

CRM Driven Solutions for Sport & Leisure

GREEN 4 VENUE MANAGEMENT USER GUIDE



Microsoft Partner
Gold Independent Software Vendor (ISV)

CONTENTS

About This Document	3
Copyright.....	3
Document Control.....	3
Contact.....	3
1. Introduction	4
2. Creating a Seat Class	5
3. Creating Bookable Resources	5
4. Creating a Venue.....	7
5. Creating Blocks.....	8
5.1 Creating a Block for a Venue.....	9
5.2. Creating the seating layout	10
6. Creating Areas.....	13
7. Creating a Venue Configuration.....	14
7.1 Venue Configurations Examples	15
8. Creating a Venue Configuration Block.....	16
9. Creating an Unseated Capacity	19

ABOUT THIS DOCUMENT

This document describes how to set up a Venue using the Venue Management functionality in Green 4 Ticketing.

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DOCUMENT CONTROL

Version	Date	Change	Initials
V1.0	17/09/2014	This is a new document.	JW
V1.1	11/11/2014	Set up of unseated capacity added.	JW

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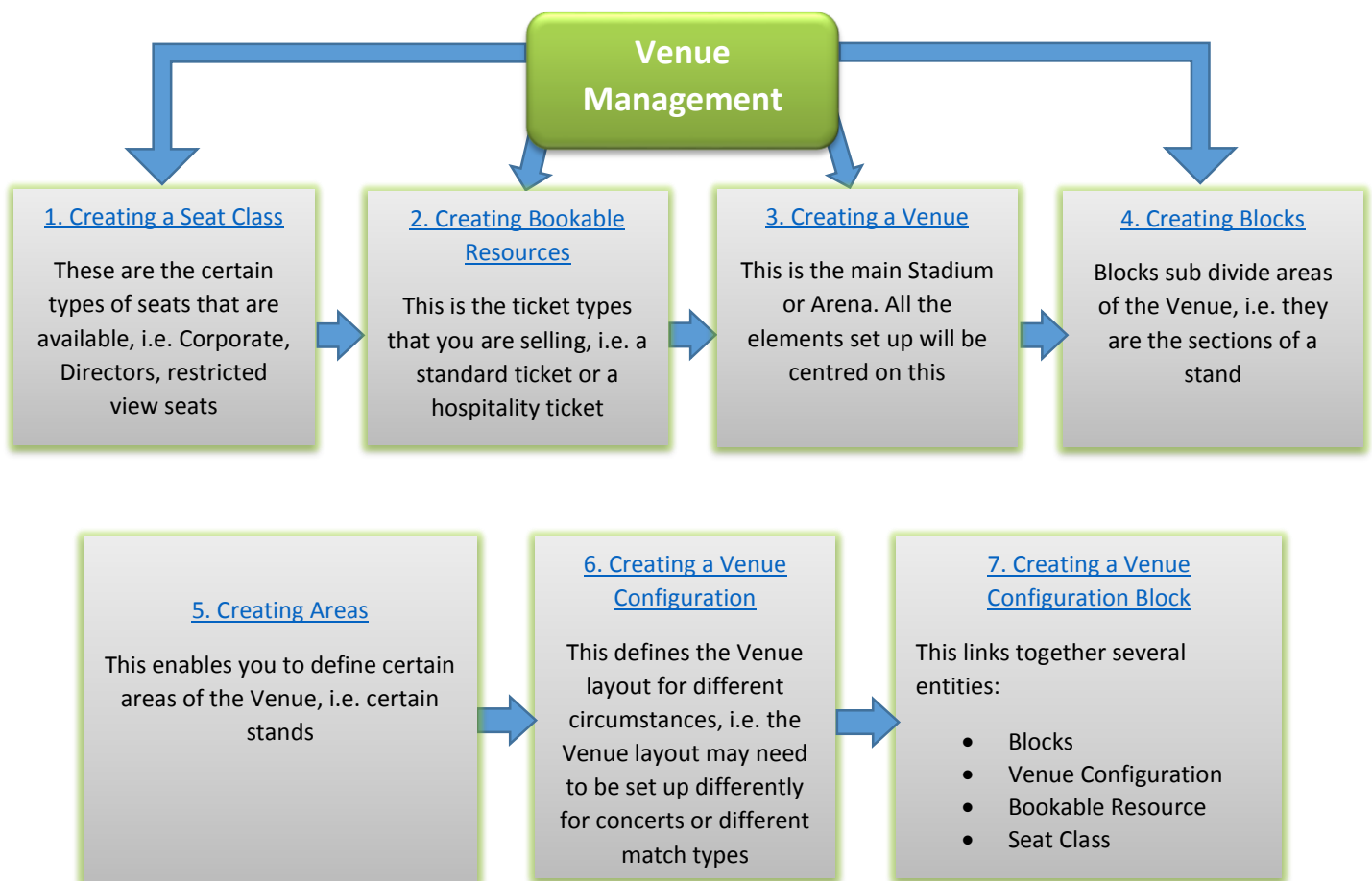
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1. INTRODUCTION

The setup of a Venue depends upon a number of CRM Entities being set up and interlinked. The following steps guide you through the process of setting up a venue with the overview below summarising the elements.



Note. This document does not cover adding the Venue and Venue Configuration when creating a Series or Fixture. In order to use your newly created Venue, these processes must be completed. This is covered in the Green 4 Ticketing Booking and Product Management User Guide.

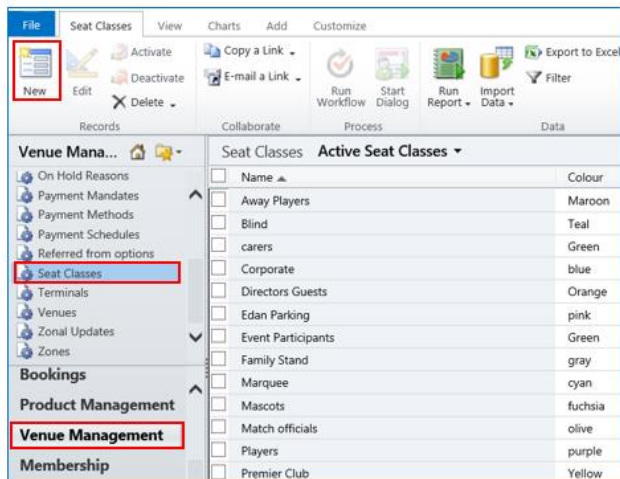
2. CREATING A SEAT CLASS



The Seat Classes entity is used to define the seat types available within the venues that have been added to Green 4 Stadium. Seat Classes can be re-used for multiple venues, and may include seat types such as corporate tickets, general tickets, unseated tickets, etc. Seat classes are selected when designing the stadium layout as discussed in [Section 5- Creating Blocks](#).

To create a new Seat Classes record:

- Select **Venue Management** in the navigation panel before selecting **Seat Classes**.



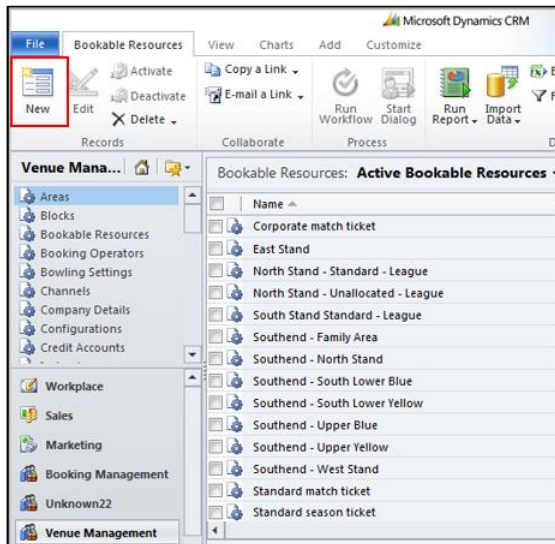
- Select **New** in the ribbon, a Seat Class form will be displayed. Enter the following:
 - Name.** Give the seat class a name, for example Corporate, Press, Restricted view, etc.
 - Colour.** Enter the colour you would like this section of seats to be displayed in when inserting them in the seat layout. Standard web colours should be used, for example red, blue, etc.
- Select **Save and Close** in the ribbon. The new Seat Class will have been created and you will now be able to return to the seat layout area of the Block form and designate seats as the appropriate seat class.

3. CREATING BOOKABLE RESOURCES



The Bookable Resources entity is used to represent the ticket types that you are selling through the Green 4 Ticketing. For example in our scenario we are selling Standard Tickets and Hospitality Tickets. To create a Bookable Resource record:

- In the CRM **Navigation Panel** select **Venue Management** followed by **Bookable Resources**.
- The Bookable Resource list view will be displayed:



- Select **New** on the ribbon (highlighted above).
- A blank Bookable Resource form will be displayed. Complete the following details:
 - Name.** Enter the name of the resource, for example the Hospitality Seat or Standard Seat.
 - Block Name.** Not required.
 - Stadium File.** Not required.
 - Category.** Not required.
 - Description.** Not required.
 - Capacity.** Not required.
 - Area Name.** Not required.
 - Seat Class.** Use the Look Up to enter the appropriate Seat Class here, for example the Hospitality Seat or Standard Seat.
 - Allocate Seats.** Select if the resource requires seats to be allocated, for example for standard seats at a stadium, the seats would have to be allocated, whereas for terrace tickets, seats would not need to be allocated as individuals stand. You should also select **No** if the ticket holder can sit anywhere within the chosen block.

- **Sequence.** Enter a sequence number for the bookable resource. The sequence number determines the order in which records appear in the Green 4 Ticketing.
- e) Once the details are complete select **Save and Close** on the ribbon.
- f) Repeat the above process for **all** bookable resources sold through Green 4 Ticketing.

Records Created

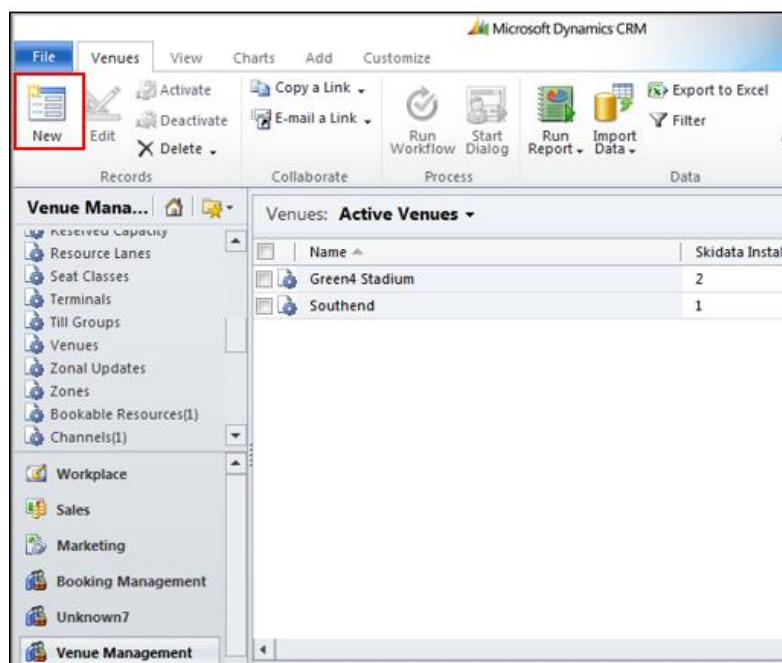
Record Type	Name
Bookable Resource	Hospitality Ticket
Bookable Resource	Standard Ticket

4. CREATING A VENUE



A Venue needs to be created for any area that you will be selling tickets for. For example, the Venue could be a stadium, an arena or a park.

- a) In the CRM **Navigation Panel** select **Venue Management** followed by **Venues**.
- b) The Venue list view will be displayed:



- c) Select New on the ribbon (highlighted above).

d) A blank Venue form will be displayed. Complete the following details:

General

- **Name.** Enter the name of the venue.
- **Skidata Install No.** Enter the Skidata install number. Used for access control.
- **Skidata Org.** Enter the Skidata organisation name. Used for access control.
- **Destination Folder.** Used for access control.
- **Latitude.** Capture the latitude for the Venue if required for locating the venue via Google.
- **Longitude.** Capture the longitude for the Venue if required for locating the venue via Google.

Address

- Capture the address of the Venue.

e) Once the details are complete, select **Save** on the ribbon.

Records Created

Record Type	Name
Venue:	Test Venue

5. CREATING BLOCKS



Once a venue has been created, it is necessary to start building the hierarchy of the stadium. To start this process, it is necessary to add blocks to a venue. The Blocks entity is used to sub-divide areas of a venue, for example to map out sections of a stand. For the worked example we will create the following 3 blocks:

Block Name	Number of Seats	Seat Classes
Test Block 1	30 (3 rows of 10)	Hospitality Seats (Row A only) Standard Seats (Rows B & C)
Test Block 2	30 (3 rows of 10)	Standard Seats (Rows A-C)
Test Block 3	30 (3 rows of 10)	Standard Seats (Rows A-C)

5.1 CREATING A BLOCK FOR A VENUE

- Open the appropriate venue details in the Venue form.
- Select **Blocks** in the form navigation panel. The Blocks view will be displayed:



- Select **Add New Block** from the ribbon (highlighted above).
- A blank Block form will be displayed. Complete the following details:
 - Name.** Enter a name for the block. As users will use this information when picking seats, the name entered should reflect the block names used at the stadium.
 - Venue.** The name of the venue will be automatically displayed.
 - Area.** Blocks can be grouped into areas, which in Green 4 Ticketing would typically represent the stands or entry points found at your venue. Either select an existing area or see [Section 6-Creating Areas](#).
 - Radius.** Enter the radius or curve of the block. The radius should fall in the range of 1 (complete circle) to 100,000 (no curvature).
 - Rows.** Enter the number of rows in the block.
 - Seats.** Enter the number of seats in each row of the block.
 - Seated.** Select **Yes** for blocks where seats are allocated. If a block is standing, or, if ticket holders can sit anywhere select **No**.
 - First Seat.** Enter the number of the first seat in the block.
 - Seat Number Direction.** Use the drop-down list to select which direction the seat numbers run. Options available are Left to Right, Right to Left or Zig Zag.

- **Zig Zag Start.** Select the starting point of where the seating numbers begins, if your seating layout is set in zig zag form. For example: Start Top Left will be as shown below.

1	2	3	4	5
10	9	8	7	6
11	12	13	14	15

- **Ignore Gaps.** Select **Yes** if using gaps to indicate walkways in the stadium layout. If this option is selected, the seat numbering will continue without including the gaps.
- **Unseated Capacity.** Enter the capacity for unseated blocks. This field is not necessary when defining seated areas.
- **Skidata Area Code.** Used for access control.
- **Use Row Offsets.** Select **Yes** if you would like to allow different rows in a block to start at a different number, i.e. to be able to specify a row offset. If set to Yes the layout designer shows a second column of edit boxes to the right of the label edit boxes to allow row offsets to be specified. The default offset value is 0 and therefore a number greater than 0 must be used to specify a row offset.



Note. Row offset cannot be used if zigzag blocks have been selected.

- **SVG.** If using a clickable image to select the block in EPOS or on the web enter the SVG coordinates for the area of the graphic representing the block.
- **Sponsor Message.** Enter the sponsor's message. The sponsor's message can be included on the printed ticket if the appropriate information is included in the print transform.

5.2. CREATING THE SEATING LAYOUT

The Seat Layout section at the bottom of the form will update to display a grid representing the block that you are defining. Under the **Seat Layout** section define the seat classes used in the block as described below.

- In the text boxes alongside the grid enter the row letters or numbers (A-J in the example below). Row numbers should only be entered if the **Seated** setting is set to **Yes**. Row letters are optional.
- Use the drop-down list to select a **Seat Class** (all available seat classes that have been defined in Green 4 Ticketing will be listed). If an appropriate Seat Class is not displayed you are able to create a new Seat Class by seeing [Section 2-Creating a Seat Class](#).

Note. A new automatically displayed seat class can now be selected called 'Hidden Seat.' If seats are selected as 'Hidden' this is not shown in the POS or WEB but the seats are still counted as a seat number (Whereas a 'no seat' seat class are not counted). This allows for blocks where it is required to keep the columns lined up, for example:-



1 2 [noseat] [hidden] 4 5 6 [row C]

1 2 [noseat] 3 4 5 6 [row B]

It must be noted that: These changes only affects the seat numbering for seated blocks with gaps where the Ignore Gaps field is set to **Yes** and this does not apply to zigzag blocks.

- c) Click on the appropriate grid squares to set a seat as the currently selected seat class. The colour of the square will change to reflect the selection made. To set a group of seats (vertically, horizontally or diagonally), hold the shift button down on the keyboard whilst selecting the appropriate grid squares.
- d) If an area of the block is not used (for example row D in the example shown) ensure the **No Seat** seat class is selected.
- e) To add another seat class, select the appropriate option from the seat class drop-down and repeat the process of selecting seats. Repeat until all seats that are available for sale in the block have been assigned. Note, if an area of the block is not used (for example row D in the example shown) ensure the **No Seat** seat class is selected.

Seat Layout

Restricted (yellow) ▼

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160	161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240	241	242	243	244	245	246	247	248	249	250	251	252	253	254	255	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280	281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319	320	321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	337	338	339	340	341	342	343	344	345	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375	376	377	378	379	380	381	382	383	384	385	386	387	388	389	390	391	392	393	394	395	396	397	398	399	400	401	402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458	459	460	461	462	463	464	465	466	467	468	469	470	471	472	473	474	475	476	477	478	479	480	481	482	483	484	485	486	487	488	489	490	491	492	493	494	495	496	497	498	499	500	501	502	503	504	505	506	507	508	509	510	511	512	513	514	515	516	517	518	519	520	521	522	523	524	525	526	527	528	529	530	531	532	533	534	535	536	537	538	539	540	541	542	543	544	545	546	547	548	549	550	551	552	553	554	555	556	557	558	559	560	561	562	563	564	565	566	567	568	569	570	571	572	573	574	575	576	577	578	579	580	581	582	583	584	585	586	587	588	589	590	591	592	593	594	595	596	597	598	599	600	601	602	603	604	605	606	607	608	609	610	611	612	613	614	615	616	617	618	619	620	621	622	623	624	625	626	627	628	629	630	631	632	633	634	635	636	637	638	639	640	641	642	643	644	645	646	647	648	649	650	651	652	653	654	655	656	657	658	659	660	661	662	663	664	665	666	667	668	669	670	671	672	673	674	675	676	677	678	679	680	681	682	683	684	685	686	687	688	689	690	691	692	693	694	695	696	697	698	699	700	701	702	703	704	705	706	707	708	709	710	711	712	713	714	715	716	717	718	719	720	721	722	723	724	725	726	727	728	729	730	731	732	733	734	735	736	737	738	739	740	741	742	743	744	745	746	747	748	749	750	751	752	753	754	755	756	757	758	759	760	761	762	763	764	765	766	767	768	769	770	771	772	773	774	775	776	777	778	779	780	781	782	783	784	785	786	787	788	789	790	791	792	793	794	795	796	797	798	799	800	801	802	803	804	805	806	807	808	809	810	811	812	813	814	815	816	817	818	819	820	821	822	823	824	825	826	827	828	829	830	831	832	833	834	835	836	837	838	839	840
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Note. If you wish web users to be able to view a view from seat image when they hover over the block, you should add the image as a note linked to the block.

Example Block Layouts

Block Name	Seat Layout	Seat Classes Used
Test Block 1	<div> <div>Seat Layout</div> <div>Standard (red) ▼</div> <div> <div>A</div> <div>B</div> <div>C</div> </div> </div>	Hospitality (Aqua) Standard (Red)
Test Block 2	<div> <div>Seat Layout</div> <div>Standard (red) ▼</div> <div> <div>A</div> <div>B</div> <div>C</div> </div> </div>	Standard (Red)
Test Block 3	<div> <div>Seat Layout</div> <div>Standard (red) ▼</div> <div> <div>A</div> <div>B</div> <div>C</div> </div> </div>	Standard (Red)



Note. If the layout of blocks change within the venue due to different events occurring then a new block must be created to represent this. For example at a football stadium a North Block may have a different layout for when a football match is occurring compared to if a concert is being held in the stadium. Therefore 2 blocks must be created. A North Block- Standard: Representing the block as it is for football matches and a North Block-Concert: Representing the block for when concerts are being held in the stadium.

6. CREATING AREAS



The Areas entity is used to define areas of the stadium, for example stands. Numerous blocks can fit within one area. To create an Area record from an open Block record:

- a) With the Block open in the Block form, select the Look Up button alongside the Area field. (See the example below).

- b) The Look Up Records dialog will be displayed.
- c) Select **New** to continue.
- d) A blank Areas form will be displayed:
- e) Complete the following details:
 - **Name.** Enter the name of the area, for example North Stand.
 - **Turnstile Information.** Capture the numbers or names of turnstiles to be used to access this area. This information can be printed on tickets.
 - **Turnstile Information Alternative 1.** Capture the numbers or names of turnstiles that can also be used to access this area. This information can be printed on tickets.
- f) Once the details are complete click **Save and Close** on the toolbar.
- g) The Look Up Records dialog will be redisplayed. Highlight the newly created area before selecting OK to continue. The newly created area will now be related to the block.



Note. A new area must be created for each part (i.e. stand) of the venue. You will then be able to associate the venues blocks to the correct areas of the venue.

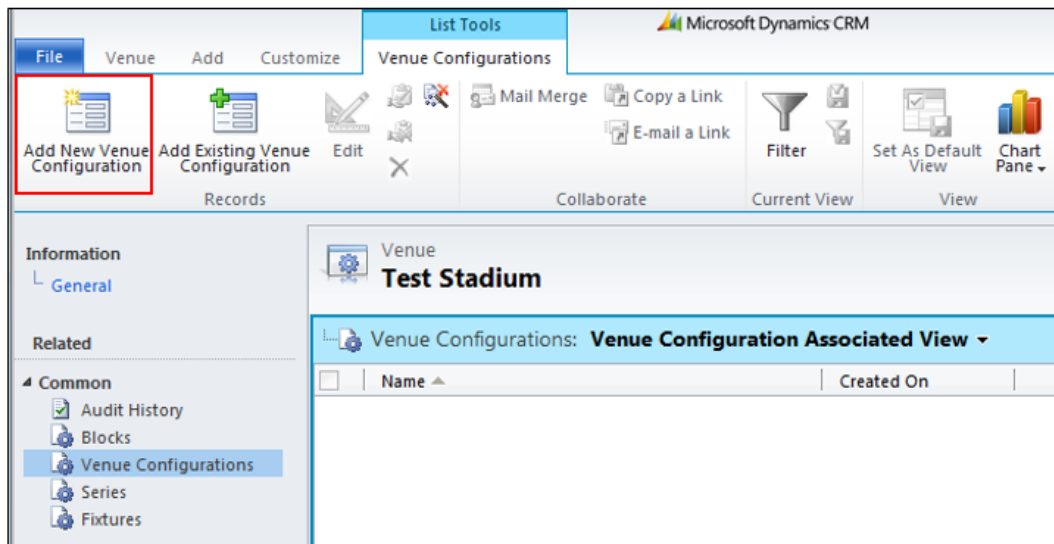
7. CREATING A VENUE CONFIGURATION



The Venue Configuration entity is used to define the stadium layout for different events or circumstances. A venue (or stadium) may have a number of different venue configuration records associated with it, each of which is used for a different purpose, for example league matches, cup matches, concerts, or at a different time, for example the week before a fixture is due to be played.

The worked example will initially use one venue configuration record. To create a Venue Configuration record:

- With the Venue open in the Venue form, select **Venue Configurations** in the form Navigation panel.
- The Venue Configurations list view will be displayed:



- Select **Add New Venue Configuration** to continue.
- A blank Venue Configuration form will be displayed. Complete the following details:
 - Name.** Enter the name of the venue configuration. The name may be used by other users to identify the purpose of the configuration record, and therefore should reflect the configuration use, for example Concert Stadium Layout or Standard Stadium Layout.
 - Venue.** The venue will be automatically displayed.
 - Parent Venue Config.** Use the **Find** button to search for the parent configuration file (if applicable).

- **Print Tickets for Venue.** Select **Yes** or **No** depending on if tickets should be printed for this venue.
 - **Allow Print at Home.** Select **No** or **Yes** depending on if tickets are able to be printed at home.
 - **Away Venue.** Select **Yes** if this is an Away venue that is being set up, if not, select **No**.
 - **Primary Provider.** Used for access control.
 - **Perimeter Provider.** Used for access control.
- e) Once the details are complete select **Save and Close** on the ribbon.
- f) The Venue record will be re-displayed. Repeat for each venue configuration required.
- g) Once all of the Venue Configuration records have been created, select **Save and Close** on the ribbon.

Records Created

Record Type	Name	Linked To
Venue Configuration	Standard Configuration	Test Venue

7.1 VENUE CONFIGURATIONS EXAMPLES

The following examples illustrate the flexibility that can be achieved using the venue configuration settings available through Green 4 Ticketing.

Example 1: Televised / Non Televised Games

Multiple venue configuration records can exist against a venue, allowing for different seat layouts to be used for different circumstances, for example when a match is televised (or not), cup matches, league matches, concerts, etc. When you create a fixture, using the **Venue Configuration** field you can select which configuration to use for the event. The venue configuration will be linked to the appropriate blocks (which define the layout of the venue) via a separate set of venue configuration blocks.

Example 2: Hospitality Seats

Any seats normally reserved for hospitality packages can be made available for general sale as the fixture approaches. To release tickets for sale change the Venue Configuration record associated with the fixture on the appropriate date. The Venue Configuration record initially used will use blocks which have the hospitality seats marked. The second Venue Configuration record will use blocks where the hospitality seats have been replaced by general seats.

8. CREATING A VENUE CONFIGURATION BLOCK



The Venue Configuration Blocks entity is used to link several entities:

- Blocks
- Venue Configuration
- Bookable Resource
- Seat Class

It will be necessary to create a Venue Configuration Block record for each combination of the above entities.

To create a Venue Configuration Block record from a Block record:

- With the Venue Configuration form open, select **Venue Configuration Blocks** in the form Navigation panel.
- The Venue Configuration Blocks list view will be displayed:

Name	Venue Configura...	Block	Seat Class	Created On
Away stadium block	Away stadium	East 1	Restricted	20/08/2014 15:22

- Select **Add New Venue Configuration Block** on the ribbon (highlighted in the above figure).
- A blank Venue Configuration Block form will be displayed:

Note. The above procedure will have to be repeated for each Block-Seat Class-Bookable Resource combination.



If the block that you have selected has more than one Seat Class within it, for example some restricted view seats and some standard seats then a new Venue Configuration Block will need to be created for each one of these i.e. Test Block 1- Hospitality Ticket and Test Block 1- Standard Ticket.

e) Complete the following details:

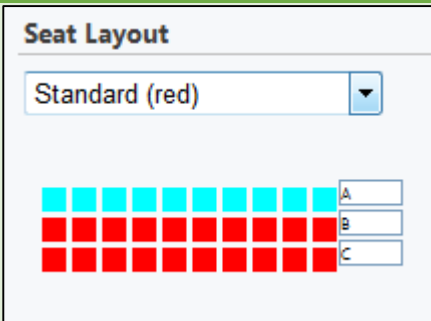
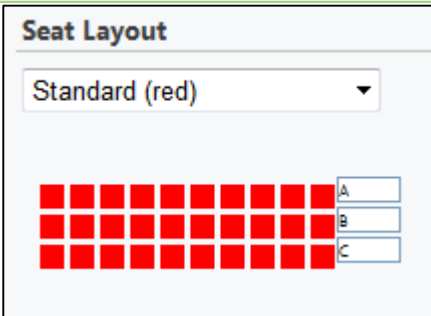
- **Name.** Enter a name for the venue configuration block, for example North Block- Concert
- **Venue Configuration.** This will already be completed with the Venue Configuration
- **Block.** Use the Look Up records dialogue to select the appropriate block.
- **Seat Class.** Use the Look Up Records dialog to select the appropriate seat class. The seat class should match one of the seat classes used in the block. To set up a new seat class see [Section 2- Creating a Seat Class](#).
- **Bookable Resource.** Use the Look Up Records dialog to select the bookable resource, for example match day ticket or season ticket. Typically, a bookable resource would relate to an area of the stadium, for example the South Stand. To set up a new Bookable Resource see [Section 3- Creating Bookable Resources](#).

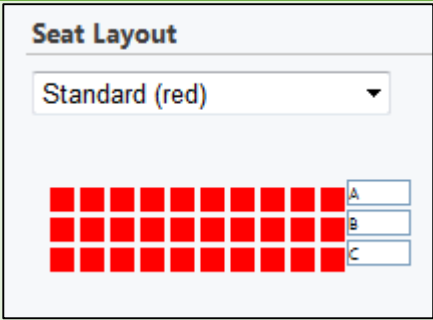
f) Once the details are complete, click **Save and Close** on the ribbon.

Records Created

Record Type	Block	Bookable Resource	Venue Configuration	Seat Class
Venue Configuration Block	Test Block 1	Hospitality Ticket	Standard Configuration	Hospitality
Venue Configuration Block	Test Block 1	Standard Ticket	Standard Configuration	Standard
Venue Configuration Block	Test Block 2	Hospitality Ticket	Standard Configuration	Standard
Venue Configuration Block	Test Block 2	Standard Ticket	Standard Configuration	Standard
Venue Configuration Block	Test Block 3	Standard Ticket	Standard Configuration	Standard

In the above example:

Block Layout	Explanation
	Both hospitality and standard tickets can be purchased for block 1. The hospitality seats will be confined to a single row (as defined in the block layout), which is identified by the seat class hospitality.
	Both hospitality and standard tickets can be purchased for block 2. There is no distinction between the seats available for hospitality and standard seating (can sit anywhere within the block).

Block Layout	Explanation
	Only standard seats are available for block 3.

9. CREATING AN UNSEATED CAPACITY

It is also possible to create a venue that has no seating capacity, this is done in a similar way to the above and requires the following steps to be carried out:

- Create the venue
- Create the block
- Create the Venue Configuration
- Create the Venue Configuration and the bookable resource.

Create the Venue

The Venue entity is used to represent your venue. A venue can be reused multiple times, and therefore it is normally only necessary to create a single Venue record. To create a venue in CRM:

- Select **Venues** from the **Venue Management** tab.
- A list of existing venues will be displayed.
- Click **New** on the ribbon.
- A blank Venue form will be displayed.
- Complete the following details:
 - **Name.** Enter a name for the venue.
- All other fields can be left blank. Select **Save** to save the details.

Create the Block

The block entity is used to represent the capacity of the venue. A venue can be made up of a number of blocks. To create an unseated capacity block:

- From within the venue record, select **Blocks** in the form navigation area.
- A list of blocks that have been previously added to the venue will be displayed. Complete the following details:

- **Name.** Enter a name for the block. As users will use this information when picking seats, the name entered should reflect the block names used at the stadium.
- **Venue.** The name of the venue will be automatically displayed.
- **Area.** Blocks can be grouped into areas, which in Green 4 Ticketing would typically represent the stands or entry points found at your venue.
- **Seated.** Select **No** for blocks where seats are not allocated.
- **Unseated Capacity.** Enter the capacity for unseated blocks.
- **Skidata Area Code.** Used for access control.
- **SVG.** If using a clickable image to select the block in EPOS or on the web enter the SVG coordinates for the area of the graphic representing the block.
- **Sponsor Message.** Enter the sponsor's message. The sponsor's message can be included on the printed ticket if the appropriate information is included in the print transform.



Note. All other fields that are not displayed above do not have to be completed/changed.

- c) Select **Save & Close** on the ribbon.

Create the Venue Configuration

The Venue Configuration allows you to have different configurations for your venue. For instance different events may use different venue layouts (configurations). To create a venue configuration record:

- From within the venue record, select **Venue Configurations** in the form navigation area.
- Select **Add New Venue Configuration** from the ribbon.
- Complete the following details:
 - **Name.** Enter a name for the venue configuration.
 - **Venue.** This field will be automatically filled.
 - **Print Tickets for Venue.** Select **Yes** if the venue uses printed tickets.
 - **Allow Print at Home.** Select **Yes** if tickets linked to the venue configuration can be printed at home.
 - **Away Venue.** Set to **No**.
 - **Primary Provider.** Use the lookup dialog to select the **Default** provider.



Note. All other fields that are not displayed above do not have to be completed/changed.

- d) Select **Save** on the ribbon.

Create the Venue Configuration Block & Bookable Resource

Venue configuration blocks are used to build the link between: Venue Configuration, Blocks and Bookable Resources. To create a Venue Configuration Block record:

- a) From within the venue configuration record, select **Venue Configuration Blocks** in the form navigation area.
- b) Select **Add New Venue Configuration Block** from the ribbon.
- c) Complete the following details:
 - **Name.** Enter the name of the venue configuration block.
 - **Block.** Use the lookup dialog to search for the block.
 - **Bookable Resource.** Open the lookup dialog and select **New**. Enter a name for the resource before selecting **Save & Close** to return to the venue configuration block record. Select **OK** on the lookup dialog.
 - **Venue Configuration.** This field will be pre-filled.
 - **Seat Class.** Leave blank for unseated capacity.
 - **Sequence.** The sequence determines the order in which the venue configuration blocks are displayed.
- d) Select **Save & Close** on the ribbon.