

## On-line seat booking from a plan of your theatre: *Seatpicker*

You want to sell tickets on-line. For a typical 400 seat theatre, say at a seat price of £20, if you could sell them all on-line, a ticket agency might take 10% or more – that’s over £800 per performance. Also your customers are taken away from your site to a strange new site probably with invasive advertising.

It would be great if you had control, your customers could see what was available and choose their own seats. It’s a win-win situation, your customers have control and they are doing most of the booking task for you. Also you may or may not have a booking office and how do you synchronise office to internet bookings so that availability shown is always current? Reynardine’s solution using *Seatpicker* is to charge a flat monthly fee (<=£300) to host and support on-line bookings at Seatpicker.co.uk. Prior to the evening of the event, office bookings are done on-line too. On the night of the performance, a separate booking office application takes over, downloads the current internet bookings and switches to LOCAL booking mode. This application quickly finds bookings and prints tickets for the event. Any further bookings on the night are done in this local office mode.

### With your on-line administration account, you create events:

Current Events [Close Details](#) [Add extra shows](#) [Print](#) Upload Image:  [Browse...](#) [Upload](#)

[Log Out](#) [\[Show List at Web\]](#)

		Name	Date, Time	Event ID	Edit New	
<a href="#">Delete</a>	<a href="#">Select</a>	Harry Potter and the Half-Blood Prince	20/07/2009 20:00:00	7	Event Name Old Time Music Hall	
<a href="#">Delete</a>	<a href="#">Select</a>	The Comedy Club	30/08/2009 21:00:00	6	Event Date, Time 25/09/2009 20:00:00	
<a href="#">Delete</a>	<a href="#">Select</a>	Old Time Music Hall	25/09/2009 20:00:00	54	Circle, Adults £ 12	
<a href="#">Delete</a>	<a href="#">Select</a>	Old Time Music Hall	26/09/2009 20:00:00	55	Circle, Child £ 10	
Bookings for event: Old Time Music Hall <a href="#">Close Details</a>						
		Seats	Amount £	SagePay ID	Date/Time of booking	ID
<a href="#">Delete</a>	<a href="#">Select</a>	.A10.A9.B15.D12.	40	54_28/07/2009 15:59:43	28/07/2009 15:59:43	49
<a href="#">Delete</a>	<a href="#">Select</a>	.A13.A12.	20	54_27/07/2009 13:22:34	27/07/2009 13:22:34	48
<a href="#">Delete</a>	<a href="#">Select</a>	.A15.A14.	20	54_27/07/2009 11:09:56	27/07/2009 11:09:56	44

Circle, Discount £	
Circle, Senior Cit. £	10
Stalls, Adult £	10
Stalls, Child £	8
Stalls, Discount £	
Stalls, Senior Cit. £	8
Circle, Box £	30
Description	The Honourable Savoy Players invite you to a traditional Old Time Music Hall. Prepare to be serenaded with songs of yesteryear and be amused by the antics of our comics.
Event active?	<input checked="" type="checkbox"/>
Image ON?	<input checked="" type="checkbox"/>
Strict seat allocate	<input checked="" type="checkbox"/>
Available seats Threshold	100
Rows A-H premium	0
Is it a movie?	<input type="checkbox"/>
Company Name	savoy
Delivery charge	2

At Seatpicker.co.uk, you have your own account to create events. For each event, you set the ticket prices, event description and upload a picture for the event. These then are listed on a web page you can link to from your own web site for your customers to view. A seat plan is designed from artwork that you provide which is used for every event. In the event setup you can elect to turn off the ‘strict seating’ flag so customers can sit anywhere on the night and don’t have to choose a seat.

Your customer's on-line experience, click 'Buy Tickets Online':

# THEATRE



**The Comedy Club**, 30 August 2009 9:00 PM

Stand up comedy night featuring local talent.

[Buy Tickets Online](#)



Stalls: £6  
Stalls, Child: £3  
Circle: £8  
Circle, Child: £4  
Box: £9

**Please note:** There is an additional £2 charge for Seat no. 5 -> 15, rows A -> H



**Old Time Music Hall**, 25 September 2009 8:00 PM

The Honourable Savoy Players invite you to a traditional Old Time Music Hall. Prepare to be serenaded with songs of yesteryear and be amused by the antics of our comics.

[Buy Tickets Online](#)



Stalls: £10  
Stalls, Child: £8  
Stalls, Senior Cit.: £8  
Circle: £12

Your customers see the image and short description and prices for each event that you have set up. They select an event by clicking 'Buy Tickets Online' and are presented with a seat plan showing the current availability. They can only choose available (un-booked seats). They pay on-line using the secure SagePay payment service provider. They then receive an email which includes details of their chosen seats and a multimap link to the theatre. They are informed to pick up their tickets at the theatre on the night of the performance. They also receive a separate payment confirmation email from SagePay.

**Customer chooses available seats:**

Old Time Music Hall, 25 September 2009 at 8:00 PM

SAVOY THEATRE  
DRAMA, COMEDY, MUSIC AND MOVIES

SAVOY THEATRE  
DRAMA, COMEDY, MUSIC AND MOVIES

Stalls

Buttons: <Clear, BOOK, Cancel

Buttons: <Clear, BOOK

Input: B14,B13

Old Time Music Hall, 25 September 2009 at 8:00 PM

SAVOY THEATRE  
DRAMA, COMEDY, MUSIC AND MOVIES

SAVOY THEATRE  
DRAMA, COMEDY, MUSIC AND MOVIES

Buttons: <Clear, BOOK, Cancel

Buttons: <Clear, BOOK

Input: B14,B13

Old Time Music Hall, 25 September 2009 at 8:00 PM  
Stalls: B14,B13, Circle: Box:

Your seats: B14,B13

Your name: Mike Thompson

Your postcode:

Your telephone:

Your email:

Payment Method: Proceed to Booking

Stalls, Adult @£10: 2

Stalls, Child @£8: 0

Stalls, Senior Cit. @£8: 0

## Booking office on the night:

The screenshot shows the 'Seatpicker' application window. It is divided into several sections:

- Events:** A table with columns 'Event Title', 'Date/Time', 'Circle Adult', and 'Circle Child'. Two entries for 'Old Time Music Hall' are visible, both on 26/09/2009 at 20:00, with 12 adults and 10 children.
- Selected Ticket:** A pink box displaying 'Old Time Music Hall', '26 September 2009 at 8:00 PM', 'Akers, Fred', and 'A10, A9'. It also includes the Savoy Theatre logo and the website 'www.monmouthsavoy.co.uk'.
- Bookings:** A table with columns 'Customer name', 'Post Code', 'Seats', 'Amount', and 'Book'. It lists bookings for Akers, Fred; Ashton, Anne; Bloggs; and thompson, mike.
- LOCAL BOOKING:** A large grid of seat buttons labeled A15 through F5. The Savoy Theatre logo is on either side. The 'LOCAL' button is highlighted in green.
- Controls:** Includes a 'Selected printer' dropdown (Star TSP700II), 'Go Internet', 'Book Local Seats', 'Lock when LOCAL', 'Print All', 'Get Last Saved', 'Save Bookings', and 'Close' buttons.

On the night of the event, the booking clerk selects the event, clicks 'Go LOCAL'. The current internet bookings are downloaded. This application is a Windows application now, not using the internet. The seat plan then shows the current bookings. As people arrive, if they have already booked they are rapidly found and their tickets printed. The software is designed to use the Star TSP700II ticket printer. Any available seats can be booked to anyone who arrives on the night having not previously booked.

For further information:

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