

Ticketing – How to Record Event Attendance

<i>Speech</i>	<i>Cursor Actions</i>
<p>Before watching this training video, watch these:</p> <ul style="list-style-type: none"> • Ticketing – Overview • How to Sell a Ticket Order (Single Tickets) • How to Sell a Ticket Order (Packages) • Create a New Communication Record 	<p>Slide: Before watching this video, watch these:</p> <ul style="list-style-type: none"> • Ticketing – Overview • How to Sell a Ticket Order (Single Tickets) • How to Sell a Ticket Order (Packages) • Create a New Communication Record
<p>After an event, it is very important to record which contacts actually attended the event. You may want to use this data down the road. Perhaps people who attended an event will be invited to future events, or you may want to include them in a special solicitation mailing. In Sumac, event attendance is tracked using communication records. Every contact who attends an event will have a communication record indicating the event they came to.</p>	<p>Slide: Track event attendance in communication records.</p>
<p>If you are using Sumac Ticketing, you can easily track which tickets are used, and convert used tickets into communication records to track event attendance quickly, and in bulk.</p>	<p>Slide: Quickly convert used tickets into communication records to record attendance.</p>
<p>At your event, as you collect tickets from patrons, keep either the tickets or the tear-off stub. Barcodes enable you to do this automatically, and are discussed later in this video.</p>	<p>Slide: Keep tickets used at your event.</p>
<p>In your Sumac console, expand Events, and click Ticket Orders.</p>	<p>Show console. Expand Events. Click Ticket Orders.</p>
<p>Expand the Analyze and Report Menu,</p>	<p>Expand Analyze and Report</p>
<p>Then click “Sold Tickets.”</p>	<p>Click Sold Tickets</p>
<p>Select the event for which you want to record attendance, then click OK,</p>	<p>Select Event Click OK</p>
<p>Sumac asks if you want to show the buyers' addresses in this report as well. If you wish to do this, click “Yes,” but know that doing this will take Sumac a bit longer to produce the report.</p>	<p>Point to Yes</p>
<p>For this example, we are focusing only on ticket usage, so we do not need the buyers' addresses.</p>	<p>Click No</p>
<p>Sumac produces the list of tickets sold, sorted by seat number. It also displays the seat numbers, ticket and buyer IDs, the buyers' names, and pricing information for these tickets.</p>	<p>Point to all the columns as they are listed.</p>
<p>If you kept all the tickets that were used at the event, and have a barcode scanner that can scan the barcodes for those tickets, use the “Start Ticket Scanner” button, so that you can scan each of the used tickets to record which tickets were used more rapidly.</p>	<p>Point to “Start Ticket Scanner”</p>

For this example, we'll do this manually. Go through the list of tickets, setting the "Used" check box for each ticket that was used at your event.	Move through list of tickets, putting an X next to a few of them
If some tickets went unused – perhaps one of the buyers did not attend the event – do not set the used check box.	Leave a couple Used boxes blank to show this
If you know several tickets were used at the event, you can select all those tickets and set the Used box for all of them at once. For example, let's assume all these tickets from this particular buyer were used at the event. We can select all those tickets	Select a series of tickets from the same buyer
And click the "Set Used" button to mark that all of them were used.	Click "Set Used"
Once you have recorded all the used tickets, you can click Export to save this used tickets report in a file.	Point to Export
For now, just save the ticket usage information into the database by clicking OK.	Click OK
Now that we've recorded which tickets were used, we can convert those used tickets into communication records to mark that those contacts attended the event.	
Expand the "Special Editing" menu,	Expand Special Editing
And click "Tickets to Communications."	Click Tickets to Communications
Select the event,	Select event
And Sumac presents a few options.	Point to next window
You can choose to record communications for the tickets that were used, those that were unused, or both.	Point to each option
For this example, record communications that <i>were</i> used for this event,. We don't need to record attendance communications for people who did not attend the event.	Select the Used option Click OK
Sumac opens a communication record where we can fill in the details.	Point to communication record.
In this communication record, we do not need to record a contact, since Sumac already knows which contacts used their tickets.	Point to Contact field
Select an appropriate Communication Type. For this example, we'll choose "Attended Event."	Choose Communication Type: Attended Event
Notice that Sumac filled in the Event Name for us.	Point to Event field
Sumac inserts today's date as the date for the communication record. However, you should probably change this. Specify the date the event actually took place.	Point to Date field.
You do not need to insert a note here. Sumac will automatically insert an appropriate note into each communication record	Point to note

Click OK to save the Communication records for everyone who attended your event.	Click OK
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