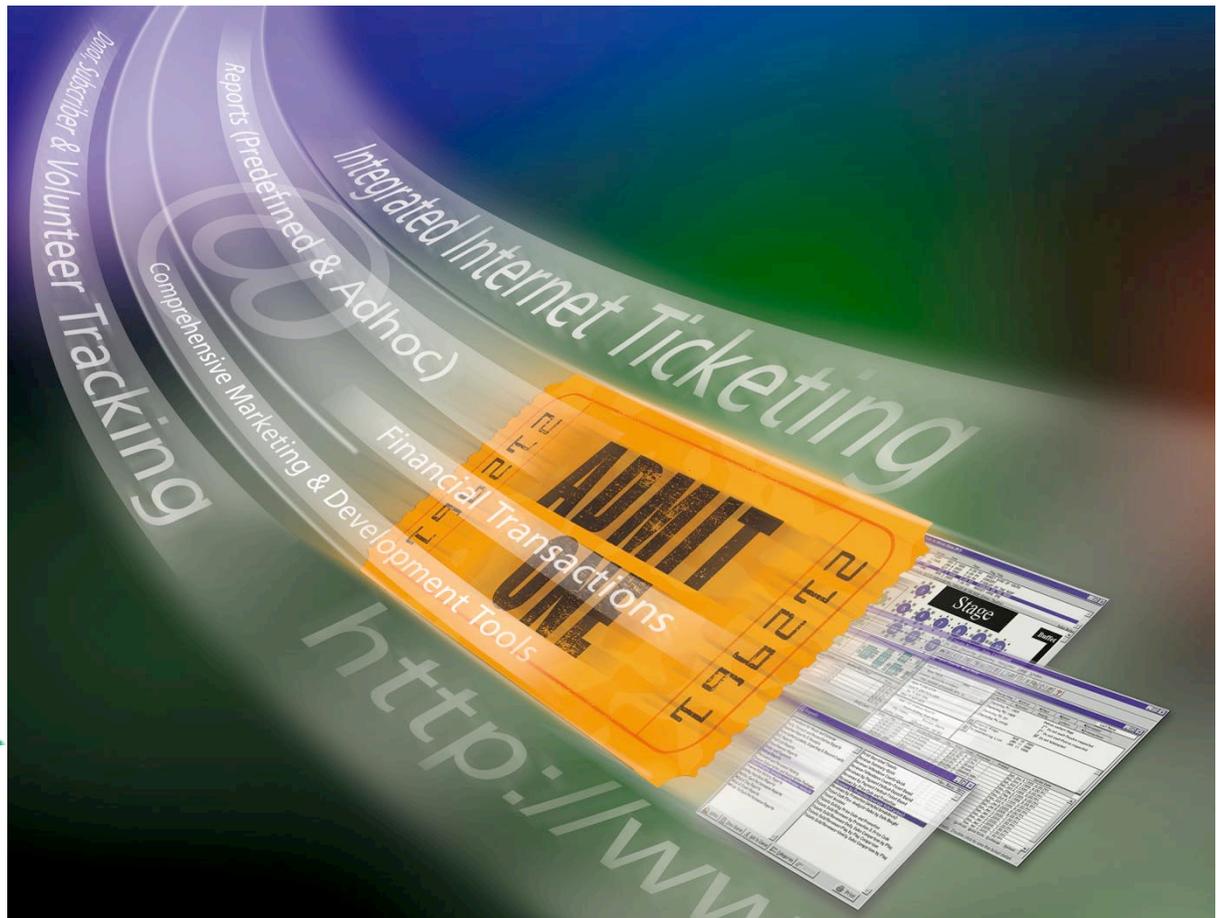


The ArtsMan Chronicle

December 1, 2010

AMS[®] ARTS
MANAGEMENT
SYSTEMS



Happy Holidays!

By Diane Tuma

It's already December and amazingly another year is almost over. The summer and fall have passed by in a blur and many things have been happening since our last issue.

Since June, we released [Version 9](#) of Theatre Manager, had eight new installations and added more enhancements to our product.

In this issue of the ArtsMan Chronicle, we have descriptions of some new enhancements, including the Hot Seat Analyzer and Google Analytics; some information about upgrading to Version 9 and much more

I hope that you will take a short break from your busy work schedule to read about what's new in the world of Theatre Manager.

Please remember that if there is anything that you would like to see in a future issue, please send me a note. I'd love to hear from you Enjoy!

Please note that official support for Version 6 of Theatre Manager has now ended. If you have questions for the support team, those pertaining to Version 6 they will not be ignored, however, they will be placed lower in the support queue. If you experience database corruption issues, the only support resolution will be to move you to Version 9 of the software.

For the clients and friends of Arts Management Systems

Welcome to our Newest Clients

Rensselaer Polytechnic Institute (RPI) - In June, Houston Field House and ECAV (East Campus Athletic Village) (www.rpi.com) joined us as the second RPI installation (the first was the Curtis R. Priem Experimental Media and Performing Arts Center - EMPAC). The refurbished Houston Field House hockey arena and the East Campus stadium are the anchors of the ECAV, which is an elaborate but comfortable complex that also includes three turf fields, two basketball gyms, deluxe locker rooms for 10 varsity teams, locker rooms for recreational users, a café, an Athletic Hall of Fame, athletics offices, two VIP areas and two floors of press seating. The stadium can seat 5,200 while the arena seats 4,800.

In July, we welcomed the London Community Players (www.palacetheatre.ca) into the ArtsMan family. They are an entirely volunteer, not-for-profit community theatre group that strives to provide a space for community theatre and a drama training ground in London, Ontario. The London Community Players operate out of the historic Palace Theatre which is a 350 seat facility that was built in 1929 as a silent movie theatre.

Also in July, the Mobile Symphony, (www.mobilesymphony.org) joined us as new Theatre Manager users. Located in Mobile, Alabama, they are our first clients in that great state. Mobile Symphony is the premier producer of live symphonic music in the Gulf Coast region and is committed to enhancing the lives of every member of the community by achieving the highest standards in live symphonic music and music education.

The Colonial Theatre (www.thecolonial.org) in Keene, New Hampshire had their installation in August. Located on Main Street in the heart of the city, this vintage theatre has been providing entertainment to the residents of Keene since 1924. Over the years, the theatre has hosted movies, vaudeville shows, operas and numerous community events. In 2004, The Colonial Theatre was placed on the New Hampshire State Registers of Historic Places.

The month of August also brought us the Centenary Stage Company (www.centenarystageco.org) as a client. Located in Hackettstown, New Jersey, they are a not-for-profit theatre dedicated to bringing the performing arts to the Warren, Sussex, Morris and Hunterdon County areas. This season, the Centenary Stage Company has moved into a brand new state-of-the-art facility on the Centenary College campus - The Lackland Performing Arts Center. This new home includes a 500-seat theatre, a black box theatre, a dance studio, scene shop, a costume shop, green room and dressing rooms.

The Nathaniel Dett Chorale (www.nathanieldettchorale.org) located in Toronto, Ontario, is Canada's first professional choral group dedicated to Afrocentric music of all styles, including classical, spiritual, gospel, jazz, folk and blues. Founded in 1998, the Chorale was named after the internationally-renowned African-Canadian composer R. Nathaniel Dett (1882-1943). The Nathaniel Dett Chorale had their installation in September.

Another September installation was at The Segal Centre for Performing Arts (www.segalcentre.org). The Segal Centre is one of Montreal, Quebec's premier, multi-disciplinary performing arts institutions. and houses the following: Segal Theatre (one of Montreal's leading professional theatres), the Academy of Performing Arts (a world-class educational facility that nurtures talent in music, dance, theatre, media and circus arts), CinemaSpace and ArtLounge (a state-of-the-art, high-definition, digital screening room and multi-function venue), Studio (a new flexible multi-purpose venue that can transform from a 186-seat theatre to a dance studio, lecture hall, cabaret or jazz bar) and the world renowned Dora Wasserman Yiddish Theatre (internationally acclaimed company dedicated to preserving and promoting the Yiddish language and culture).

October brought us Opera Atelier (www.operaatelier.com). Opera Atelier holds a unique place in the North American theatre community, producing opera, ballet and drama from the 17th and 18th centuries. These productions draw upon the aesthetics and ideals of the period, featuring soloists of international acclaim, period ballet, original instruments, elaborate stage decor, exquisite costumes and an imaginative energy that sets Opera Atelier apart.

Are you currently at Version 6 and want to schedule an upgrade to the latest version of Theatre Manager? Please contact Tod Wilson at tod@artsman.com.

Want to schedule an upgrade from Version 7 to the latest version? Please contact support at support@artsman.com.

Version 9 is Here!

Version 9 of Theatre Manager was released in June 2010. This latest version of our software has successfully gone through a PCI Compliance audit process by a third party auditor. We are presently waiting on official designation from the PCI Council.

If you want to be PCI Compliant, then you will need to upgrade your Theatre Manager software to Version 9. If you currently use the PCCharge Credit Card Payment Server to authorize your credit card transactions, you will need to upgrade to Version 5.9.3 of that software as well. You may also wish to take this opportunity to explore Chase Paymentech's Orbital Gateway as an alternate option to PCCharge. As mentioned in the last newsletter, since Paymentech is an internationally known service provider, their requirements for PCI Compliance is much higher. This means that Chase Paymentech must be more quick to respond to any new guidelines issued by the PCI Security Standards Council. We urge you to consider this as an option. As discussed in previous newsletters, there are many advantages to using this technology and more information about it can be obtained on our website [here](#).

Moving to Version 9 is a **major** upgrade, and you will want to read the release notes about Version 9 [here](#).

If after reading the release notes, and careful consideration, you determine that you have sufficient internal resources to do the upgrade yourself, please read this [webpage](#).

Although the instructions have been written so that our clients can do the upgrade themselves, many feel that it is beyond their expertise. If you would like to know your options with respect to implementing the new version, [here](#) is information relating to this.

If you decide that you would like to have us perform the upgrade for you, we can certainly assist you. Please visit this [webpage](#) for the information about how to arrange for that. It outlines the process you will need to follow, as well shows you what openings are available in our upgrade schedule. Our current openings are in late November and December.

Delaware Theatre Company - Made the Switch

I recently had the opportunity to speak briefly with MaryAnn Jones the Audience Services Director of the Delaware Theatre Company (<http://delawaretheatre.org/>) about their recent switch from Version 6 to Version 9.

I asked MaryAnn how she likes the new system, and she told me that she likes it, and still has some things to get used to - "it's really a better, shinier version of the software."

One of the biggest differences that they have found and are happy to have is the ability to use coupon codes and offer print at home tickets for their patrons. More people are looking at purchasing tickets online, and giving patrons the ability to print their own tickets is becoming more important in today's marketplace.

MaryAnn finds that the maps are now much easier to read and load quicker. The system tables are now much easier to set up than they were in Version 6. One of the things that she likes the most is that "I can see what I need to much quicker". In a busy box office, what could more important?

Have you checked out our Quick Reference Guide section on our Theatre Manager Help website lately? We have quick reference guides, videos and cheat sheets to help you with a variety of topics.

Please click [here](#) to take a look.

We are continually adding new ones, and encourage you to check back often!

Google Analytics - Another New Feature!

What is Google Analytics? Here is an explanation from their website:

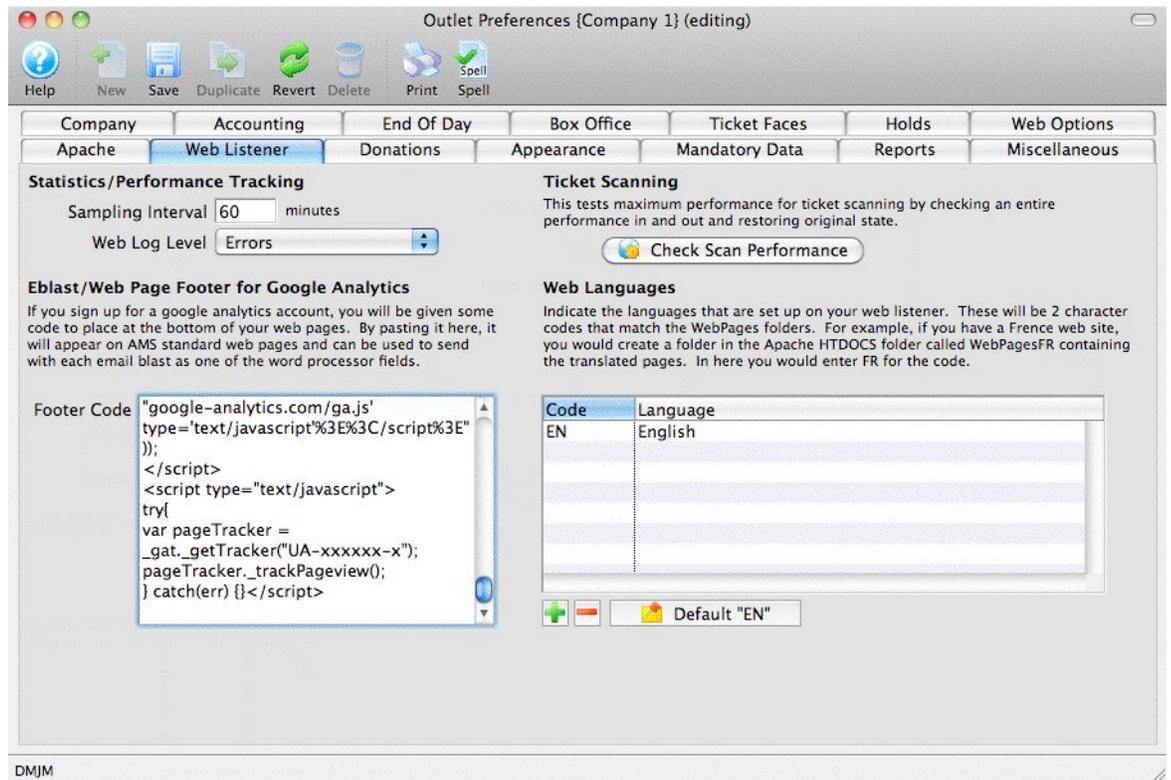
Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. Powerful, flexible and easy-to-use features now let you see and analyze your traffic data in an entirely new way. With Google Analytics, you're more prepared to write better-targeted ads, strengthen your marketing initiatives and create higher converting websites.

With Version 9.01.04, we added a small but significant enhancement that allows you to paste your own custom google analytics code so that you can take advantage of this handy tool. It is a powerful way of understanding how people come to arrive at your website and which pages they visit.

As Google Analytics is a product that is outside of Theatre Manager, we can't offer definitive support on installing and using it within the Theatre Manager webpages. If you would like more information on what we **can** offer and some helpful hints, please check out our webpages [here](#).

For more information about Google Analytics, please visit their [website](#).

The sample source for a web page footer can be pasted into Theatre Manager in Company Preferences. You will need to sign up on the Google Analytics website to get a U-XXXXX-X number that will replace the value in the sample code. Here is a screen shot of where you would do this in the Company Preferences:



Here is our trade show exhibit schedule for 2011:

INTIX (International Ticketing Association) 32nd Annual Conference & Exhibition - San Francisco, CA - January 18 to 20, 2011 www.intix.org

League of American Orchestras Conference - Minneapolis, MN - June 7 to 9, 2011 www.americanorchestras.org

IAAM (International Association of Assembly Managers) Conference & Trade Show www.iaam.org - Phoenix, AZ - July 25 to 28, 2011

If you attend any of these conferences, please stop by and say hello. We'd love to see you!

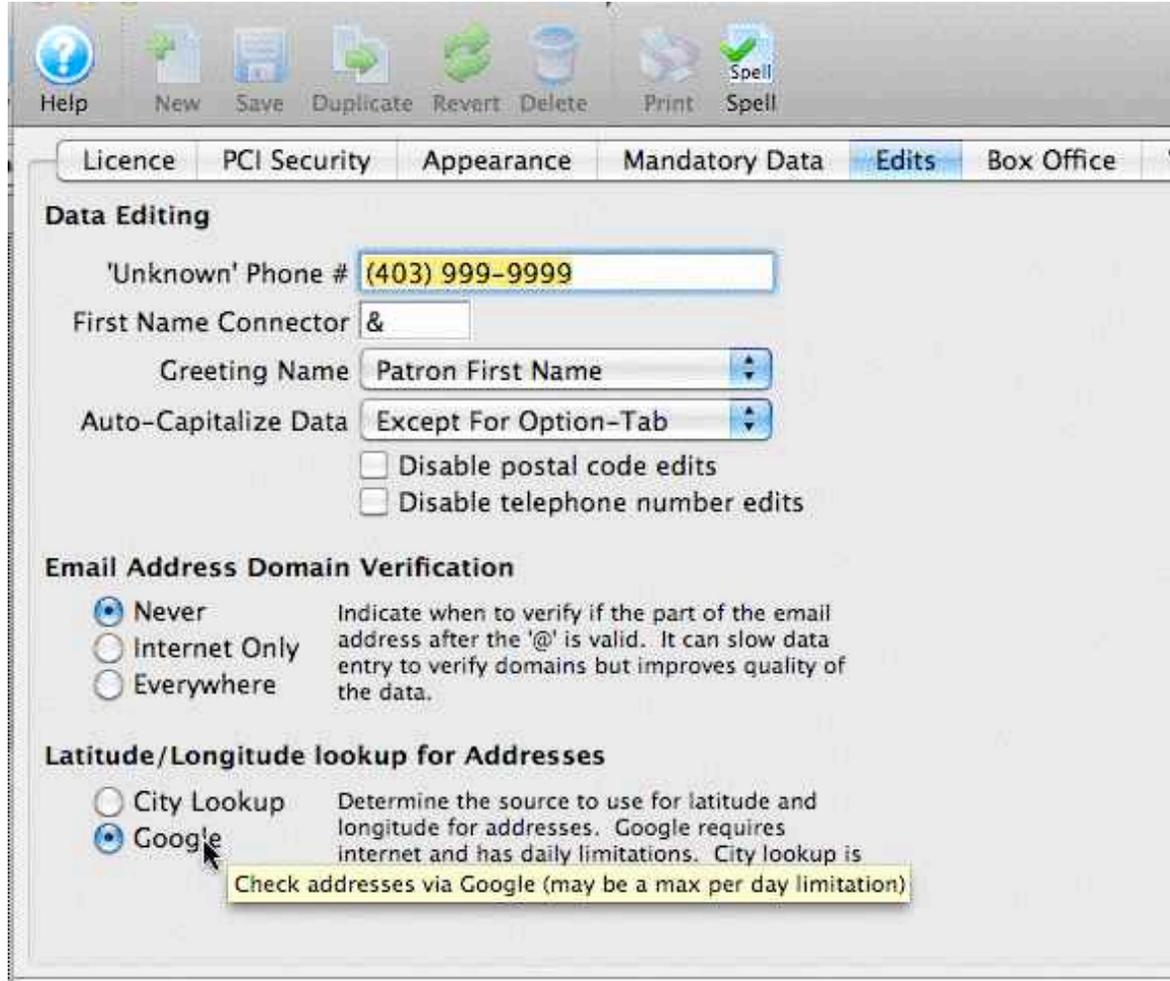
Once you have this set up in Theatre Manager, you can also include it in your eblasts. All the analysis of statistics will occur by logging into the google analytics website.

Google Maps - Plot Where Your Patrons Are!

In Version 9, you can now turn on geo-coding of addresses so that you can place a person at the exact longitude and latitude of their house ... and from that, map it!

This cool new feature provides more accuracy than our using our postal code table, so we're currently recommending using it in addition to the postal code table.

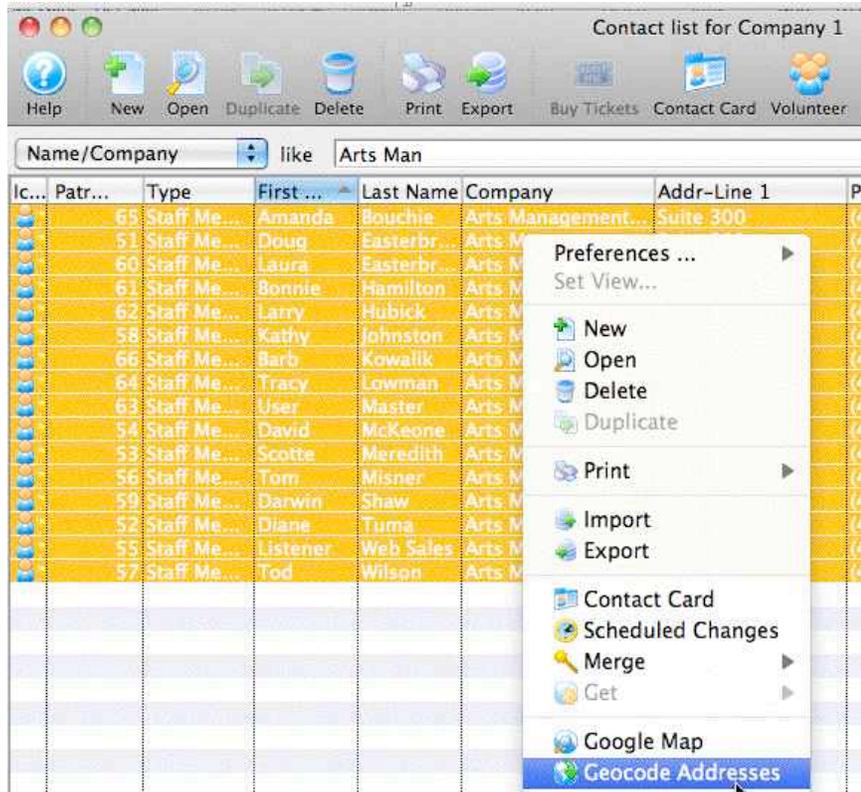
To enable this feature, open System Preferences -> Edits -> and click on 'Google' at the bottom.



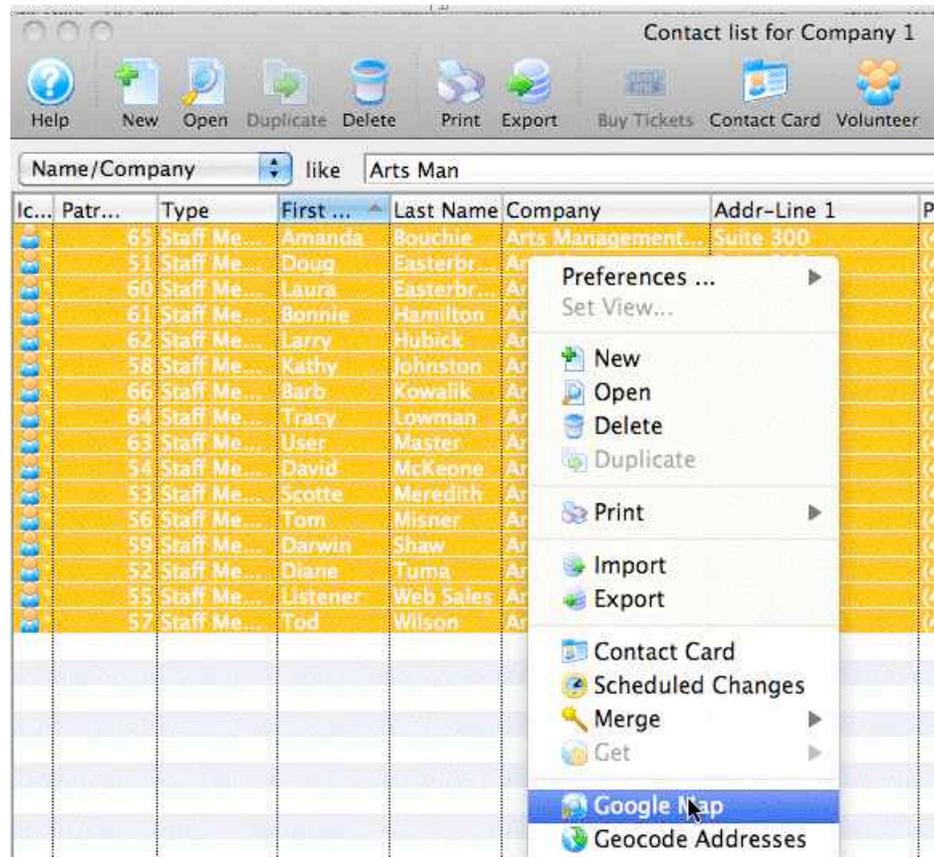
Venues must have internet access, and Google only lets you geo-encode up to 2500 per day. That should be plenty for any venues adding new patrons or touching on old ones for most venues.

You can also re-encode selected data by selecting people on the patron list or mail list "whos in" list (or editing their address). If something has been google encoded, it will not do it twice.

Google Maps... (cont'd)



Regardless if you geo-code using google, or just use TM longitude and latitudes, you can google map selected addresses. This means that you can pick a list of subscribers, or major donors, or people on a street:



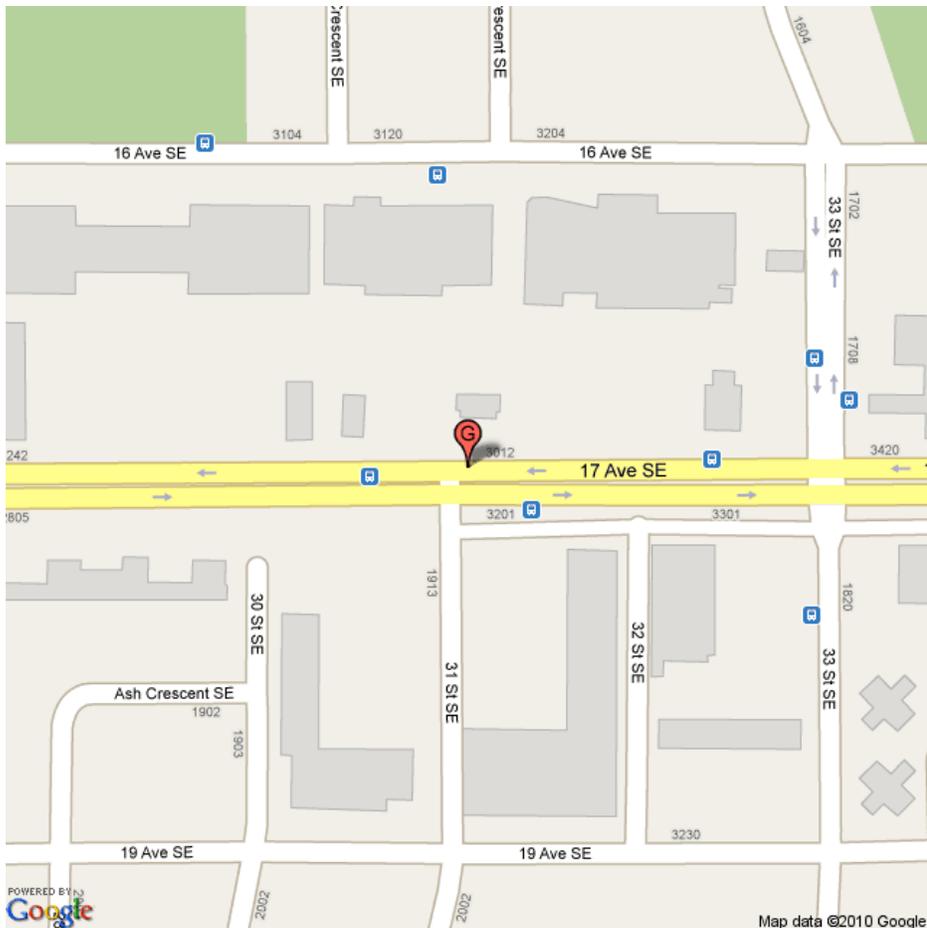
For information about what the key changes are for the Version 9.04.07 release, please visit our website [here](#).

You can also get a complete version history of all of our releases on this same webpage.

Google Maps... (cont'd)

And then, Voila ... we have a map!

Note: if you don't use google to get longitude and latitude, the location of the address is the AVERAGE for that postal code area. The letter in the item indicates the number of people at that one address, ie. 1, 2, 3, 4, 5, 6, 7, 8, 9, A, B, C, D, etc. So, 'G' is 16 people at the same longitude and latitude:



Have you check out our Quick Reference Guide section on our Theatre Manager Help website? We have quick reference guides, videos and cheat sheets to help you with a variety of topics.

Please click [here](#) to check them out.

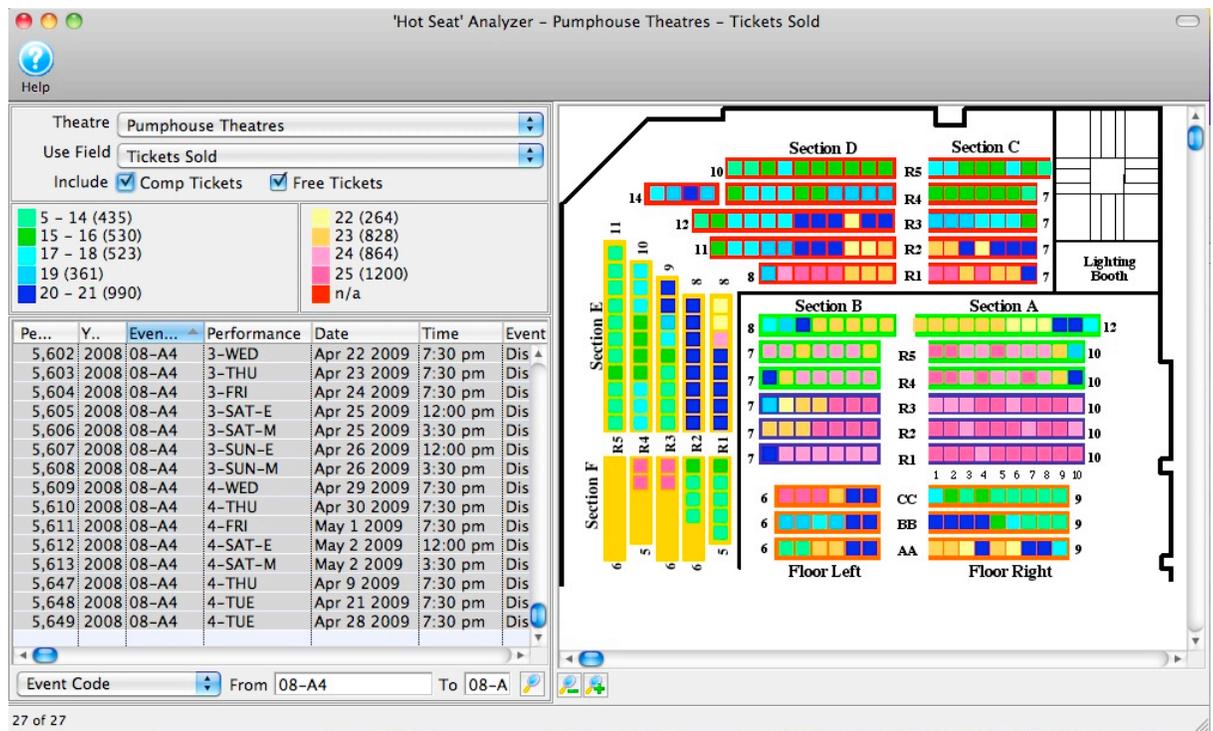
We are continually adding new ones, and encourage you to check back often!

Hot Seat Analyzer - Facility Management Tool

The Hot Seat Analyzer is a tool that is part of the Facility Management Module, and can be used to determine the usage frequency of seats in a venue and/or the revenue capacity of a particular seat.

This tool can be used to help determine if the current price zones in a venue are appropriate, or if they should be allocated differently to accommodate customer preferences in your venue that you are not aware of. With this, you can decide some typical bands of seats might be replaced with different pricing on aisles or other zones within the venue.

Here is an example that shows the number of tickets sold into each seat across an event called 'High School Musical'. To get this, each performance of the run was selected. What this example shows is, that a) even on a 25 day run, the balcony had at least 5 seats sold, and b) the centre section was sold out most nights. This shows you where people wanted to sit (this provides you with confirmation for something which you may already know). This graphic also indicates that people didn't really like the second row in the front (despite the fact that the seats are close to the stage).



The last couple of issues of the newsletter provided information on our new Facility Management Module. It's a powerful new tool which can save you time, and, more importantly, help you make sure that things don't fall through the cracks.

If you would like more information, you can check out the following pages on our website:

[Previous newsletters](#)

[Theatre Manager Help - Facility Management](#)

Information on how to open the Hot Seat Analyzer and how it works can be accessed [here](#).

Our special pricing promotion of the Facility Management Module expired on July 31, 2010. If you would like more information of purchasing this exciting new product, please contact Tod Wilson at (403) 536-1214 or via email: tod@artsman.com

More on WYSIWYG Email Blasts

In the last issue, we talked about email blasts and how with Version 9 you can now do WYSIWYG editing. Theatre Manager provides you with everything you need to make nice looking e-blasts. You can see who you sent the email to, and then, if they buy, you can tie that directly back to the receipt of the email. Adding google analytics (see page 4) provides you with another powerful tool that allows you to do e-blasts in-house without paying an external service.

One of our clients, Mississippi Symphony Orchestra (msorchestra.com), recently sent out an email blast to their patrons using Theatre Manager, and they agreed to allow us to share an example of the email with you so that you can see what your software is capable of doing:



A Way to Help MSO! — Inbox

Delete Junk Reply Reply All Forward Print Long Headers To Do

From: Mississippi Symphony Orchestra <info@msorchestra.com>
Subject: A Way to Help MSO!
Date: November 25, 2010 9:11:21 PM MST
To: Doug Easterbrook

Sandals
The Luxury Secluded® Resorts

MSO Mississippi Symphony Orchestra
www.msorchestra.com

Enjoy a Luxury All-Inclusive Resort while Fundraising
for the Mississippi Symphony Orchestra

Sandals will donate \$250 per booking!
to the
Mississippi Symphony Orchestra

Here is how it works:

1. Book a minimum 6-night Sandals, Beaches, or Grand Pineapple all-inclusive vacation between October 8, 2010 and October 21, 2010. Any resort, any category: your choice!
2. Complete your travel by January 31, 2012
3. The Mississippi Symphony Orchestra will receive \$250 and you will receive a great vacation!

Sandals & Beaches Resorts are putting the FUN back in Fundraising

For more information or to book, please contact:

McGehee Cruise & Vacation, Inc.
Highland Village Suite 104
4500 Interstate 55 North
Jackson, MS 39211
601-981-7070

Located in *Highland Village*
www.mcgeheecruise.com

McGehee Cruise & Vacation, Inc.
601-981-7070

For more information about Form Letters and email blasts, please visit [this](#) page on our website.

As a reminder, setup instructions to get the Apache server ready for FTP access are included on our [help pages](#), beginning at <http://www.theatremanagerhelp.com/frequently-asked-questions/setting-e-blast-image-access-theatre-managers-web-listener>



Please subscribe to our RSS feed.

Subscribing to the RSS feed is the best way to stay up-to-date with what is new with your software and Arts Management Systems. To subscribe to this feed, use the link <http://www.theatremanagerhelp.com> and click on the RSS feed icon in the lower right hand corner. The icon looks like this:



Depending on your browser, you will need to select how you would like to receive your RSS subscription.

We urge you to subscribe to the RSS feeds, as this is how you will receive Theatre Manager update notifications.

Saying Good-bye to Version 6...

As mentioned on Page 1, it is time for us to bid adieu to Version 6 of Theatre Manager. Version 6 was released on April 20, 2002 and updates to this version continued until July 2007 when Version 7 was officially released.

Although the older version was a great product, it used an outdated database engine and our developers recognized that the product wasn't going to be able to keep pace with the new technologies that were constantly being released. Knowing that Version 7 was going to take many years to come to fruition, development began shortly after Version 6 was released.

When we released Version 7, we decided that we would continue to provide support for the previous version for another year, but switching clients over to the new platform turned out to be a much longer process than anticipated, so we continued to offer support for Version 6 until September 30th of this year.

Over 90% of our clients have made the change to the newer versions ... all are currently at various levels between Version 7 through to Version 9, and experiencing all the new and exciting capabilities and enhancements that have been made to the product over the last few years. Some people were reluctant to change from their old software, but once they made the transition, they were happy that they did - especially once they saw all the added functionalities!

So, at this time, we say goodbye to an old friend. At the same time, we look forward to the wonderful opportunities ahead of us as we move forward with Version 9.

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Theatre Manager Help Website:
<http://theatremanagerhelp.com>

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