Patron Software Smackdown

November 4, 2013
Historic Wesley Center

Digital archive
available December 1, 2013 at:
http://mntheateralliance.org/archive/pss

Twitter:
#mtapss

Big Giant Thanks
for ongoing support from

Alliance Members
and

THE MCKNIGHT FOUNDATION
### Conference Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>10:00</td>
<td>Registration opens.</td>
</tr>
<tr>
<td>11:00</td>
<td>Primer on patron software technology: Defining terms; considering your context; considering your needs; an overview of the software being covered at this conference.</td>
</tr>
<tr>
<td>11:45</td>
<td>Panel overview of software options: audience services staff in our community give a quick pros &amp; cons summary of the software they use.</td>
</tr>
<tr>
<td>12:45</td>
<td>Pick up box lunch, network, browse materials from software vendors.</td>
</tr>
<tr>
<td>1:30</td>
<td>Breakout sessions by software: Q&amp;A with the people currently using the software you are interested in. Four 25-minute sessions, see breakdown →</td>
</tr>
<tr>
<td>3:30</td>
<td>Open Space session: you decide what topics you want to talk about in small groups. If you're interested in facilitating a topic, post it at the registration table.</td>
</tr>
<tr>
<td>4:30</td>
<td>Conclusions: a group discussion</td>
</tr>
<tr>
<td>5:00</td>
<td>Social time at Market Barbecue, 1414 Nicollet Ave.</td>
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</tbody>
</table>

### Schedule of Breakout Sessions

<table>
<thead>
<tr>
<th>Time</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:30</td>
<td>Artfully, Ticket:</td>
<td>Choice Ticketing CRM:</td>
<td>Vendini:</td>
<td>Ticket Force:</td>
</tr>
<tr>
<td></td>
<td>Damon Rumalis</td>
<td>Deb Woford</td>
<td>Regina Hanson</td>
<td>Sinead Chik</td>
</tr>
<tr>
<td></td>
<td>(Southern, Swandive)</td>
<td>(St. Ben / St. John)</td>
<td>(St. Catherine)</td>
<td>(Rochester Civic)</td>
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<tr>
<td></td>
<td>Andrea Tonsteist</td>
<td>Nicki Pretzer</td>
<td>Laura Thaisen</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Mission)</td>
<td>(Stages)</td>
<td>(Plymouth Playhouse)</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Ben Ballentine</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>(Hil Murray School)</td>
<td></td>
</tr>
<tr>
<td>2:00</td>
<td>ShoWare:</td>
<td>Blackbaud Patron Edge:</td>
<td>Patron Manager:</td>
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<tr>
<td></td>
<td>Ross Wilitts</td>
<td>Becky Ten Brink</td>
<td>Daniel Louden Stock</td>
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<tr>
<td></td>
<td>(SteppingStone)</td>
<td>(EPCO)</td>
<td>(Commonweal)</td>
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<td></td>
<td></td>
<td></td>
<td>Daniel Runson</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>(Great River Shakes)</td>
<td></td>
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<tr>
<td>2:30</td>
<td>TicketLeap:</td>
<td>Arts People:</td>
<td>Ovation Tix:</td>
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<tr>
<td></td>
<td>Keara Roberts</td>
<td>Brie Jorna or Amanda White Thietje</td>
<td>Jeff Larson</td>
<td></td>
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<tr>
<td></td>
<td>(New Ulm)</td>
<td>(Mixed Blood)</td>
<td>(Pringe)</td>
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<tr>
<td></td>
<td>Maria James?</td>
<td></td>
<td>Alan Berks</td>
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<tr>
<td></td>
<td>(Duluth Playhouse)</td>
<td></td>
<td>(Pillsbury House)</td>
<td></td>
</tr>
<tr>
<td>3:00</td>
<td>Brown Paper Tickets:</td>
<td>Seat Advisor:</td>
<td>Easy Ware TotalInfo:</td>
<td>Tessitura:</td>
</tr>
<tr>
<td></td>
<td>Joan Elwell</td>
<td>Erin Farmer</td>
<td>Brie Jorna or Amanda White Thietje</td>
<td>Renee Gallagher (Guthrie)</td>
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<tr>
<td></td>
<td>(LakeShore)</td>
<td>(Brave New Workshop)</td>
<td>(Mixed Blood)</td>
<td>(Children's)</td>
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<td></td>
<td></td>
<td></td>
<td>David Rummel</td>
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<td></td>
<td>(Park Square)</td>
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<td>Jason Peterson</td>
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<td>(Yellow Tree)</td>
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### Places to eat nearby:

- Fleming's 13th Street Grille
- Historic Wesley Center
- Dunn Bros Coffee
- Lotus To Go
- Asian Taste
- Ping's
- Market BBQ Salsa a la Salsa
- 13th Street Grille
- Nicols Mill 13th St
- 14th St S
- Nicollet Ave
- Nicollet Ave
- 10th St S
- North Ave
- Grant St
- Grant St
- Nicollet Ave
TIME TO UPGRADE YOUR BOX OFFICE?

SeatAdvisor Box Office (SABO) provides you with total control of your operations and ticketing, eliminating the gap between the primary and secondary markets with all-new, revolutionary TicketResell functionality.

“SABO is a dream come true compared to our previous system! SABO is making it easy to accomplish our mission of making the arts accessible.”
- Gadsden State

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Tessitura network

“Tessitura has completely changed our world. For the first time we have ALL the patron information we need in one place. Our understanding of our patrons and donors gets deeper virtually every week.”
- Ten Eyck Swackhamer | General Manager, Alley Theatre

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“Ten Eyck Swackhamer has seen a 34% increase in ticket sales with Tessitura.”
- General Manager, Alley Theatre

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(Photo: Matt Davis) Jeffrey Baer, General Manager, of Cymru de Bermicre in the Alley Theatre production of Cymru de Bermicre)
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*TicketForce is a proud member and sponsor of the League of Historic Theaters.

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Programs and Events
more info at
www.mntheateralliance.org

Audience Development
• Minnesota Audience Development Exchange - a cooperative database of arts patrons, with free demographic analysis, post office cleanup, and permission-based list trades
• Audience Discount Program - Specially marketed discounts to groups such as veterans, mentors, people in career transitions, first time theater-goers and artists

Shared Resources
• SpacemART online directory of rehearsal and performance spaces
• Office Max discount program
• Conference archives
• Arts Market resource sharing web page
• Discounted membership with partner service organizations
• Group liability insurance policy
• Comprehensive theater map and directory

Professional Development
• Peer-based net/working groups:
  o Artistic Directors
  o Arts Administrators
  o Emerging Performing Arts Leaders
  o Sustainable Theaters Group
• Greater MN regional networks
• Conferences:
  o Sustainable Practices Quarterly Unconference (Nov. 25, 2013)
  o Touring and Presenting (Mar. 27, 2014)
  o Unions
  o Branding Minnesota Theater

Communications and Advocacy
• Monthly Newsletter
• Monthly Member Profile
• Cultivation of regional networks across greater Minnesota
• Partnership with Minnesota Citizens for the Arts
• Resource for connecting to other organizations, resources, state and nationwide