absurdity, this fast-paced comedy proves to be the perfect recipe for a stylish evening's entertainment

Thur 6th, Fri 7th, Sqt 8th



UNDER MILK WOOD

Under Milk Wood is Dylan Thomas' timeless masterpiece. made famous by Richard Burton's legendary recording. Here Richard Stride, brings it vividly to life in an astonishing solo performance

Celebrating a day in the life of the colourful inhabitants of a small Welsh fishina village, all 69 characters are cleverly recreated. Stride's performance has been enchanting audiences from York to London, with its bawdy and beautiful, unforgettable images of humanity.

Thur 13th Sep 7.30pm. Sat 15th Sep 7.30pm. Tues 2nd Oct 7.30pm. Thur 4th Oct 7.30pm. Tues 20th Nov 7.30pm.





Sweden, 1894. Midsummer night's celebrations are in full swing but the Count's daughter, the beautiful and imperious Miss Julie, feels trapped and alone. Downstairs in the servants' kitchen, handsome and rebellious footman Jean is feeling restless. When they meet a passion is ignited that soon spirals out of control. Strindberg's masterpiece caused a scandal when first produced - and has been hugely popular ever since for its searingly honest most soil of the close exchan-





















Series subscriptions



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Tues 20th Nov 7.30pm.

MISS JULIE



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Class or course subscriptions

Festival subscriptions

2 adult weekend passes

@ £10 = £20

'Horrible Histories' + 5

2 child day passes

@ £6 = £12

'Horrible Histories' + 3

f1

f4

£2

£16

£3

£2

£4

FESTIVAL SCHEDULE

Saturday 25 September

10am - 5pm Last entry 4pm Sunday 26 September

10am - 3pm Last entry 2.30pm

A unique and family-friendly festival at Chetham's in Manchester - featuring live music, food, drink and medieval entertainment - celebrating the 600th anniversary of Manchester's oldest buildings.



Medieval building tours with Jonathan Schofield

10.30am, 12pm, 2pm & 3.30pm Saturday 10.30am, 12pm & 2pm Sunday

The Fool's Puppet Theatre Companie Throughout the day

York Waits Dancing

Throughout the day

Live stilt walkers Throughout the day



Chetham's Choristers

Saturday 12pm & 2pm

Horrible Histories performances (ticketed event, pre-booking requi Saturday 1pm & 3.30pm

10.30am Sunday







Magical storytelling with Ian Douglas

Throughout the day













Festival subscriptions

2 adult weekend passes

@ £10 = £20

'Horrible Histories' + 5

2 child day passes

@ £6 = £12

'Horrible Histories' + 3

f1

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Ticket Subscriptions in action



Customers Events

Orders Tickets

Subscriptions

Other

Memberships

Ticket Subscriptions Fixed Series

Ticket Subscriptions

Enable Ticket Subscriptions not on sale

Ticket Subscription Name:



Q Search

In Basket



Shakespeare Series Flex 5 £90.00 - £115.00

5 Ticket Vouchers

5 tickets that can be used in any combination for the Shakespeare 2022 season.

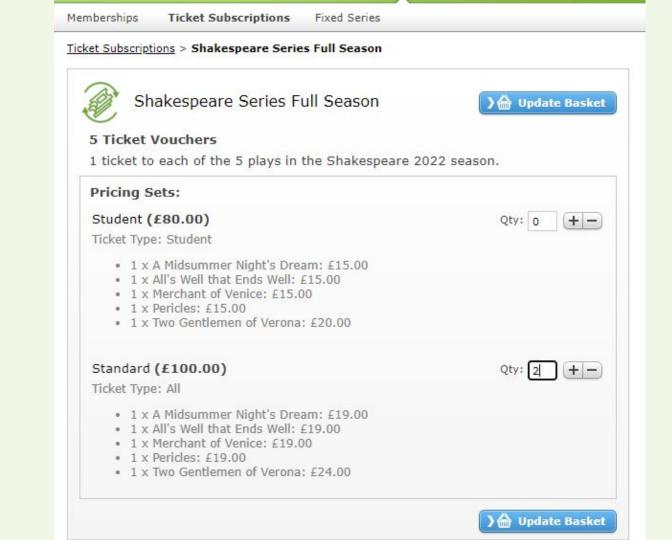


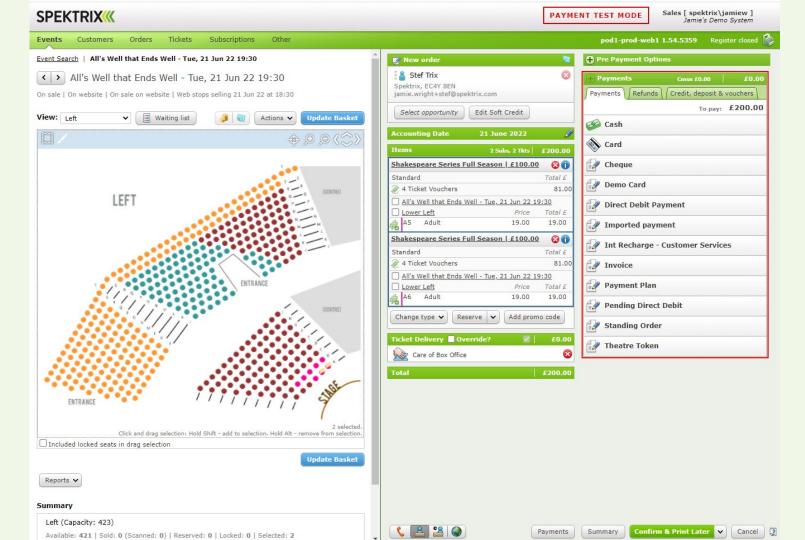
Shakespeare Series Full Season

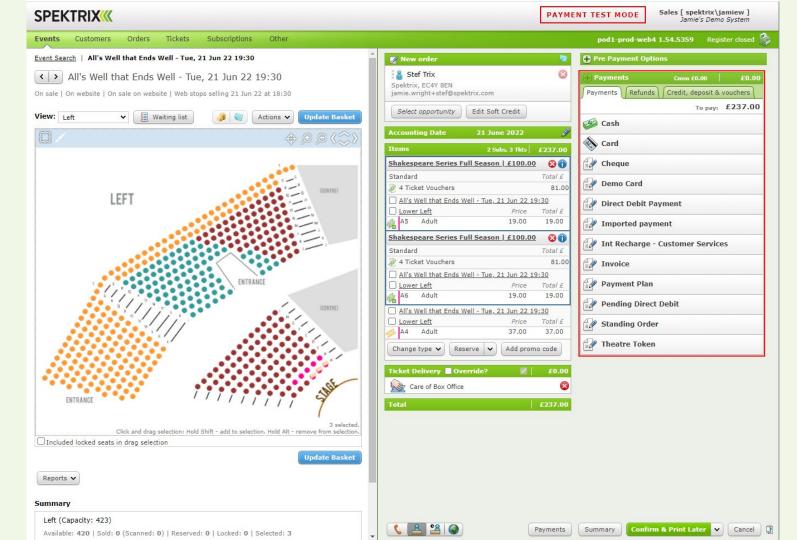
£80.00 - £100.00

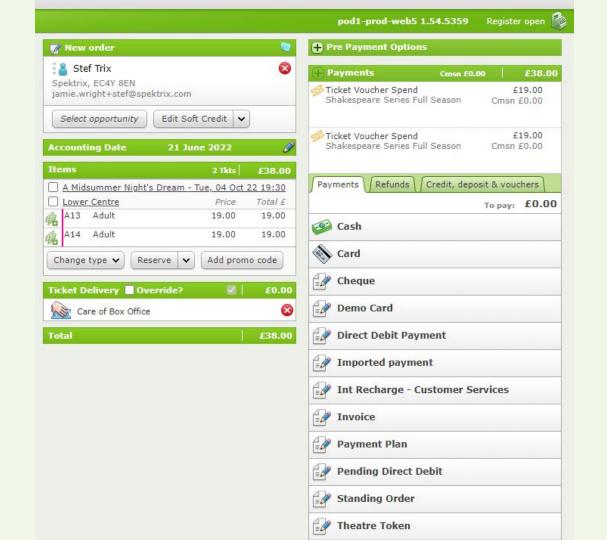
5 Ticket Vouchers

1 ticket to each of the 5 plays in the Shakespeare 2022 season.

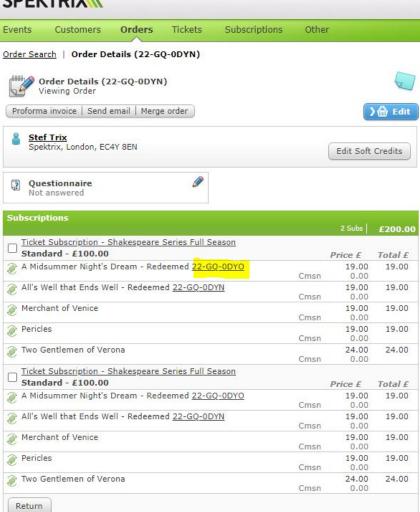








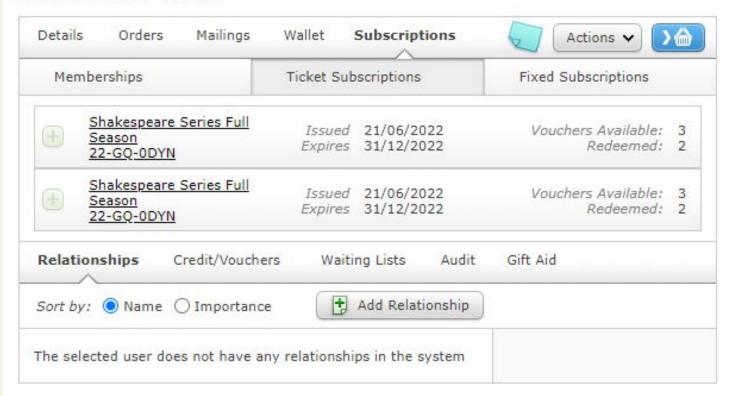




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棉	A5	Adult Redeemed from Ticket Subscription 22-GQ-0DYN ALYCIBQG	19.00	19.00	
鬼	A6	Adult Redeemed from Ticket Subscription <u>22-GQ-0DYN</u>	19.00	19.00	



Customers Orders Tickets Subscriptions Other Events Customer Search Stef Trix



Ticket Subscriptions

Shakespeare Series Flex 5

5 tickets that can be used in any combination for the Shakespeare 2022 season.

Standard

£115.00

Student

£90.00

Shakespeare Series Full Season

1 ticket to each of the 5 plays in the Shakespeare 2022 season.

Standard

£100.00

Student

£80.00

2

CONTINUE

Basket

Savings

If you hold a membership subscription you may be eligible for discounts. Log in and these will be applied to your order automatically.

Enter a promotion code here if you have one

APPLY CODE

Item Qty Total

Shakespeare Series Full Season 2 £160.00

Student

Booking Fee £2.00

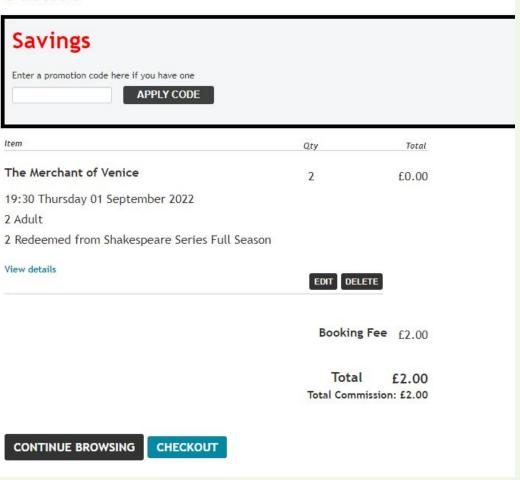
Total £162.00

Total Commission: £2.00

CONTINUE BROWSING

CHECKOUT

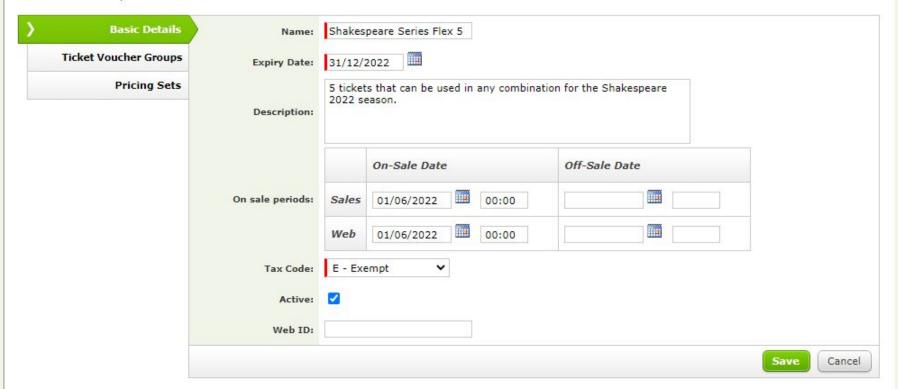
Basket







Ticket Subscriptions > Shakespeare Series Flex 5





Admin [spektrix\jamiew]
Jamie's Demo System

Events Subscriptions Pricing Seating Customers Other Document designs pod1-prod-web16 1.54.5366

Memberships Ticket Subscriptions Fixed Series

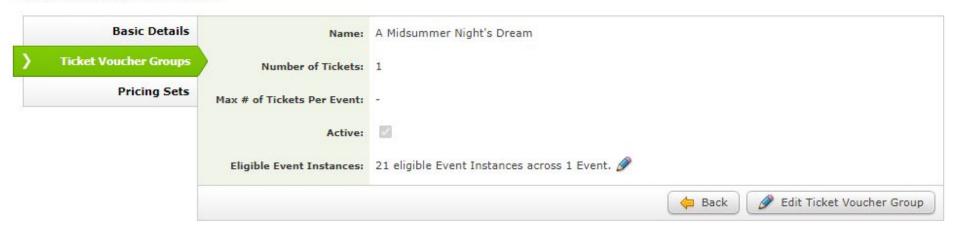
<u>Ticket Subscriptions</u> > <u>Shakespeare Series Full Season</u> > <u>Ticket Voucher Groups</u>

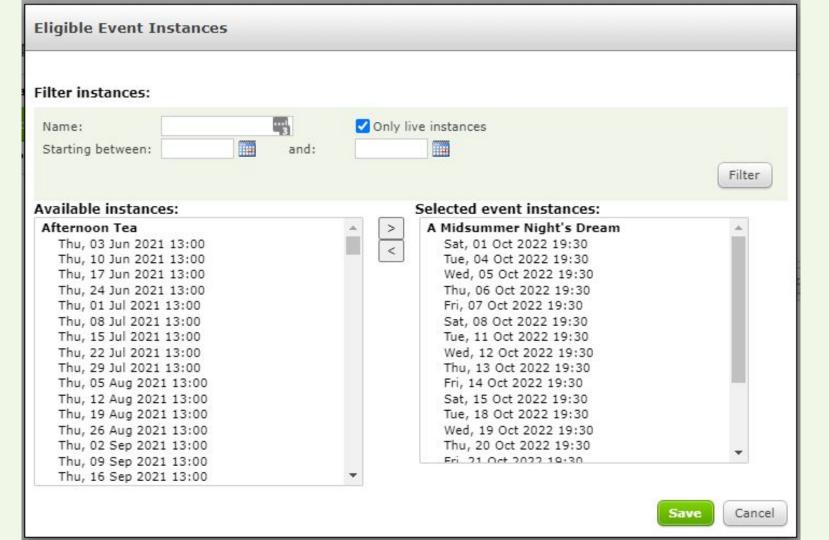


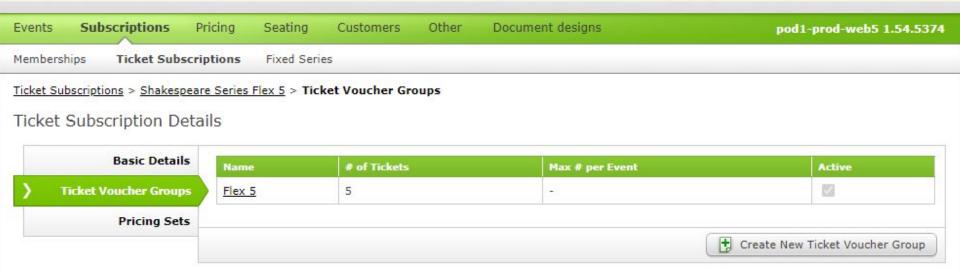


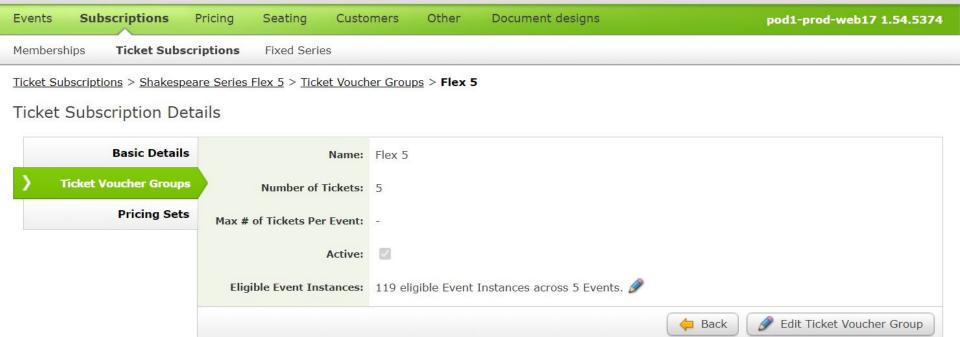
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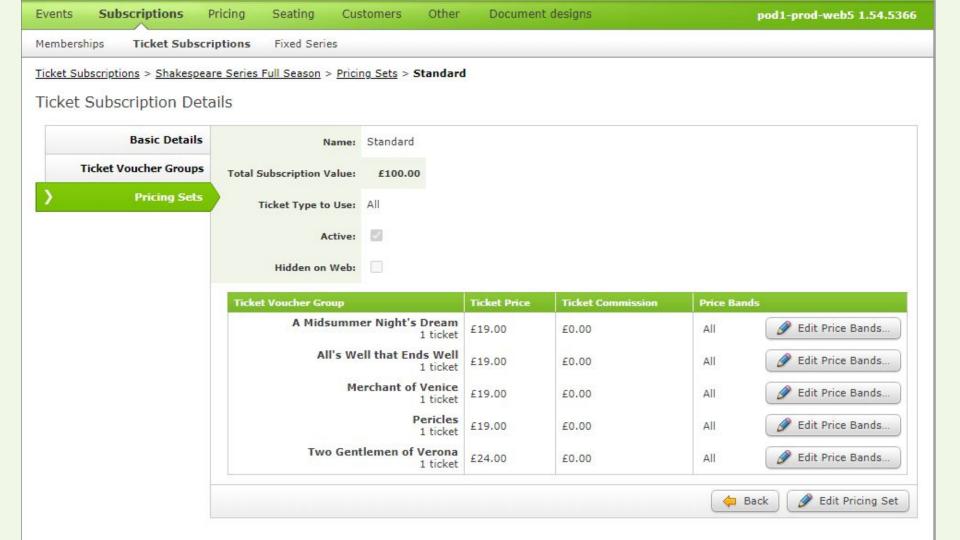
<u>Ticket Subscriptions</u> > <u>Shakespeare Series Full Season</u> > <u>Ticket Voucher Groups</u> > **A Midsummer Night's Dream**













1

Create New Ticket Voucher Group

Adult Dance Week 6



Events Subscriptions Pricing Seating Customers Other Document designs pod1-prod-web16 1.54.5395

<u>Memberships</u> **Ticket Subscriptions** Fixed Series

<u>Ticket Subscriptions</u> > <u>Medieval Manchester Festival - Weekend Pass</u> > **Ticket Voucher Groups**

Basic Details	Name	# of Tickets	Max # per Event	Active
Ticket Voucher Groups	Horrible Histories	1	15.	V
Pricing Sets	Other Activities	5	1	
			- Create	New Ticket Vouch

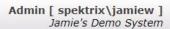


Events Subscriptions Pricing Seating Customers Other Document designs pod1-prod-web7 1.54.5395

Memberships Ticket Subscriptions Fixed Series

<u>Ticket Subscriptions</u> > <u>Medieval Manchester Festival - Weekend Pass</u> > <u>Pricing Sets</u> > **Adult**





SPEKTRIX

Events Subscriptions Pricing Seating Customers Other Document designs pod1-prod-web5 1.54.5398

Memberships Ticket Subscriptions Fixed Series

Ticket Subscriptions

Show Ticket Subscriptions tab in Sales Interface <a>

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/iew	1116	CLIV	-	150

Name	Description		Active
Medieval Manchester Festival - Weekend Pass		<u>Copy</u>	
Shakespeare Series Flex 5	5 tickets that can be used in any combination for the Shakespeare 2022 season.	<u>Copy</u>	
Shakespeare Series Full Season	1 ticket to each of the 5 plays in the Shakespeare 2022 season.	<u>Copy</u>	



Create New Ticket Subscription Structure

What's next?







REPORTS



TRAINING & DOCUMENTATION



EVENTS & CONSULTANCY

