



2009 Virtual ProVenue® Software Summit

SESSION DESCRIPTIONS

MONDAY – JUNE 22, 2009

1. ProVenue®: The Ticketing Technology Solution – Introduction

See first hand why ProVenue – our powerful, full-featured, core ticketing solution – is so revolutionary. Specifically developed with unsurpassed flexibility, graphical interface, open architecture design, and innovative data management tools, our platform will meet the expectations of today's dynamic marketplace. Some highlighted features:

- User-friendly, intuitive screens minimize staff training
- Interactive seat maps showcasing Rich Internet Application (RIA) technology to allow quick, at-a-glance views for ticket-selling staff

2. Introduction to ProVenueReports™

This introductory session is geared towards users whose primary function is to run and modify existing reports. Attendees will become familiar moving around within ProVenueReports (PVR), gain an understanding of existing core reports, and actually look at the data contained within these reports. Basic data formatting will be looked at as well.

3. Social Media Marketing: Using Social Networking Tools to Benefit Your Business

Learn innovative strategies for leveraging blogs and social networking sites to meet your business goals. Communicate directly with consumers in order to build relationships that will cultivate customers and repeat purchases. Technologies include:

- Blogs
- Microblogs (ie: Twitter)
- Facebook / MySpace
- YouTube

4. ProVenueMax™: List Generation

Learn how to use our powerful List Generation tool to produce lists of patrons that meet a set of specific criteria. List Generation can not only be used to attach list codes to selected customer but it can also be used print labels, produce Microsoft Mail Merge letters and generate output files that contain information on each of the selected patrons.

TUESDAY – JUNE 23, 2009

5. ProVenue®: The Ticketing Technology Solution – Intermediate

This session provides a deeper look into the advanced ProVenue ticketing solution. Come see what's new with the core ticketing technology since its launch a year ago. This session is meant for those who have attended the Introduction course, and will include features such as permission-based views, patron traits, shopping cart functionality, and reports.

*Note: Sessions and schedule subject to change.



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6. Campaign Creator™: Overview, New Features, and Best Practices

Check out our comprehensive e-communications platform! Campaign Creator brings a full range of advanced email marketing tools to your organization including targeted email campaigns, surveys, Real Simple Syndication (RSS) feeds, and more. This new web based tool will help turn your ticketing data into dollars! Additionally, come learn about Campaign Creator's latest new features as well as best practices in maximizing your use of the product:

- Grow your email list with every ticket sale
- Campaign analytics – track open rates, click through rates, ticket sales and more
- Market and list segmentation – target your patrons more effectively
- Advanced rules

7. ProtoBase Update – sponsored by Elavon Gateway Payment Solutions

[Course is applicable for all current Protobase users.] Southern DataComm is now Elavon. Be sure to sign up to hear the latest information about ProtoBase and the Electronic Payments landscape.

This training session will provide you with training on:

- Who is Elavon
- What this means for me
- ProtoBase updates
- Review Support Program
- PCI updates
- Questions and Answers

Come and see what's new with Elavon and ProtoBase!

8. ProVenueMax™: System Maintenance

System Maintenance will cover basic system administration tasks such as server maintenance, backups, and yearly cleanup that will enable you to optimize the performance of your ticketing server.

WEDNESDAY – JUNE 24, 2009

9. How To: Program HTML for Email Marketing – Introduction

Creating compelling and successful email campaigns is easier and faster with a basic working knowledge of HTML. This unique session will answer a number of fundamental questions, including:

- What is HTML?
- What are the basic commands (fonts, sizes, special characters)
- How do you work with tables?
- How do you insert and hyperlink images?

10. Access Control Client Case Study: Royal Oak Music Theatre (Diana Williams)

Come learn more about Access Control, its impact on areas such as marketing, customer service, and operations, and the successes and lessons learned in implementing the product at the Royal Oak Music Theatre. Although this session will primarily target venues with 2000 seats or less, Ms. Williams will present content that organizations of all sizes can apply and find beneficial.

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11. Online Marketing: Increasing Online Ticket Sales

Learn how to get the word out about your site, attract new visitors to your website, and convert your visitors to customers. Gain actionable insights on changes you can make to your website to increase ticket sales. Learn ways to:

- Drive traffic to your website
- Build trust with visitors to your website
- Improve conversion rates on your website

12. ProVenueMax™: Flags

Flags are a specific tag or identifier that can be automatically added to a patron record based on a transaction that contains a ticket sale, package sale or donation. They can then be used to group given patrons with the same characteristics. This session will cover the setup, usage and reporting aspects of flags within ProVenueMax.

THURSDAY – JUNE 25, 2009

13. ProVenueOnline®: Enhancing the Online Ticket Buying Experience

ProVenueOnline, a Tickets.com mainstay product for enabling online ticketing, has recently released a number of features to enhance the ticket buying experience. This session will cover a wide variety of topics including:

- Virtual Waiting Room for Heavy Volume On-sales
- Promos/coupons
- Online Sales
- Bundling (Up-sell/Cross-sell)
- Demo of interactive, graphical views from specific seat/sections in your venue

14. Mobile Ticketing: Go Mobile and Grow

Take advantage of the growing mobile trend. ProVenueMobile™ and Tickets@Phone® are showcased in this session. Combined, these two innovative products enable a complete ticket buying experience from ticket search to purchase and delivery – all from the convenience of a mobile device. Learn more about what these products do and their marketing and operational potential for enhancing the customer experience.

15. ProVenueMax™: Tips & Tricks

The Tips & Tricks segment will focus on areas that will save you time and resources in addition to providing better service to your patrons. Many of the features you discover can be seamlessly integrated into your day to day processes once you return from the summit.

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