



GREEN 4
AWAY
TICKETING
PROCESS

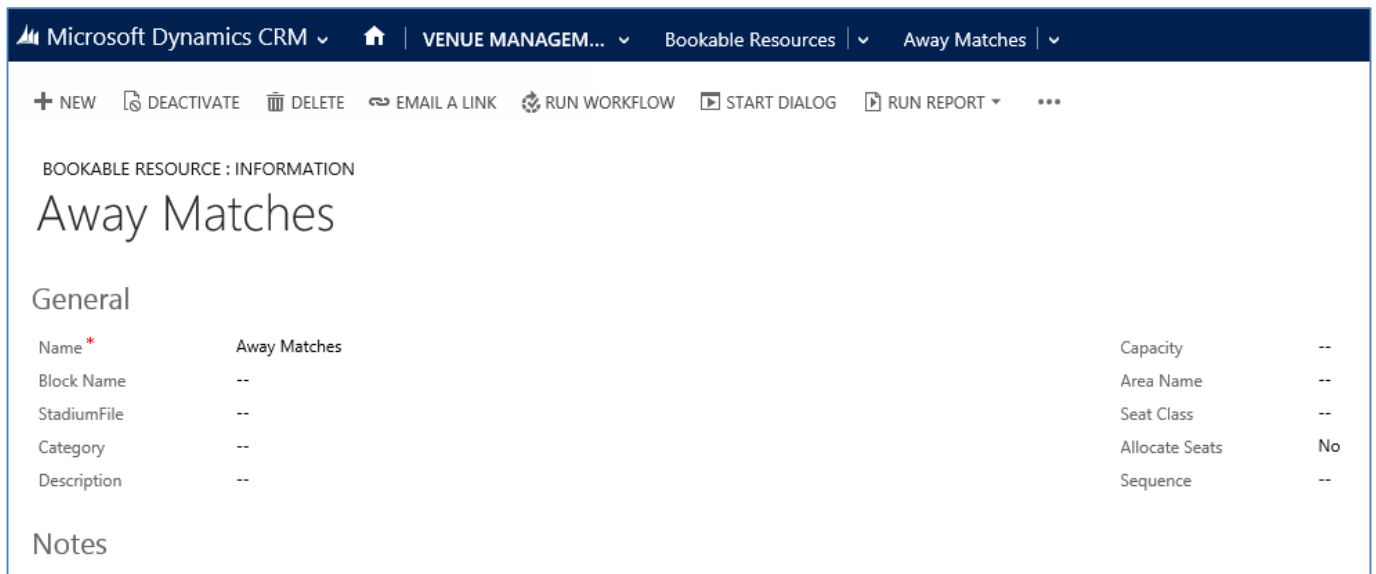
'AWAY TICKETS' - THE PROCESS

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.



Microsoft Dynamics CRM | VENUE MANAGEM... | Bookable Resources | Away Matches

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

BOOKABLE RESOURCE : INFORMATION

Away Matches

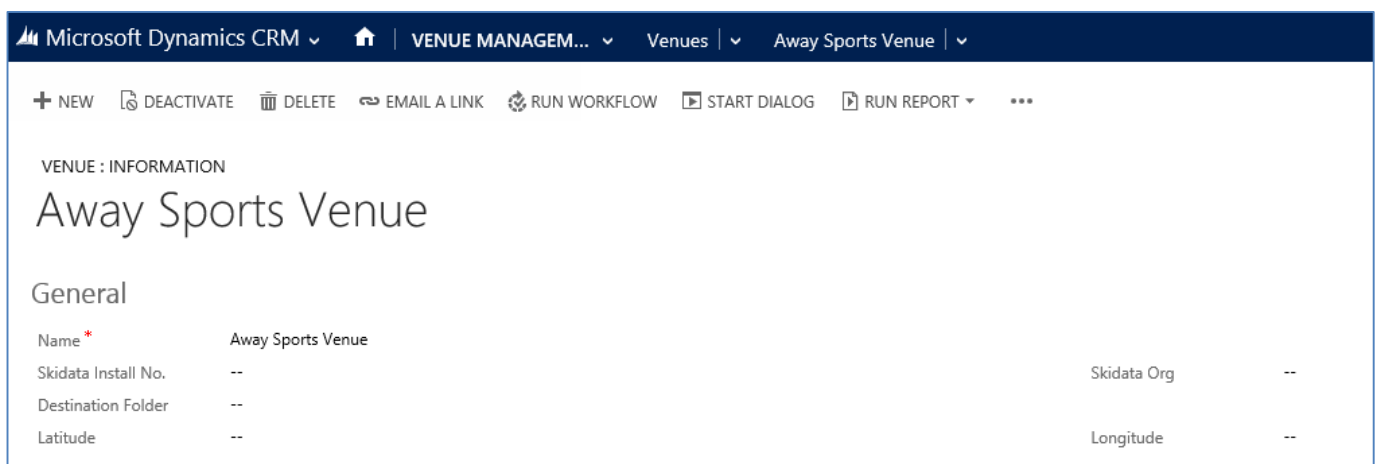
General

Name *	Away Matches	Capacity	--
Block Name	--	Area Name	--
StadiumFile	--	Seat Class	--
Category	--	Allocate Seats	No
Description	--	Sequence	--

Notes

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.



Microsoft Dynamics CRM | VENUE MANAGEM... | Venues | Away Sports Venue

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

VENUE : INFORMATION

Away Sports Venue

General

Name *	Away Sports Venue	Skidata Org	--
Skidata Install No.	--	Longitude	--
Destination Folder	--		
Latitude	--		

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.

Microsoft Dynamics CRM | VENUE MANAGEM... | Venues | Frampton Foxes Aw...

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

BLOCK : INFORMATION

Frampton Foxes Away Block

General

Name *	Frampton Foxes Away Block	Venue	Away Sports Venue
Area	--	Radius	--
Rows	--	Seats	--
Seated	No	First Seat	--
Seat Number Directi	--	Zig Zag Start	--
Ignore Gaps	No	Unseated Capacity	500
Skidata Area Code	--	Use Row Offsets	No
SVG	--		
Sponsor Message	--		

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.

Microsoft Dynamics CRM | VENUE MANAGEM... | Venues | Away Venue Config...

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

VENUE CONFIGURATION : INFORMATION

Away Venue Configuration

General

Name *	Away Venue Configuration	Parent Venue Config	--
Venue	Away Sports Venue	Allow Print at Home	No
Print Tickets for Veni	No	Away Venue	Yes

Access Control

Primary Provider	--	Perimeter Provider	--
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Notes

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 Away Bookable Resource. An Away Venue Configuration Block must be created for **each** Away Fixture.

Microsoft Dynamics CRM | New Venue Configu...

System Administ... Sports

SAVE SAVE & CLOSE + NEW FORM EDITOR

VENUE CONFIGURATION BLOCK : INFORMATION

New Venue Configuration Block

General

Name *	Frampton Foxes- Away Venue Configuration Block	Venue Configuration	<u>Away Venue Configuration</u>
Block	<u>Frampton Foxes Away Block</u>	Seat Class	--
Bookable Resource	<u>Away Matches</u>	Sequence	--

Notes

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.

Microsoft Dynamics CRM | PRODUCT MANAG... Sales Plans | POS - Sport - Away |

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

CHANNEL PRICE LIST : INFORMATION

POS - Sport - Away

General

Name *	POS - Sport - Away	Variant Price List	<u>Sport - Fixture - Standard Price</u>
Channel	<u>POS</u>	Off Sale Date	--
On Sale Date	--	On Sale Hours Before	--
On Sale Days Before	1,000	Off Sale Hours Before	--
Off Sale Days Before	7	Activity End Date	--
Activity Start Date	--	Priority Provider	--
Marketing List	--	Max Quantity	--
Discount Percent	--	Discount Rounding	--
Discount Category	--		

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

Microsoft Dynamics CRM | PRODUCT MANAG... | Series | Sporting Green 4 A...

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

SERIES : INFORMATION

Sporting Green 4 Away Fixtures

General

Name *	Sporting Green 4 Away Fixtures		
Description	--		
Venue *	Away Sports Venue	Venue Configurati...	Away Venue Configuration
Select Seats *	No	Skidata Season Code	--
Code	--	Series Sponsor	--
Series Start Date *	26/11/2015	Series End Date *	31/08/2016
Sales Plan	--		

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.

Microsoft Dynamics CRM | PRODUCT MANAG... | Fixtures | Frampton Foxes (A...

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

FIXTURE : INFORMATION

Frampton Foxes (Away) Sporting Green 4

General

Name *	Frampton Foxes (Away) Sporting Green 4		
Code	--	Select Seats *	No
Start *	01/10/2015 19:45	End *	01/10/2015 21:00
Description	League		
Venue *	Away Sports Venue	Venue Configurati...	Away Venue Configuration
Skidata Season Code	--	Fixture Sponsor	--
Credit Percent	--	Sales Plan	Sport (Away Fixtures) Sales Plan
Ticket booking fee	No	Facebook Event Id	--
Access Control			
Access From Offset	--	Access To Offset	--
Ticket Transfer			
Cut Off Date	--	Max Allowed	--
Away Tickets			
Record Away Ticket [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.

Microsoft Dynamics CRM | PRODUCT MANAG... | Bookable Products | Frampton Foxes Aw...

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

BOOKABLE PRODUCT : INFORMATION

Frampton Foxes Away Fixture

General

Name *	Frampton Foxes Away Fixture		
Translated Name	en-GB=gfgmhfhj, en-FR=		
Description	--		
Cross Sell Product D	--		
Type	Fixture	Sequence	--
Availability	--	Beneficiary Requirem	Required
Is Course	No	Capacity	--
Ask Booking Questio	No	Report Category	--
Is Single Booking	No	Code	--
Print Vouchers	No	Available Offline	No
Is Anonymous	No	Mandatory Variants	No
Match Sit Anywhere	No	Voucher Valid Days	--
VAT code	--	Ticket booking fee	No
Payable By	--	Fixture Coupon Prod	--
External Product ID	--	Direct Debit Mandat	No
Meal deal	No		
Purchaser Price For /	Yes		

Referring Entities

Bookable Resource	Away Matches	Category	Sporting Green 4 Away Fixtures
Series	Sporting Green 4 Away Fixtures	Product Calendar	--

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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