



GREEN 4
AWAY
TICKETING
PROCESS

'AWAY TICKETS' - THE PROCESS

This document will underline the process Green 4 uses to place Away tickets on sale. A number of steps must be taken to place an Away ticket on sale, some of these steps only ever need completing once in the system whilst others need setting up for each Away Fixture that tickets are to be sold for.

1. AWAY BOOKABLE RESOURCE

The Bookable Resource represents the type of ticket that is being sold, such as an Away Match Ticket.

An Away Bookable Resource for **each** Away Fixture that is being placed on sale.

The screenshot shows the 'Bookable Resource' form in the Green 4 Go system. The form is titled 'Bookable Resource' and 'Frampton Foxes Away'. It has a 'File' menu and a 'Customize' button. The 'Information' tab is selected, showing 'General' and 'Notes' sections. The 'General' section contains fields for Name, Block Name, Stadium File, Category, Description, Capacity, Area Name, Seat Class, Allocate Seats (radio buttons for No and Yes), and Sequence. The 'Notes' section is currently empty.

2. THE AWAY VENUE

An Away Venue only needs creating **once** within CRM and can be reused for **all** Away Fixtures. Access control information does not need to be entered into the Away Venue as Away tickets are issued by the home team and this should have already been configured before the Away tickets were handed over to the away ticket office.

The screenshot shows the 'Venue' form in the Green 4 Go system. The form is titled 'Venue' and 'Away Venue'. It has a 'File' menu and a 'Customize' button. The 'Information' tab is selected, showing 'General' and 'Notes' sections. The 'General' section contains fields for Name, Skidata Install No., Skidata Org, Destination Folder, Latitude, and Longitude. The 'Notes' section is currently empty.

3. THE AWAY BLOCK

For **each** Away Fixture it will be necessary to create a new Blocks that are linked to the Away Venue. The Block is where information regarding the Away capacity is entered. If the original allocation of tickets is sold out and a further allocation is given, a further Block can be created and linked to a new Venue Configuration Block.

The screenshot shows the 'Frampton Foxes Away Block' configuration in the Microsoft Dynamics CRM 2011 Administrator. The interface includes a top ribbon with 'File', 'Block', 'Add', and 'Customize' tabs. The left sidebar shows 'Information' (General, Notes, Conflicts Tab) and 'Related' (Common, Processes). The main area displays the 'General' tab for the 'Frampton Foxes Away Block'. Fields include: Name (Frampton Foxes Away Block), Venue (Away Venue), Area, Rows, Seated (No/Yes), Seat Number, Direction, Ignore Gaps (No/Yes), Skidata Area Code, SVG, Sponsor Message, Radius, Seats, First Seat, Zig Zag Start, and Unseated Capacity (1,000). The 'Use Row Offsets' is set to No.

4. THE AWAY VENUE CONFIGURATION

An Away Venue Configuration only needs creating **once** within CRM and can be reused for all Away Fixtures. This is where the setting is set to confirm it is an Away Venue and where the Venue Configuration Blocks are linked to.

The screenshot shows the 'Away Configuration' setup in the Microsoft Dynamics CRM 2011 Administrator. The interface includes a top ribbon with 'File', 'Venue Configuration', 'Add', and 'Customize' tabs. The left sidebar shows 'Information' (General, Notes) and 'Related' (Common, Processes). The main area displays the 'General' tab for the 'Away Configuration'. Fields include: Name (Away Configuration), Venue (Away Venue), Parent Venue Config, Print Tickets for Venue (No/Yes), Allow Print at Home (No/Yes), Away Venue (No/Yes), Access Control, Primary Provider, and Perimeter Provider.

5. THE AWAY VENUE CONFIGURATION BLOCK

Linked to each Away Venue Configuration should be a Venue Configuration Block. This links the Away Block that has been created to the Away Venue Configuration and the appropriate Away Bookable Resource. An Away Venue Configuration Block must be created for **each** Away Fixture.

The screenshot shows the 'Frampton Foxes- Away Block' configuration in the Microsoft Dynamics CRM 2011 Administrator. The interface includes a top ribbon with 'File', 'Venue Configuration Block', 'Add', and 'Customize' tabs. The left sidebar shows 'Information' (General, Notes) and 'Related' (Common, Processes). The main area displays the 'General' tab for the 'Frampton Foxes- Away Block'. Fields include: Name (Frampton Foxes- Away Block), Venue Configuration (Away Configuration), Block (Frampton Foxes Away Block), Bookable Resource (Frampton Foxes Away), Seat Class, and Sequence.

6. SALES PLAN AND CHANNEL PRICE LIST

As pricing for Away Fixtures is governed by the host club, it will be invariably necessary to create a new Sales Plan with a linked Channel Price List for each Away Fixture. Sales Plans and Channel Price Lists control when the Fixture will appear on and off Sale on certain Channels as well as controlling any price changes via the use of different Variant Price Lists.

For example an Away Fixture may appear on sale on the POS and Web, two weeks before the Fixture start date. They may then be removed from the Web Channel two days before the fixture start date but remain on sale on the POS Channel up until the day of the fixture but with an increase in price.

The screenshot shows the 'Channel Price List' form for 'POS - Away'. The form is divided into several sections: 'General', 'On Sale Date', 'Off Sale Date', 'Activity Start Date', 'Activity End Date', 'Marketing List', 'Discount Percent', 'Discount Category', 'Variant Price List', 'On Sale Hours Before', 'Off Sale Hours Before', 'Priority Provider', 'Max Quantity', and 'Discount Rounding'. The 'General' section is currently active, showing the 'Name' as 'POS - Away' and the 'Channel' as 'POS'. The 'Variant Price List' is set to '2013/2014 Away'. The 'On Sale Date' is set to '365' days before the activity start date, and the 'Off Sale Date' is set to '1' day before the activity start date. The 'Activity Start Date' and 'Activity End Date' are both set to '01/07/2014'. The 'Marketing List' is set to '2013/2014 Away'. The 'Discount Percent' is set to '0', and the 'Discount Category' is set to '0'. The 'Variant Price List' is set to '2013/2014 Away'. The 'On Sale Hours Before' and 'Off Sale Hours Before' are both set to '0'. The 'Priority Provider' is set to '0', and the 'Max Quantity' is set to '0'. The 'Discount Rounding' is set to '0'.

7. AN AWAY SERIES

One Away Series must be created to hold all Away Fixture within it, for example it could be named 'Away Fixture 2014/15 Season.' Fixtures must be held within a Series for them to be available to purchase

The screenshot shows the 'Series' form for 'Away Fixtures 2014/15 Season'. The form is divided into several sections: 'General', 'Venue', 'Select Seats', 'Code', 'Series Start Date', 'Series End Date', 'Sales Plan', 'Skidata Season Code', 'Series Sponsor', and 'Notes'. The 'General' section is currently active, showing the 'Name' as 'Away Fixtures 2014/15 Season' and the 'Description' as 'Away Fixtures 2014/15 Season'. The 'Venue' is set to 'Away Venue'. The 'Select Seats' is set to 'No'. The 'Code' is set to '0'. The 'Series Start Date' is set to '01/07/2014', and the 'Series End Date' is set to '31/05/2015'. The 'Sales Plan' is set to '0'. The 'Skidata Season Code' is set to '0', and the 'Series Sponsor' is set to '0'. The 'Notes' section is currently empty.

6. THE AWAY FIXTURES

Linked to the Away Series are the individual Away Fixtures. A new Fixture must be created for each away game. E.g. Real Madrid vs FC Porto, Benfica vs FC Porto etc.

The screenshot shows the 'Fixture' form in the StadiumTest application. The form is titled 'Frampton Foxes (Away) Vs Sporting Green 4'. The 'General' tab is selected. The form includes fields for Name, Code, Start, End, Description, Venue, Skidata Season Code, Credit Percent, Ticket booking fee, Access Control, Access From Offset, Ticket Transfer, Cut Off Date, Max Allowed, Away Tickets, and Record Away Ticket Details. The 'Venue' field is set to 'Away Venue'. The 'Ticket booking fee' is set to 'No'. The 'Record Away Ticket' is set to 'Yes'.

8. THE BOOKABLE PRODUCT.

A Fixture type Bookable Product must be created for each Away Fixture that is to be placed on sale. This is where the different Variants (e.g. Adult/ Junior/ Student) of the away ticket can be chosen as well as its price entered. The Channels that the Away ticket is to be made available on (e.g. Web/POS) are chosen within the Bookable Product form as well.

The screenshot shows the 'Bookable Product' form in the StadiumTest application. The form is titled 'New'. The 'General' tab is selected. The form includes fields for Name, Translated Name, Description, Cross Sell Product Description, Type, Availability, Is Course, Ask Booking Questions, Is Single Booking, Print Vouchers, Is Anonymous, Match Sit Anywhere, Payable By, VAT code, External Product ID, Sequence, Beneficiary Requirement, Capacity, Report Category, Code, Available Offline, Mandatory Variants, Voucher Valid Days, Ticket booking fee, Fixture Coupon Product, and Direct Debit Mandate Required. The 'Type' is set to 'Fixture'. The 'Beneficiary Requirement' is set to 'Required'. The 'Ticket booking fee' is set to 'No'.

9. CAPTURING THE AWAY TICKETS THAT HAVE BEEN SOLD

When setting up an Away Fixture, flags on the Venue Configuration and Fixture form make it possible to easily capture the away tickets that have been sold. When a ticket is sold for an away fixture the information is taken and processed into an Away Ticket Sales report which can then be opened and reviewed throughout the away ticket selling process to see the amount of the allocation of tickets that have been sold.

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