



CRM 2015

VENUE
MANAGEMENT
USER GUIDE

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ABOUT THIS DOCUMENT

This document has been prepared as a User Guide for setting up and managing a venue in the Go system.

NON-DISCLOSURE

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DOCUMENT CONTROL

Version	Date	Change	Initials
V1.0	11/06/2015	This is a new document	JW

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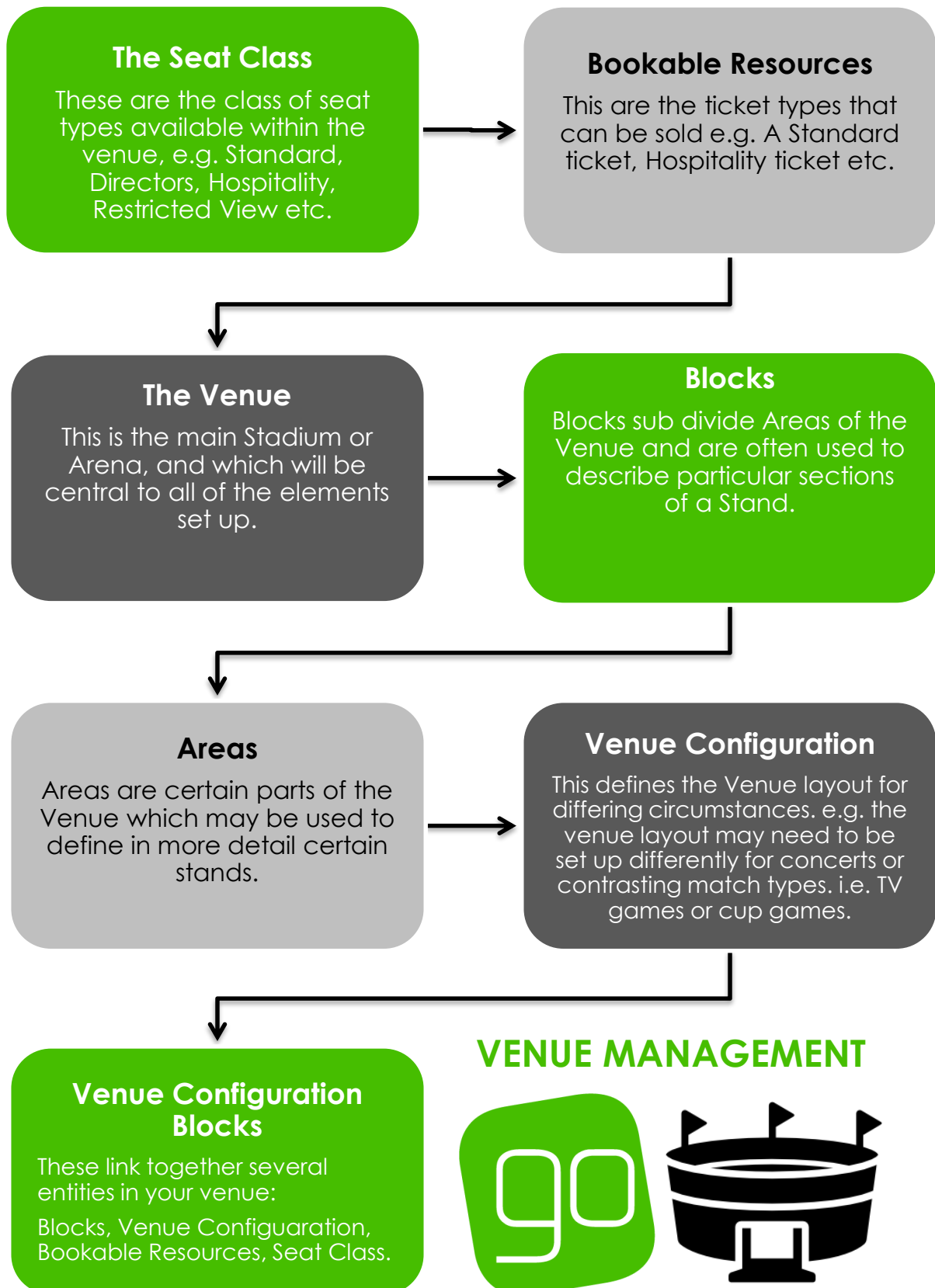
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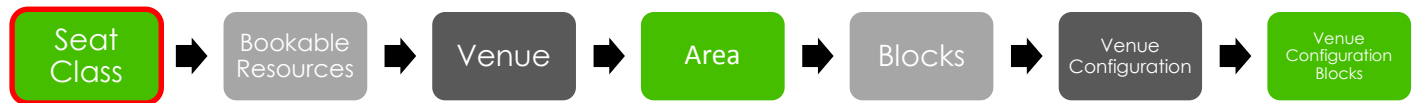
Web: www.green4solutions.com

1. INTRODUCTION

The setup of a Venue depends upon a number of CRM entities being set up and this document will guide you through the process. The image below should help to summarise these elements.



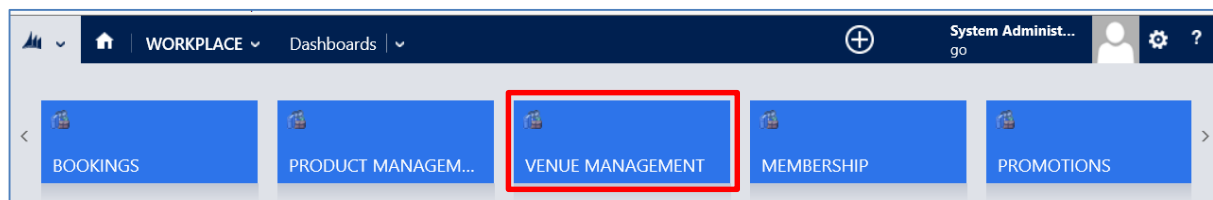
2. CREATING A SEAT CLASS



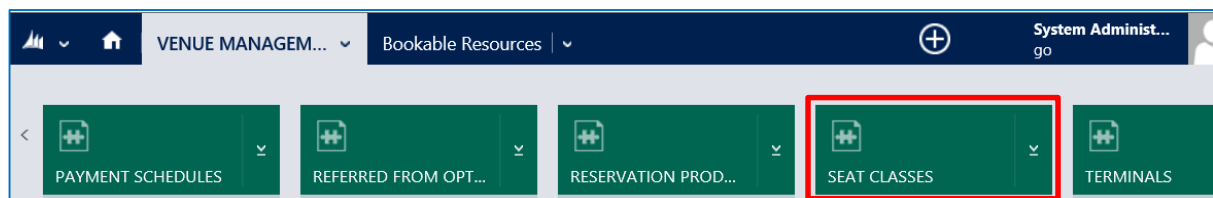
The Seat Classes entity is used to define the seat types available within the venues such as Standard, Hospitality or Restricted View type seats. A Seat Class must also be created if there are unseated areas within a venue. Seat classes are selected when designing the stadium layout as discussed in [Section 5 Creating Blocks](#).

To create a new Seat Classes record:

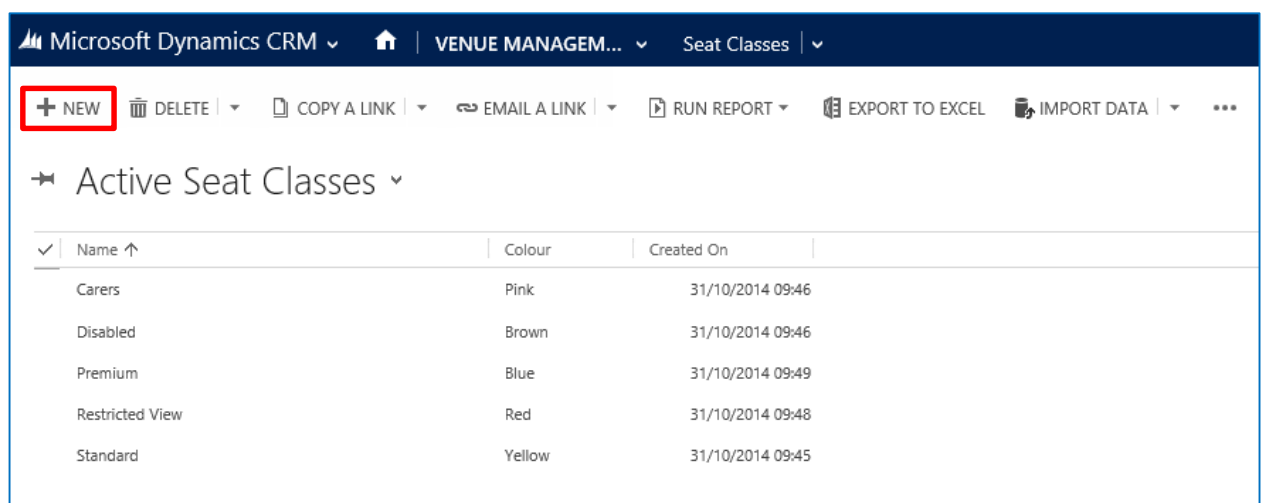
- Select or hover over the **Microsoft Dynamics CRM** tab before scrolling across the drop down list of the navigation bar and selecting **Venue Management**.



- Next, in the Venue Management area of CRM, select the **Venue Management** tab before scrolling across the drop down list of the navigation bar and selecting **Seat Classes**.



- All currently Active Seat Classes will be displayed and the Seat Class can be reused so multiple versions of the same Seat Class do not need to be created. Select **New** on the ribbon.



d) A new Seat Class form will be displayed. Enter the following:

VENUE MANAGEM... Seat Classes New Seat Class

SAVE SAVE & CLOSE + NEW FORM EDITOR

SEAT CLASS : INFORMATION

New Seat Class

General

Name *

Colour --

- **Name.** Enter the name of the Seat Class, for example Standard, Hospitality, Restricted view or Unseated 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. For an Unseated Seat Class a colour does not need to be chosen.

e) Select **Save and Close** in the ribbon. The new Seat Class will have been created and you will now be able to use it to designate seats in the seat layout area of the Block form.

VENUE MANAGEM... Seat Classes New Seat Class

SAVE SAVE & CLOSE + NEW FORM EDITOR

EXAMPLE OF SEAT CLASS RECORDS CREATED

Four Seat Classes have been created for the Venue that is being created for this document example and are displayed in the table below:

Record Type	Name	Colour
Seat Class	Standard	Yellow
Seat Class	Hospitality	Gold
Seat Class	Restricted View	Red
Seat Class	Unseated	N/A

Example of a completed Seat Class form:

VENUE MANAGEM... Seat Classes Standard

+ NEW DEACTIVATE DELETE EMAIL A LINK RUN WORKFLOW ...

SEAT CLASS : INFORMATION

Standard

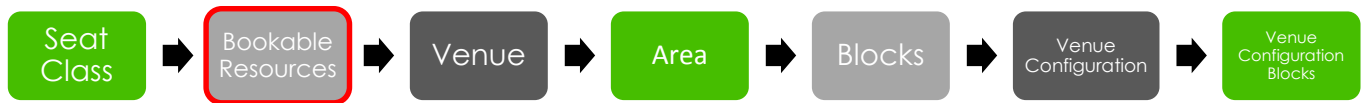
General

Name * Standard

Colour Yellow

Notes

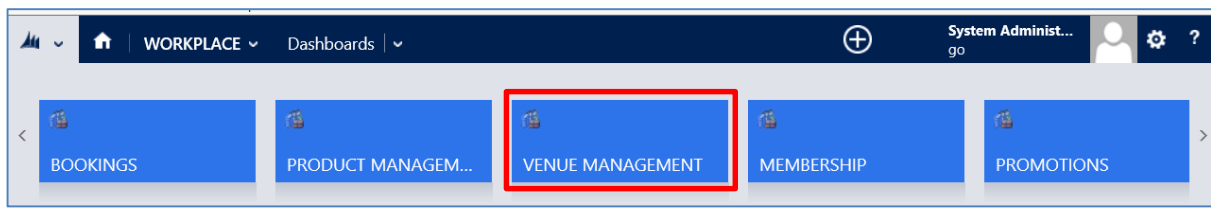
3. CREATING BOOKABLE RESOURCES



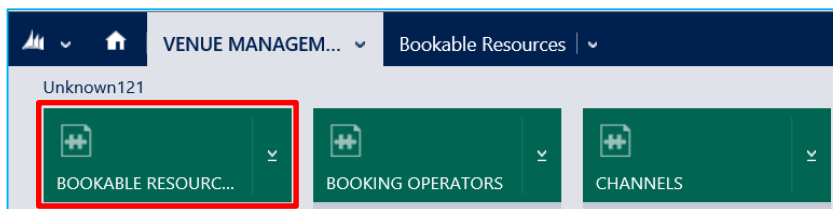
The Bookable Resource entity is used to represent the ticket types you are selling using the Go ticketing system. A Bookable Resource needs to be created for each type of ticket available on the system. For example a Bookable Resource would have to be created for Standard tickets, Hospitality tickets, Restricted View type tickets or Standing tickets etc.

To create a Bookable Resource record:

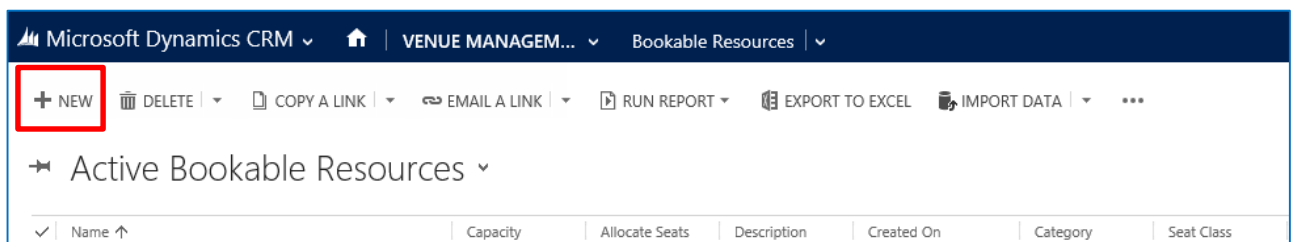
- Select or hover over the **Microsoft Dynamics CRM** tab before scrolling across the drop down list of the navigation bar and selecting **Venue Management**.



- Next, in the Venue Management area of CRM, select the **Venue Management** tab before selecting **Bookable Resources** in the navigation bar.



- A list of the currently Active Bookable Resources will be shown. Select **New** on the ribbon



- A blank Bookable Resource form will be displayed. Complete the following details:



Note. The fields below that are not listed on the Bookable Resource form do not need to be completed.

VENUE MANAGEM... Bookable Resources | New Bookable Reso...

SAVE SAVE & CLOSE + NEW FORM EDITOR

BOOKABLE RESOURCE : INFORMATION

New Bookable Resource

General

Name *	<input type="text"/>	Capacity	--
Block Name	--	Area Name	--
StadiumFile	--	Seat Class	--
Category	--	Allocate Seats	No
Description	--	Sequence	--

Notes

- **Name.** Enter the name of the resource, it is recommended to place the venue name at the front of the Bookable Resources name, for example Dragon Bay Arena - Hospitality and Dragon Bay Arena - Standard.
- **Seat Class.** Use the Look Up to enter the appropriate Seat Class here, for example Hospitality or Standard.
- **Allocate Seats.** Select **Yes** if the resource requires seats to be allocated, for example for standard or hospitality seats at a stadium where the seats would have to be allocated. Alternatively for unseated tickets, seats do not need to be allocated so **No** can be selected. **No** should also be chosen if the ticket holder can sit anywhere within the chosen block.
- **Category.** If applicable enter a category for the Bookable Resources to be.
- **Sequence.** If applicable, enter a sequence number for the bookable resource. The sequence number determines the order in which records appear in the Go system.

e) When the details are complete select **Save and Close** on the ribbon.

f) Repeat the above process for all of the Bookable Resources that need to be created for the venue.

EXAMPLE OF BOOKABLE RESOURCE RECORDS CREATED

Six Bookable Resource have been created for the Venue that is being created for this document example and are displayed in the table below:

Record Type	Name
Bookable Resource	Hospitality
Bookable Resource	Standard
Bookable Resource	Restricted View
Bookable Resource	Carer
Bookable Resource	Disabled
Bookable Resource	Unseated

Example of a completed Bookable Resource form:



The screenshot shows a web application interface for managing bookable resources. The breadcrumb trail is: VENUE MANAGEM... > Bookable Resources > Dragon Bay - Hospi... >. The main title is 'BOOKABLE RESOURCE : INFORMATION' followed by 'Dragon Bay - Hospitality'. Below this is a 'General' section with a table of fields:

Name *	Dragon Bay - Hospitality	Capacity	--
Block Name	--	Area Name	--
StadiumFile	--	Seat Class	<u>Hospitality</u>
Category	--	Allocate Seats	Yes
Description	--	Sequence	--

Below the table is a 'Notes' section.

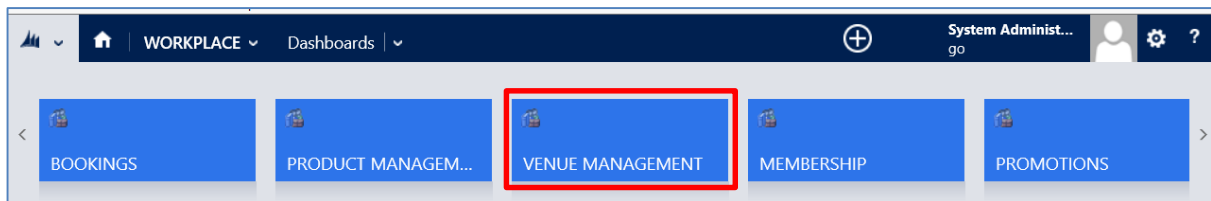
4. CREATING A VENUE



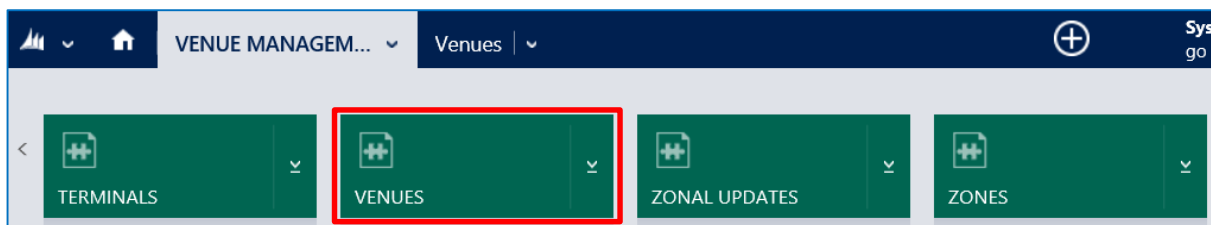
A Venue needs to be created for any area which you will be selling tickets for. For example, the venue could be a stadium, an arena or a park. All of the elements set up will be central to the Venue.

To create a new Venue:

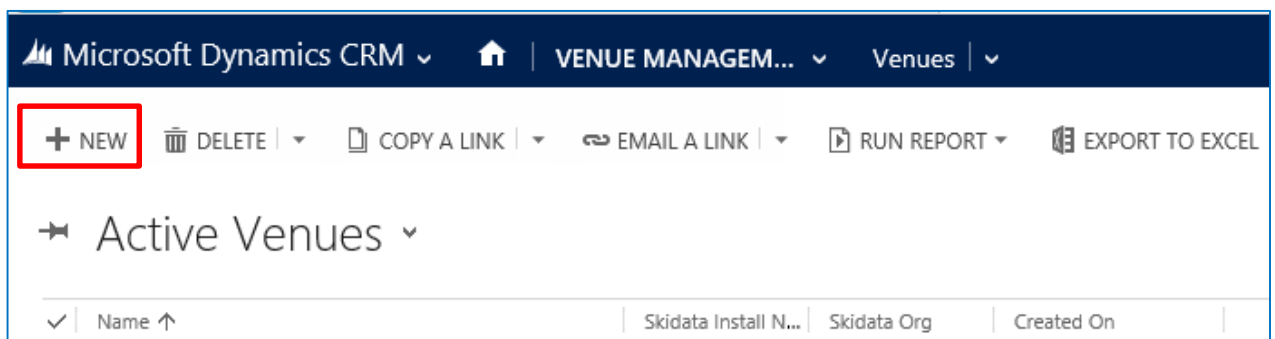
- Select or hover over the **Microsoft Dynamics CRM** tab before scrolling across the drop down list of the navigation bar and selecting **Venue Management**.



- Next, in the Venue Management area of CRM, select the **Venue Management** tab before scrolling across and selecting **Venues** in the navigation bar.



- A list of the currently Active Venues will be displayed. Select **New** on the ribbon



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

VENUE : INFORMATION

New Venue

General

Name *

Skidata Install No. -- Skidata Org --

Destination Folder --

Latitude -- Longitude --

General

- **Name.** Enter the name of the Venue, for example Dragon Bay Arena or Green 4 Stadium,
- **Skidata Install No.** Used for access control. If applicable, enter the Skidata install number.
- **Skidata Org.** Used for access control. If applicable, enter the Skidata organisation name.
- **Destination Folder.** Used for access control.
- **Latitude.** If required, capture the latitude for the Venue, allowing the venue to be located via Google.
- **Longitude.** If required, capture the longitude for the Venue, allowing the venue to be located via Google.

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

EXAMPLE OF A VENUE RECORD CREATED

One Venue has been created for the example used in this document and is shown in the table below:

Record Type	Name
Venue:	Dragon Bay Arena

Example of a completed Venue form:

VENUE : INFORMATION

Dragon Bay Arena

General

Name * Dragon Bay Arena

Skidata Install No. -- Skidata Org --

Destination Folder --

Latitude -- Longitude --

5. CREATING BLOCKS



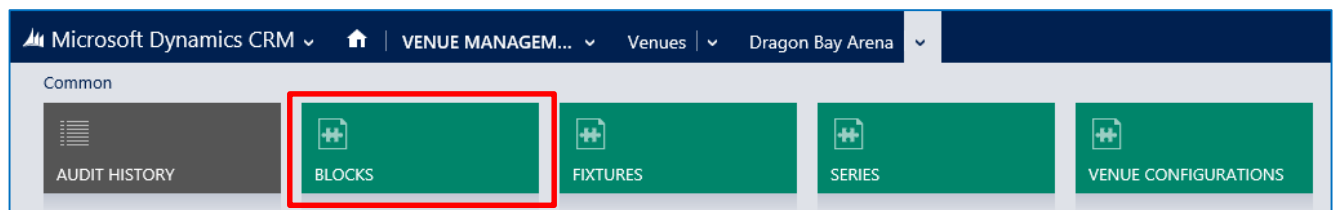
When a venue has been created, it is necessary to start building the hierarchy of the stadium. To start this process, it is necessary to add Blocks to a venue. The Blocks entity is used to sub-divide areas of a venue, for example to map out sections of a stand.

As an example we will create the following 3 blocks:

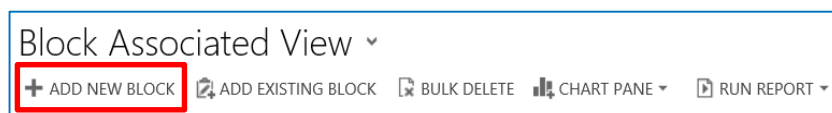
Block Name	Number of Seats	Seat Classes
East Block	100 (5 rows of 20)	Restricted View Seats Standard Seats
North Block	180 (10 rows of 19 due to missing seat in this example)	Standard Seats Carers Seats Disabled Seats
South Block	180 (10 rows of 19 due to missing seat in this example)	Hospitality Seats Standard Seats Carers Seats Disabled Seats

5.1 CREATING A BLOCK FOR A VENUE

- a) With the **Venue form** open, select the small arrow next to the Venues name in the navigation bar (in this example Dragon Bay Arena). From the drop down choose **Blocks**.



- b) Select **Add New Block** from the ribbon.



c) A blank Block form will be displayed. Complete the following details:

The screenshot shows the 'New Block' form in the Green4Go system. The form is titled 'New Block' and is under the 'BLOCK : INFORMATION' section. It has a 'General' tab selected. The form contains various fields for block configuration, including Name, Area, Rows, Seated, Seat Number Direction, Ignore Gaps, Skidata Area Code, SVG, Sponsor Message, Venue, Radius, Seats, First Seat, Zig Zag Start, Unseated Capacity, and Use Row Offsets. The 'Status' is set to 'Active'.

- **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 Venue such as East Block or Block A etc.
- **Venue.** The name of the venue will be automatically displayed.
- **Area.** Blocks can be grouped into areas, which in the Go system 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, terraced, 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.** If applicable, select the starting point of where the seating numbers begin, if your seating layout is set in zig zag form. For example: Start Top Left is 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.** If creating an unseated block enter the capacity. 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.



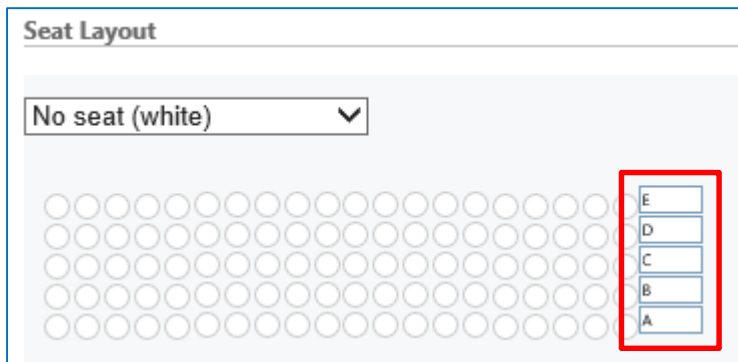
Note. Row offset cannot be used if zigzag blocks have been selected.

- **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.** If applicable 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.

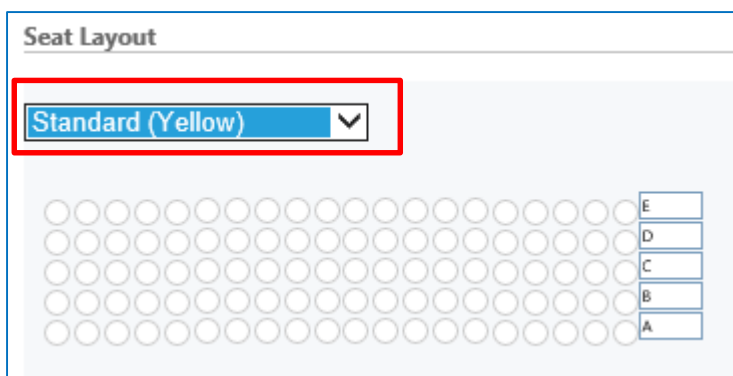
5.2. CREATING THE SEATING LAYOUT

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.

- a) In the text boxes alongside the grid (Highlighted below) enter the row letters or numbers (A-E in the example below). Row numbers should only be entered if the **Seated** setting is set to **Yes**. Row letters are optional.



- b) Use the drop-down list (highlighted below) to select a **Seat Class** (all available seat classes that have been defined in CRM will be listed). If an appropriate Seat Class is not displayed you are able to create a new Seat Class. To do this see [Section 2 Creating a Seat Class](#).



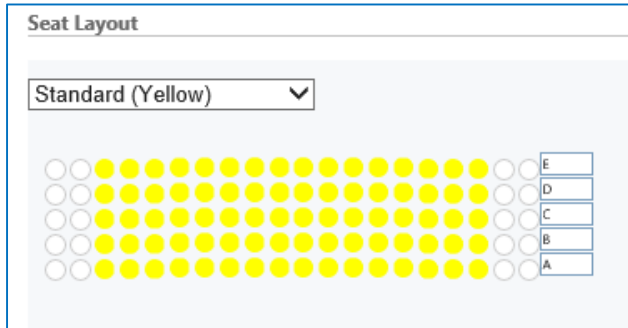
Note. An automatically displayed seat class can be selected called **Hidden Seat**. If seats are selected as 'Hidden' this is not shown in the POS or WEB but the seats are still counted as a seat number (Whereas a 'no seat' seat class are not counted). This allows for blocks where it is required to keep 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.



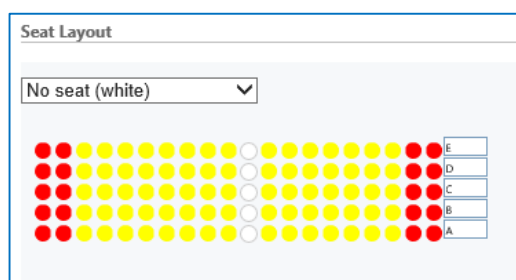
Note. If the layout of Blocks change within the Venue due to different events occurring then a new Block must be created to represent this.



For example at a football stadium a North Block may have a different layout when a football match is occurring compared to a concert 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.

- d) If an area of the block is not used 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 available for sale in the Block have been assigned.



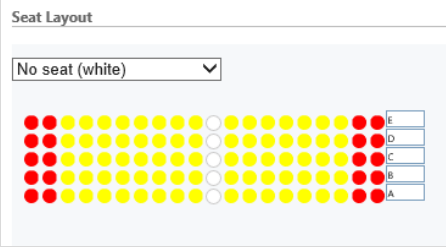
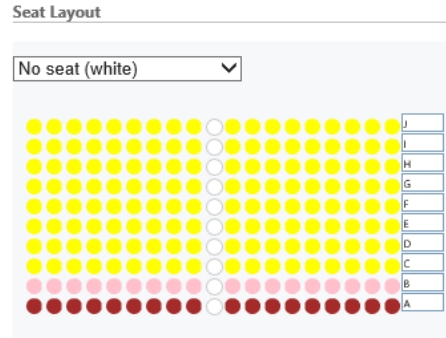
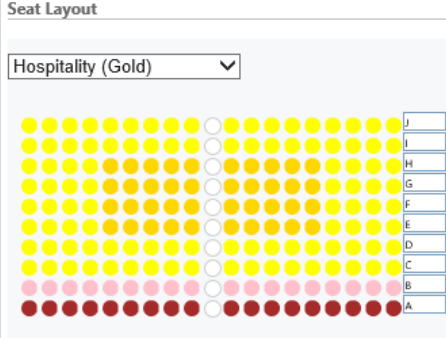
Note. If you hover the mouse over a square on the grid, the seat and row number will be displayed.

If you wish web users to be able to see a view from a seat image when they hover over the block, you should add the image as a note linked to the block.

- f) Once the details are complete click **Save and Close** on the ribbon.
- g) The Venue form will be redisplayed. Repeat above process for each Block included in the Venue.

EXAMPLE OF SEATED BLOCKS AND THE SEAT LAYOUT CREATED

Three seated Blocks have been created for the Venue that is being used in this document example and are displayed in the table below:

Block Name	Seat Layout	Seat Classes Used
East Block		Restricted View (Red) Standard (Yellow) No Seat (White)
North Block		Standard (Yellow) Pink (Carers) Brown (Disabled)
South Block		Standard (Yellow) Hospitality (Gold) Pink (Carers) Brown (Disabled)

Example of a completed seated Block form:

Microsoft Dynamics CRM | VENUE MANAGEM... | Venues | East Block

+ NEW | DEACTIVATE | DELETE | EMAIL A LINK | RUN WORKFLOW | START DIALOG | RUN REPORT | ...


BLOCK : INFORMATION
East Block

General

Name *	East Block	Venue	Dragon Bay Arena
Area	Lower Tier	Radius	100,000
Rows	5	Seats	20
Seated	Yes	First Seat	1
Seat Number Directi...	Left to Right	Zig Zag Start	--
Ignore Gaps	Yes	Unseated Capacity	--
Skidata Area Code	--	Use Row Offsets	No
SVG	--		
Sponsor Message	--		

Seat Layout

No seat (white)

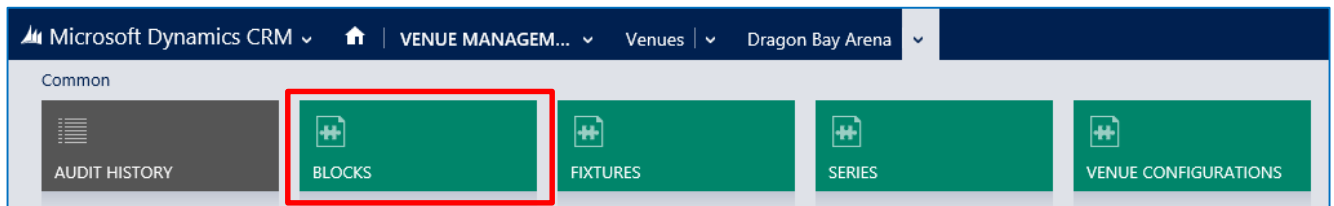


5.2. CREATING UNSEATED BLOCKS

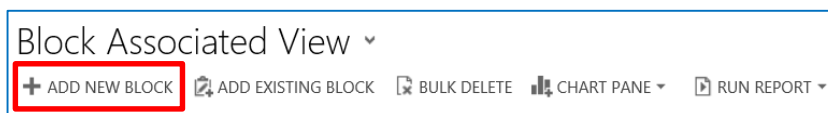
If a Venue is being created that is unseated or if the Venue contains blocks within it that have an unseated capacity then unseated Blocks will need to be created. This will need to be created if for example a Venue has standing or terraced blocks.

To create an Unseated Block:

- With the Venue form open, select the small arrow next to the Venues name in the navigation bar (in this example Dragon Bay Arena). From the drop down choose **Blocks**.



- Select **Add New Block** from the ribbon.



- A blank Block form will be displayed. Complete the following details:

The screenshot shows the 'New Block' form in Microsoft Dynamics CRM. The form is titled 'New Block' and shows the 'General' tab. The form contains several fields for block information, including Name, Area, Rows, Seated, Seat Number Direction, Ignore Gaps, Skidata Area Code, SVG, Sponsor Message, Venue, Radius, Seats, First Seat, Zig Zag Start, Unseated Capacity, and Use Row Offsets. The 'Seated' field is set to 'No'. The 'Status' field is set to 'Active'.

- 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. For example West Block Standing.
- Venue.** The name of the Venue will be automatically displayed.
- Area.** Blocks can be grouped into areas, which in the Go system would typically represent the stands or entry points found at your venue. Either select an existing area or see [Section 6 Creating Areas](#).
- Seated.** If a block is standing, terraced, or if ticket holders can sit anywhere select **No**.

- **Unseated Capacity.** Enter the capacity for the unseated block.
- **Skidata Area Code.** Used for access control.
- **SVG.** If using a clickable image to select the block in POS or on the web enter the SVG coordinates for the area of the graphic representing the block.
- **Sponsor Message.** If applicable 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.

EXAMPLE OF A UNSEATED BLOCK CREATED

One unseated Block has been created for the Venue that is being used in this document example and is displayed in the table below:

Block Name	Number of Seats	Seat Classes
West Block (Unseated)	10 Unseated Capacity	Unseated

6. CREATING AREAS



The Area entity is used to define areas of the Venue, for example certain stands. Numerous blocks can fit within one area.

To create an Area record from an open Block form:

- With the Block open in the Block form, select the Look Up button alongside the Area field and select **New**.

Microsoft Dynamics CRM | VENUE MANAGEM... | Venues | South Block

BLOCK : INFORMATION
South Block

General

Name *	South Block	Venue	Dragon Bay Arena
Area		Radius	100,000
Rows	10	Seats	19
Seated	Yes	First Seat	1
Seat Number Directi	Left to Right	Zig Zag Start	--
Ignore Gaps	Yes	Unseated Capacity	--
Skidata Area Code	--	Use Row Offsets	No
SVG	--		
Sponsor Message	--		

- A blank Area form will be displayed. Complete the following details:

New Area

System Administrat... go

SAVE SAVE & CLOSE + NEW FORM EDITOR

AREA : INFORMATION
New Area

General

Name *	
Turnstile Information	--
Turnstile Information	--

- Name.** Enter the name of the area, for example South 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.

- c) When the details are complete click **Save and Close** on the ribbon. The new area will displayed in the Area field of the block. Repeat this process for each of the blocks that need a different Area added to them.



Note. When an Area has been created and saved it can then be simply added to the appropriate Blocks by using the Look Up next to the Area field in a Blocks form. Therefore an Area for a Venue only needs creating once.

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.

EXAMPLE OF AREAS CREATED

Four Areas have been created for the Venue that is being used in this example, these are shown in the table below:

Record Type	Name
Area	South Stand
Area	North Stand
Area	East Stand
Area	West Stand

Example of a completed Area form:

Microsoft Dynamics CRM | VENUE MANAGEM... | Venues | North Stand

+ NEW | DEACTIVATE | DELETE | EMAIL A LINK | RUN WORKFLOW | START DIALOG | RUN REPORT

AREA : INFORMATION

North Stand

General

Name * North Stand

Turnstile Information Turnstile N1

Turnstile Information: --

Notes

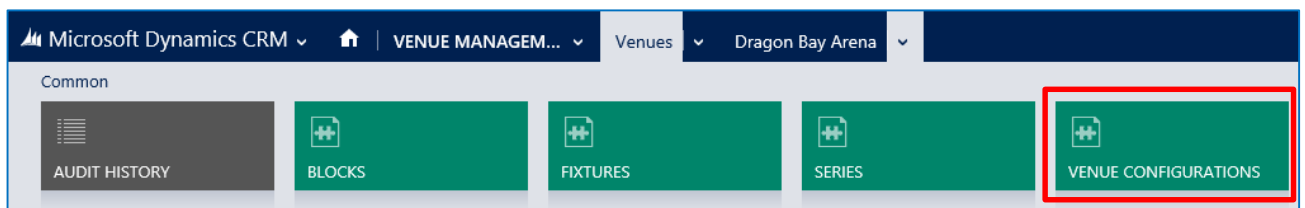
7. CREATING A VENUE CONFIGURATION



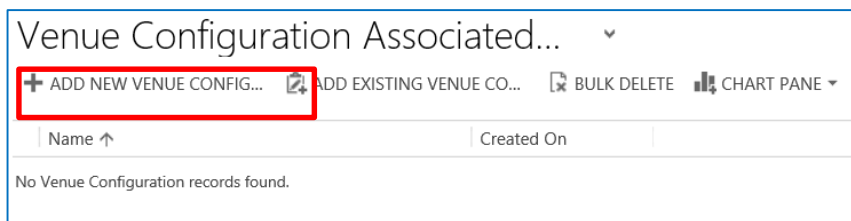
The Venue Configuration entity is used to define the stadium layout for different events or circumstances. Multiple venue configuration records can exist against a venue, allowing different seat layouts to be used for different circumstances, for example when a match is televised (or not), cup matches, 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.

To create a Venue Configuration record:

- With the Venue open in the navigation bar, select the small arrow next to the name of the Venue and choose **Venue Configurations**.



- The Venue Configurations list view will be displayed, select **Add New Venue Configuration**.



- A blank Venue Configuration form will be displayed. Complete the following details:

The screenshot shows the 'New Venue Configuration' form. The 'General' tab is active, displaying the following fields:

VENUE CONFIGURATION : INFORMATION	
New Venue Configuration	
General	
Name *	
Venue	Dragon Bay Arena
Print Tickets for Veni	No
Parent Venue Config	--
Allow Print at Home	No
Away Venue	No
Access Control	
Primary Provider	--
Perimeter Provider	--

- **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.** If applicable, use the **Find** button to search for the Parent Configuration file.
- **Print Tickets for Venue.** Select **Yes** or **No** depending whether tickets should be printed for this venue or not.
- **Allow Print at Home.** Select **No** or **Yes** depending 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, use the Look Up to select the Primary Access Control provider for the venue if applicable.
- **Perimeter Provider.** Used for access control.

d) When the details are complete select **Save and Close** on the ribbon.

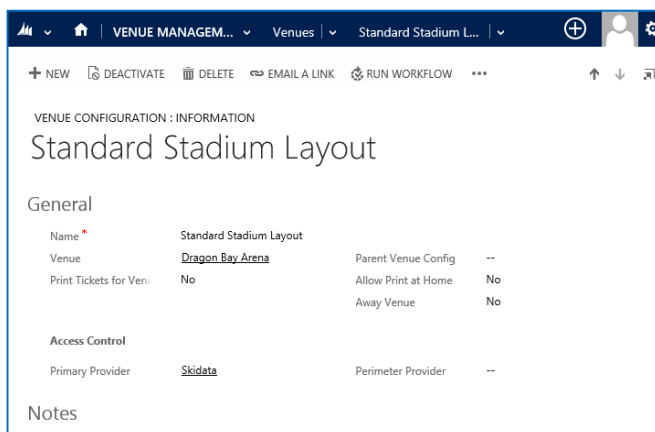
e) The Venue record will be re-displayed. Repeat for each Venue Configuration required.

EXAMPLE OF VENUE CONFIGURATIONS CREATED

Two Venue Configurations have been created for the Venue that is being used in this example, these are shown in the table below:

Record Type	Name	Venue Linked to
Venue Configuration	Standard Stadium Layout	Dragon Bay Arena
Venue Configuration	Concert Stadium Layout	Dragon Bay Arena

Example of a completed Venue Configuration form:



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

A Venue Configuration could be set up for a venue when television cameras are at the event. This may be because some seats could be taken up when the television cameras are at the Venue whilst some seats may have restricted views as a results of the cameras.

EXAMPLE 2: HOSPITALITY SEATS

A Venue Configuration could be set up to release any seats normally reserved for hospitality to be made available for general sale as a 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.

EXAMPLE 3. CONCERT STADIUM LAYOUT

A Venue Configuration could be set up if a Venue is used for multiple events such as sport and concerts. If this is the case a standard configuration would have to be created to represent the Venue as a standard sports Venue and another to show the Venue as a concert Venue. The concert Venue may differ from the sports Venue as it may allow seating or standing on the pitch and some blocks that are usually free for sports games may be blocked and not used for concerts.

EXAMPLE 4. CUP GAMES

A Venue Configuration could be set up for a cup sports game to take place. In cup games the away allocation is often made larger (especially in football) and therefore blocks which are usually part of the home section will become part of the away allocation. Therefore a cup Venue Configuration can be set up for fixtures where an increased allocation of away supporters is expected.

8. CREATING A VENUE CONFIGURATION BLOCK



Venue Configuration Blocks are used to link several entities together, these being:

- [The Blocks](#)
- [The Venue Configuration](#)
- [The Bookable Resource](#)
- [The Seat Class](#)

It will be necessary to create a Venue Configuration Block record for each combination of the above entities. For each block that has more than one Seat Class within it, for example a Block that contains Restricted View seats as well as Standard seats, then a new Venue Configuration Block will need to be created. This process will then need to be repeated for each Venue Configuration that is in the system.

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

- a) With the **Venue Configuration** form open (e.g. Standard Stadium Layout or Concert Stadium Layout), select the small arrow in the navigation bar and choose **Venue Configuration Blocks** from the drop down.

- b) The Venue Configuration Blocks list view will be displayed and any currently active Venue Configuration Blocks will be displayed, select **Add New Venue Configuration Block** on the ribbon

Name	Venue Configur...	Block	Seat Class	Created On
East Block Standard- Restricted View	Standard Stad...	East Block	Restricted View	31/10/2014 16:03
East Block Standard- Standard	Standard Stad...	East Block	Standard	31/10/2014 14:43
North Block Standard- Carer	Standard Stad...	North Block	Carers	31/10/2014 16:10
North Block Standard- Disabled	Standard Stad...	North Block	Disabled	31/10/2014 16:09

- c) A blank Venue Configuration Block form will be displayed. Complete the following details:

- **Name.** Enter a name for the venue configuration block, for example East Block – Standard.
- **Venue Configuration.** This will already be completed with the Venue Configuration
- **Block.** Use the Look Up records dialogue to select the appropriate block, for example East 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 that has been added to the Venue Configuration Block. To set up a new seat class see [Section 2 Creating a Seat Class](#). If creating an unseated capacity venue, leave this field blank.
- **Bookable Resource.** Use the Look Up Records dialog to select the Bookable Resource, for example a Standard, Hospitality or Restricted View Bookable Resource. To set up a new Bookable Resource see [Section 3 Creating Bookable Resources](#).
- **Sequence.** The sequence determines the order in which the Venue Configuration Blocks are displayed.

d) When the details are complete, click **Save and Close** on the ribbon.

EXAMPLES OF VENUE CONFIGURATION BLOCKS CREATED

Numerous Venue Configuration Blocks have been created in this example, it must be noted that different Venue Configuration Blocks must have been created for the Standard Stadium Layout and the Concert Stadium Layout. The table below only shows those Venue Configuration Blocks created for the Standard Stadium Layout.

Example of a completed Venue Configuration Blocks form:

The screenshot shows a software interface for managing venue configuration blocks. The title bar indicates the user is in the 'VENUE MANAGEM...' section, viewing 'East Block Standard...'. The ribbon contains options: NEW, DEACTIVATE, DELETE, EMAIL A LINK, and RUN WORKFLOW. The main content area is titled 'VENUE CONFIGURATION BLOCK : INFORMATION' and 'East Block Standard- Standard'. Below this, a 'General' section contains a table with the following data:

Name*	East Block Standard- Standard	Venue Configuration	Standard Stadium Layout
Block	East Block	Seat Class	Standard
Bookable Resource	Dragon Bay Arena- Standard	Sequence	--

Below the table is a 'Notes' section.

Record Type	Venue Configuration Block Name	Block	Bookable Resource	Venue Configuration	Seat Class
Venue Configuration Block	East Block - Restricted View	East Block	Restricted View	Standard Stadium Layout	Restricted View
Venue Configuration Block	East Block - Standard	East Block	Standard	Standard Stadium Layout	Standard
Venue Configuration Block	North Block – Standard	North Block	Standard	Standard Stadium Layout	Standard
Venue Configuration Block	North Block – Carer	North Block	Carer	Standard Stadium Layout	Carer
Venue Configuration Block	North Block – Disabled	North Block	Disabled	Standard Stadium Layout	Disabled
Venue Configuration Block	South Block - Standard	South Block	Standard	Standard Stadium Layout	Standard
Venue Configuration Block	South Block – Hospitality	South Block	Hospitality	Standard Stadium Layout	Hospitality
Venue Configuration Block	South Block – Carer	South Block	Carer	Standard Stadium Layout	Carer
Venue Configuration Block	South Block - Disabled	South Block	Disabled	Standard Stadium Layout	Disabled
Venue Configuration Block	West Block – Unseated	West Block	Unseated	Standard Stadium Layout	Unseated



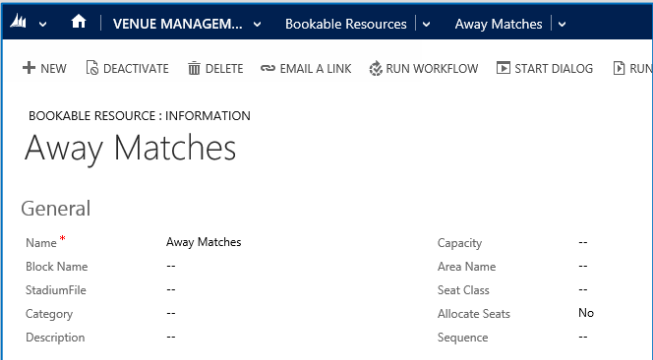
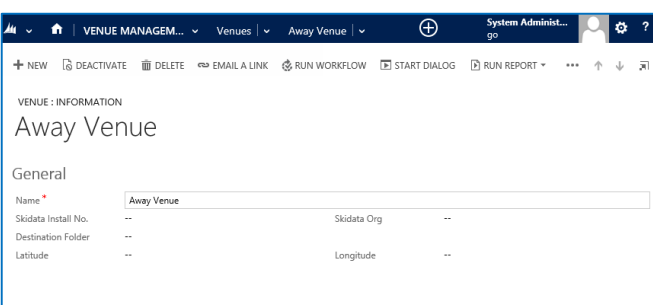
Note. The above procedure will have to be repeated for each Venue Configuration in the system which have a Block - Seat Class - Bookable Resource combination.

9. CREATING AN AWAY VENUE

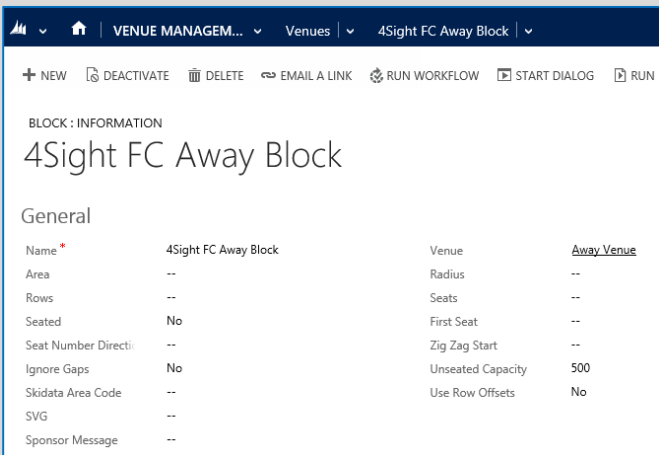
When selling tickets for an away sports fixture an Away Venue must be created. A number of entities within CRM need creating when setting up an Away Venue and these include the following:

- [Create an Away Bookable Resource](#) – Needs creating for **each** away Fixture.
- [Create an Away Venue](#) - Only needs creating once as it can be reused.
- [Create a Block to represent Away Capacity](#) - Needs creating for **each** away Fixture.
- [Create an Away Venue Configuration](#) - Only needs creating once as it can be reused.
- [Create an Away Venue Configuration Block](#) - Needs creating for **each** away Fixture.

Although the majority of the above tasks have already been documented in the various sections of this document, it must be noted that setting up an Away Venue does differ from that of a normal set up. The table below links you to the various parts of this document which need to be followed but also highlights the fields which **only** need to be completed to set up an Away Venue. All other fields that are not listed in the table do not need to be completed to set up an Away Venue.

Action to create an Away Venue	Instructions
<p>1. Create an Away Bookable Resource</p> 	<p>An Away Bookable Resource needs to be created for each Away Fixture that is to be placed on Sale</p> <p>Upon navigating to the Bookable Resource form complete the following fields:</p> <ul style="list-style-type: none"> • Name. Enter the name for the resource. E.g. Away Matches. • Allocate Seats. Set this flag to No <p>All other fields in the Bookable Resource form do not need to be completed</p> <p>Select Save and Close in the ribbon.</p>
<p>2. Create an Away Venue</p> 	<p>The Away Venue that is to be created can be reused for all away fixtures. Therefore an Away Venue should only be created once. If an Away Venue has already been created, skip this step.</p> <p>Upon navigating to the Venue form complete the following fields:</p> <ul style="list-style-type: none"> • Name. Enter a name for the Venue. E.g. Away Venue. <p>As the Away Game tickets are issued by the home team, all access control fields do not have to be completed.</p> <p>Select Save and Close in the ribbon.</p>

3. Create a [Block](#) to represent the Away Capacity



BLOCK : INFORMATION

4Sight FC Away Block

General

Name *	4Sight FC Away Block	Venue	Away Venue
Area	--	Radius	--
Rows	--	Seats	--
Seated	No	First Seat	--
Seat Number Direct	--	Zig Zag Start	--
Ignore Gaps	No	Unseated Capacity	500
Skidata Area Code	--	Use Row Offsets	No
SVG	--		
Sponsor Message	--		

For each away fixture, it will be necessary to create a new block linked to the Away Venue. The Block will represent the capacity of the away allocation available for purchase.

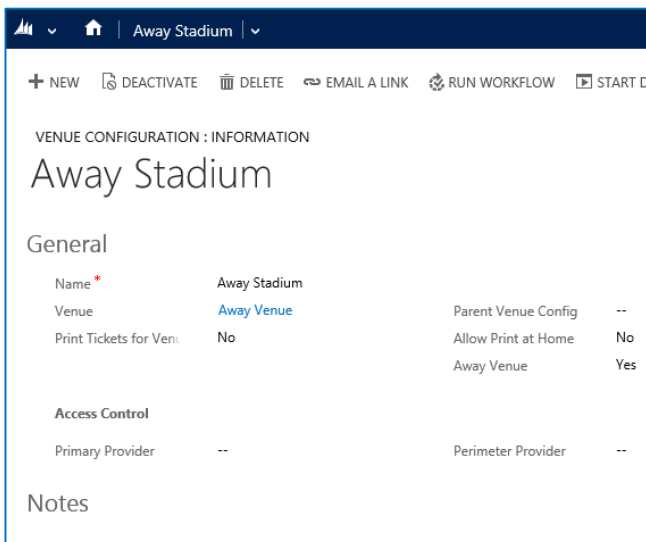
Upon navigating to the Block form from the Away Venue, complete the following fields:

- **Name.** Enter a Name for the block, for example 4Sight FC Away Block
- **Venue.** The name of the Venue will already be completed, ensure that this is the Away Venue.
- **Seated.** Set to **No**.
- **Unseated Capacity.** Set the Away Capacity. E.g. 500.

All other fields in the Block form do not need to be completed.

Select **Save and Close** in the ribbon.

4. Creating an Away [Venue Configuration](#)



VENUE CONFIGURATION : INFORMATION

Away Stadium

General

Name *	Away Stadium	Parent Venue Config	--
Venue	Away Venue	Allow Print at Home	No
Print Tickets for Venue	No	Away Venue	Yes
Access Control			
Primary Provider	--	Perimeter Provider	--

Notes

An Away Venue Configuration only needs creating in the system once and can be used for all Away Fixtures. Skip this step if an Away Venue Configuration already exists.

Upon navigating to the Venue Configuration form from the Away Venue, complete the following fields:

- **Name.** Enter a name for the Venue Configuration, for example Away Stadium.
- **Venue.** The venue will automatically be completed. Ensure that the Away Venue is selected here.
- **Print Tickets for Venue.** Select **No**
- **Allow Print at Home.** Select **No**.
- **Away Venue.** Select **Yes**, this will allow the Away Venue to be configured.

All other fields in the Venue Configuration form do not need to be completed.

Select **Save and Close** in the ribbon.

5. Create an Away [Venue Configuration Block](#)

For each Away Block created it is necessary to create a Venue Configuration Block which will link the Block to the Away Venue Configuration. It will also be necessary to create a Venue Configuration Block for each Away fixture.

Upon navigating to the Venue Configuration Block form from the Away Configuration, complete the following fields:

- **Name.** Enter a name for the Venue Configuration block. For example enter the name of the Away Stadium that it relates to e.g. 4Sight FC Stadium.
- **Venue Configuration.** The Venue Configuration will be completed. Ensure that the Away Venue Configuration is selected here.
- **Block.** Use the Look Up records to search and find the correct away block.
- **Bookable Resource.** Use the Look Up records to search and find the appropriate Away Bookable Resource

All other fields in the Venue Configuration Block form do not need to be completed.

Select **Save and Close** in the ribbon.

EXAMPLES OF THE AWAY VENUE RECORDS CREATED

The below table shows the different Away Venue records that have been created for this document example.

Record Type:	Name examples:	Number of times creation needed:
Away Bookable Resource	Away Matches	Created for each away fixture
Away Venue	Away Stadium	Once only – Can be reused
Away Block	4Sight FC Away Block	Created for each away fixture
Away Venue Configuration	Away Stadium	Once only – Can be reused
Away Venue Configuration Block	4Sight FC Stadium	Created for each away fixture

End of Document