CampusTickets
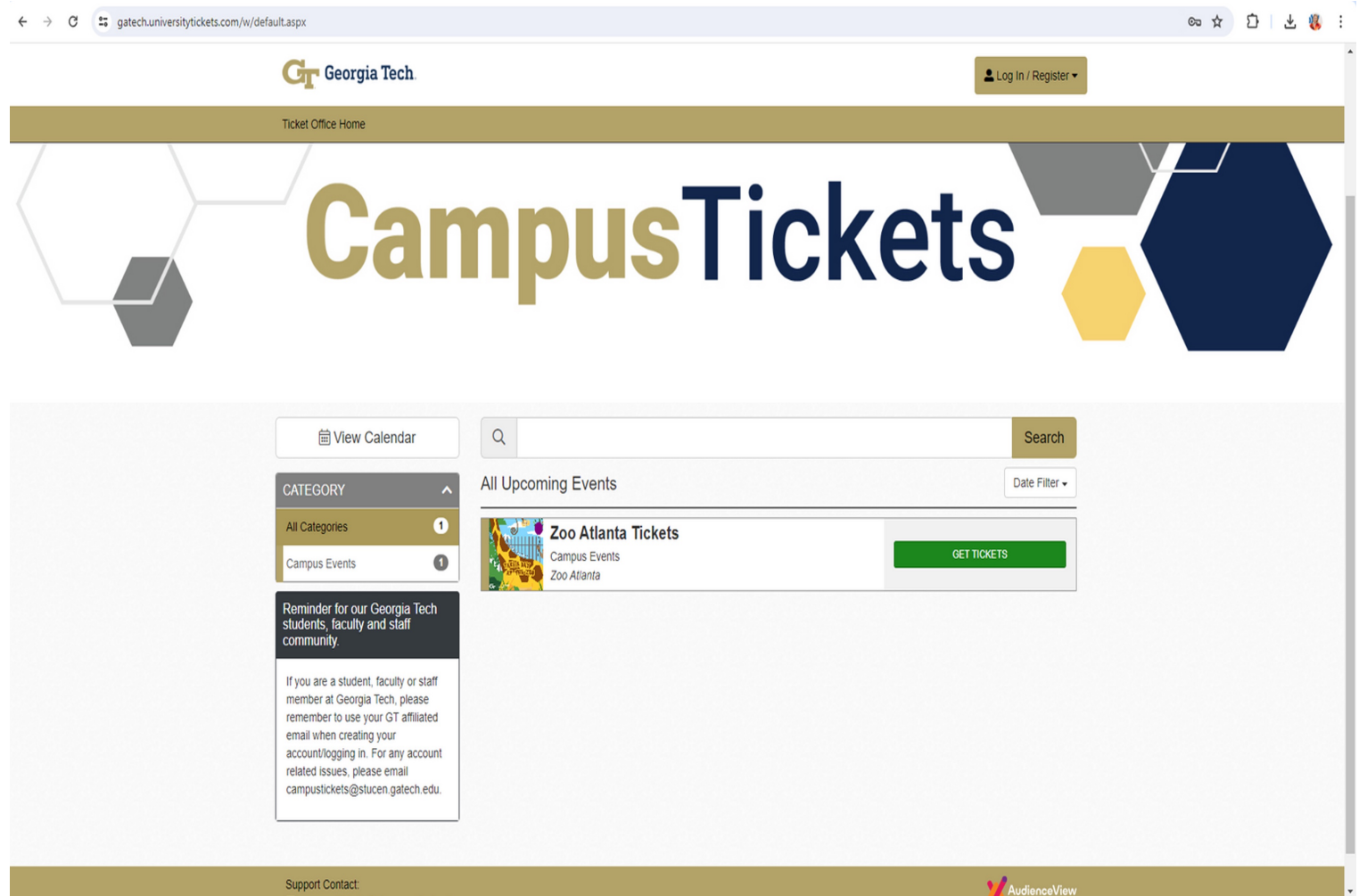
John Lewis Student Center's Preferred Ticketing Platform

Presented by Emily Love

Someone please remind me to record this!!

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The System

- Contracted with AudienceView since 2018

- Allows for payment with credit cards

- Integrates with GT SSO
  - Allows for faculty, staff, students, community members/alumni to purchase tickets to applicable events

What Sets Campus Tickets Apart?

- Custom fields in registration process (t-shirt sizes, dietary restrictions, etc.)
- Built in digital for high-risk activity
- Timed Tickets
- Integrated maps with Google Maps to help event attendees know where to check in for your event
- Custom email confirmation and text alerts
- Pre-requisite and upsell options
- Great for free or revenue generating events!
  - Great to use in concert with Engage
- And so much more!

DAY-OF EVENT HELP

- Four student employees trained in customer service and event/crowd management
    - Freedom of Expression training
    - Not meant to replace professional staff
- Can handle check in process and back-end access to troubleshoot
- Experts in how to handle scanners

Fee Structure for FY25

Campus Tickets Fee Structure					
Number of Tickets Sold	Fee (Student Org)	Fee (GT Department)	Scanner Rate	Event Support	Mifi Hotspot
Free Tickets	0%	$250	$0	$20.00/hour/person	$50
1-150 Sold	3%	$250 + $0.50/ticket	2 free, $10 each after*	$20.00/hour/person	$50
151 – 399 Sold	5%	$250 + $0.50/ticket	3 free, $10 each after*	$20.00/hour/person	$50
400+ Sold	7%	$250 + $0.50/ticket	3 free, $10 each after*	$20.00/hour/person	$50

*Up to 8 scanners. If you request more than 8, each scanner will be $125 after.

Ready, Request, Go!

Submitting A Request: Questions to Answer

Who?

- Is able to purchase tickets?
- Receive a refund?
- Should guests reach out to with questions?

What?

- Are the event details?
- Do guests need to bring with them?
- Is your event confirmation number?
- Is the cost of tickets?

When?

- Do tickets go on sale?
- Is the event taking place?
- Do people need to fill out a waiver?

Where?

- Is the event located?
- Will transportation taking place?
- Are you advertising?

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Two Ways to Request Services

- Web Page (Traditional Way)
  - Go to studentcenter.gatech.edu/tickets and scroll alllll the way down!
  - Fill out all the required fields (plus any optional ones that you already have information for)
  - The request is sent to our inbox, and we'll reach out to you within 2 business days to learn more about your event needs
  - Once a rough draft is built, communicate any edits and finalize the event landing page
  - Open up event registration to your audience!

Two Ways to Request Services

- EMS (new as of this week!)
  - Good if you're booking with SCEC specialty use spaces like Cypress, Atlantic, Midtowns, or Tech Green
  - User is able to add to reservation cart, similar to AV services
    - Will include staffing with and without laptop, hotspots, and scanners
  - The request is sent to our inbox, and we'll reach out to you within 2 business days to learn more about your event needs
  - Once a rough draft is built, communicate any edits and finalize the event landing page
  - Open up event registration to your audience!

**Will be listed as "Campus Ticketing Services after Student Center Equipment

Communication

- Pre-Event
  - Public vs. private events on Campus Tickets' landing page
    - Public = communicating to the broader campus
    - Private = private link where only people who have access can see
  - Confirmation Email
    - Either automatic or manual
    - From CT or from you
  - E-Tickets
  - Text message reminders
    - Can set to be day before, hour before, etc.

Communication

- Post-Event
  - Refunds
  - Follow up email to guests
    - Sent manually
  - Post event text message
    - There's still food!, etc.
  - Event Performance Reports
  - Finance Reports if you have a revenue generating event

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Thanks for listening!

Now let's chat about your experience registering for this event. ☺