

Guest Speaker

Patrick Kavanagh
Director, Ticketing

**MAGIC
MIKE
LIVE**



SPEKTRIX HUBS 2025:

Simplifying and Streamline Your Reporting

Patrick Kavanagh





OPPORTUN



3	Row Labels	Sum of Paid	Sum of Gross	Sum of New Net
4	30% Cyber Sale	11	\$800.42	\$734.30
5	50% Cyber Sale	15	\$809.25	\$742.50
6	Adult 18+	1803	\$176,740.23	\$162,147.00
7	Box Office Group Sale 10% Off	349	\$30,721.15	\$28,184.30
8	Casino Buys	4	\$344.44	\$316.00
17	EBC Tier 2	3	\$264.15	\$242.34
18	Friends & Family \$49	19	\$855.1	
19	Friends & Family \$69	19	\$1,235.1	
20	Groupon	62	\$4,040.1	
21	Hotel Guest Offer	14	\$889.1	
22	Indigo Celebration	9	\$971.1	
23	Infinity Rewards Member	1	\$51.1	
24	Insider	19	\$1,145.1	
25	JLD	1	\$37.1	
26	Local	13	\$952.1	
27	Military	7	\$512.1	

as of 12.28.22			
Tier 0 Pricing			
Tier 1 Pricing			
Tier 2 Pricing			
Price Subject to Change Daily			
DATE	NOTES	EARLY	LATE
Monday, December 26, 2022		7:30 PM	dark
Tuesday, December 27, 2022		7:30 PM	10:00 PM
Thursday, December 29, 2022		7:30 PM	10:00 PM
Friday, December 30, 2022		7:30 PM	10:00 PM
Saturday, December 31, 2022	New Year's Eve	dark	dark
Sunday, January 1, 2023		7:30 PM	10:00 PM
Monday, January 2, 2023		dark	dark
Tuesday, January 3, 2023		dark	dark

A	B	C	D	E	F	G	H
Performances			Meet & Greet		Performances		
SOLD ON Date	Tickets	revenue	SOLD ON Date	Tickets	ADVANCE AS OF	Ticket	
11/20/2022	288	\$23,689.94	11/20/2022	3	11/22/2022	6079	\$553,304.34
11/21/2022	295	\$24,741.80	11/21/2022	4	11/23/2022	5981	\$553,612.23
11/22/2022	318	\$23,703.22	11/22/2022	5	11/24/2022	6194	\$569,740.67
11/23/2022	309	\$26,601.11	11/23/2022	4	11/25/2022	6049	\$546,791.45
11/24/2022	213	\$16,128.44	11/24/2022	0	11/26/2022	5937	\$527,098.16
11/25/2022	510	\$40,261.59	11/25/2022	5	11/27/2022	6126	\$542,586.34
11/26/2022	406	\$30,520.64	11/26/2022	6	11/28/2022	6731	\$584,892.43
11/27/2022	490	\$35,751.71	11/27/2022	6	11/29/2022	6980	\$604,579.63
11/28/2022	605	\$42,306.09	11/28/2022	0	11/30/2022	7150	\$619,265.66
11/29/2022	249	\$19,687.20	11/29/2022	2	12/1/2022	7197	\$626,762.16
11/30/2022	382	\$28,704.25	11/30/2022	0	12/2/2022	7076	\$610,468.66
12/1/2022	419	\$32,879.88	12/1/2022	4	12/3/2022	6887	\$586,989.81
12/2/2022	361	\$30,607.25	12/2/2022	1	12/4/2022	6769	\$580,617.65
12/3/2022	399	\$32,789.62	12/3/2022	3	12/5/2022	7037	\$602,888.29
12/4/2022	227	\$18,739.43	12/4/2022	0	12/6/2022	7338	\$627,467.95
12/5/2022	268	\$22,270.64	12/5/2022	0	12/7/2022	7407	\$635,833.13

% of Capacity Sold				
EV50125D	P1	P2	P3	P4
	49.2%	26.4%	38.0%	97.5%
EV50125E	P1	P2	P3	P4
	73.4%	47.8%	48.0%	37.5%
EV50125L	P1	P2	P3	P4
	64.5%	40.7%	64.0%	55.0%
EV50126E	P1	P2	P3	P4
	70.2%	47.3%	46.0%	35.0%
EV50126L	P1	P2	P3	P4
	41.9%	38.5%	18.0%	37.5%
EV50130E	P1	P2	P3	P4
	47.6%	10.3%	27.0%	20.0%

Dynamic Pricing				Tier	New Dynamic Ba	
EV50125D	P1	P2	P3	P4	0	P1 P2
	\$5		\$5	\$10		\$80.66 \$64.31
EV50125E	P1	P2	P3	P4	1	P1 P2
	\$10	\$10	\$10	\$10		\$118.81 \$97.01
EV50125L	P1	P2	P3	P4	1	P1 P2
	\$10	\$5	\$5	\$5		\$118.81 \$91.56
EV50126E	P1	P2	P3	P4	1	P1 P2
	\$10	\$5	\$5	\$5		\$118.81 \$91.56

Use Broker Sales Report and format as follows:
Delete Columns E (Event), G (Trans Type)
Highlight Columns D, E & F. Right click and "cut". Click on column Q, right click and "Insert Cut Cells"
Delete Column S (Seat)
Delete Columns A - K
Select Column N (Total Charged). Right click and "cut". Click on column I, right click and "Insert Cut Cells"
Select Column M (Service Fees). Right click and "cut". Click on column J, right click and "Insert Cut Cells"
Select the cells in Row 2, Columns C, D & E. Right click and "Insert" and select "Shift Cells Down"

Transaction Date/Time	Instance Date/Time	Ticket Type
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It should look like this:

Select Row 1 and add Filter
Click on down arrow in Row 1, Column A and "Sort A-Z"
Scroll down until you come to the cells in Column A that are not yellow.
Select all rows from that point down to the end. Right click and "delete"
Scroll up to the top and sort row H "Smallest to Largest"
Delete any rows where Count = 0
Sort Column E (ticket type) A - Z
For each ticket type, select cells in columns A - J, right click and "copy". Go to appropriate orders tab in the workbook. Select the cell in Column A
*if additional rows are needed in the grid, select a middle row, right click and "insert" until you have the amount of rows you need
*if you added additional rows, copy the formulas in Column K and L to the newly added rows.
**Note for Groupon, GYG, Headout, Musement. Column E (ticket type) doesn't exist in their grid, so select Columns A - D and paste into the grid,th
For the following ticket types, refer to the Promo Code report to obtain the associated promo code for the order: Affiliate, Concierge, Academy Pr

406.67	241	\$ 16,679.97	256	\$ 20,200.40	307	\$ 29,673.26	348	\$ 32,544.32
11,103	236	\$ 16,294	249	\$ 19,626	295	\$ 28,943	341	\$ 31,663
11,103		\$ 16,294		\$ 19,626		\$ 28,943		\$ 31,663
(3,870)	(71)	\$ (4,329)	(90)	\$ (4,900)	(124)	\$ (10,968)	(94)	\$ (10,912)

SOLUTION



as of 12.28.22			
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Tier 1 Pricing	B3		
Tier 2 Pricing			
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SOLUTION



SUCCESS MARKERS



- Tier 0 Pricing
- Tier 1 Pricing
- Tier 2 Pricing



*Price subject to change daily

DATE	MATINEE	EARLY	LATE
Monday, September 22, 2025		07:30 PM	
Thursday, September 25, 2025		07:30 PM	10:00 PM
Friday, September 26, 2025		07:30 PM	10:00 PM
Saturday, September 27, 2025		07:30 PM	10:00 PM
Sunday, September 28, 2025		07:30 PM	

BARRIERS



TIME

“But I Need Something Right Now”

Are you going to need it again?
Send what you have!

“But I Don’t Have Time”

You’re right!! You don’t!!

Was 6-8 hours weekly on settlement
Now 45 minutes weekly on settlement

“But Other People Don’t Have Time”



SUCCESS MARKERS



Feeling of Belonging

Reclaiming Time

FREE YOUR MAGIC

Evolution

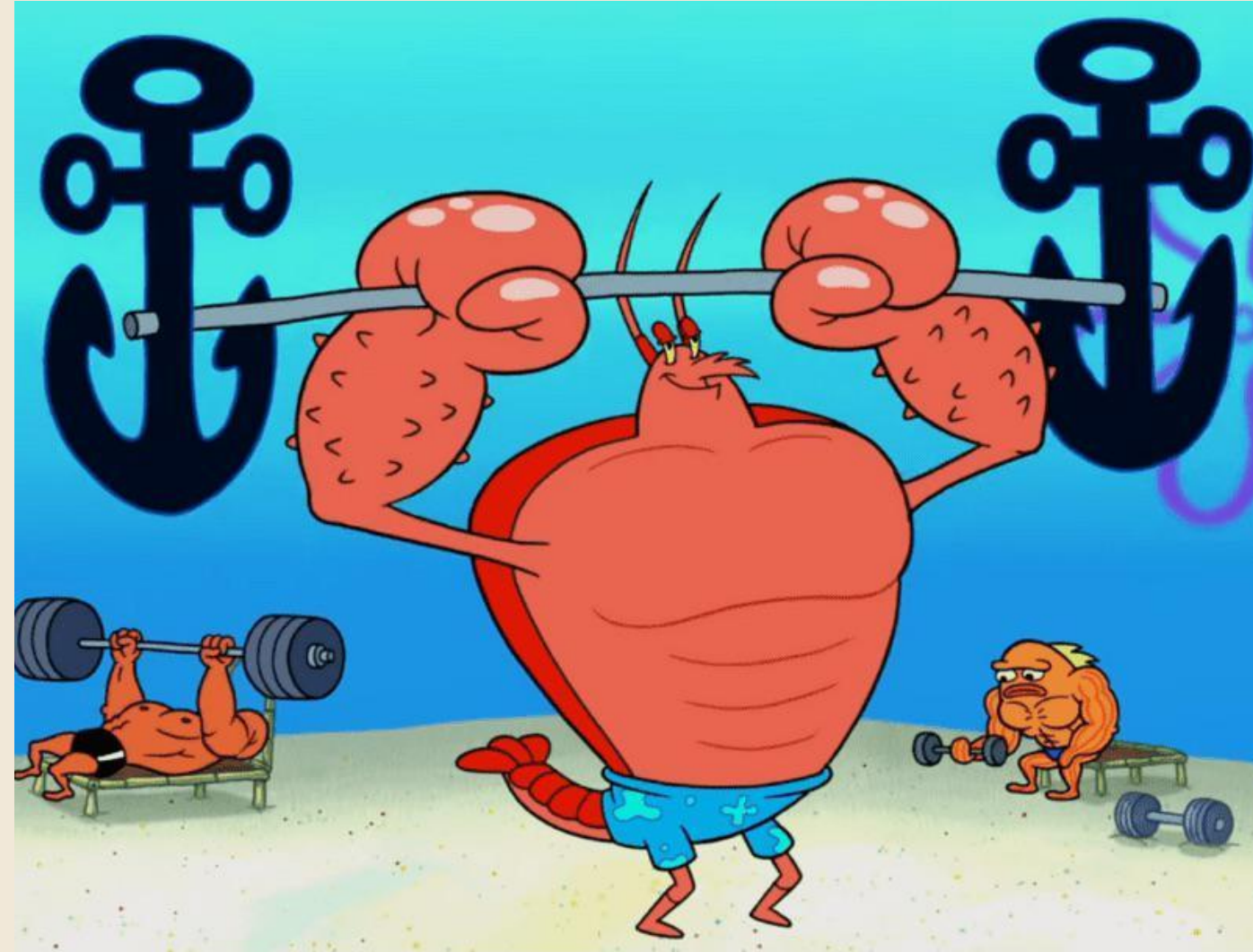
Engagement



NEXT STEPS



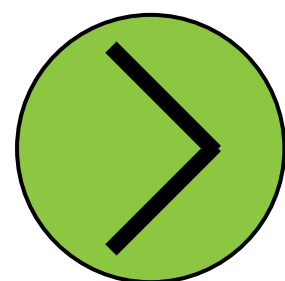
**ABSORB
INFO**



**FLAUNT
YOUR
MUSCLES**



**BE A
STAR**



Guest Speaker

Patrick Kavanagh
Director, Ticketing

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