

Ticketing – How to Define Venues and Seat Blocks

<i>Speech</i>	<i>Cursor Actions</i>
A venue is where an event occurs. A venue also has an associated seating plan, called “Seat Blocks,” in Sumac. This video describes how to set up both venues and seat blocks for events.	Show Slide: Venue: where an event occurs. Seat Blocks: the seating plans for a venue.
	Show title “Defining Venues”
To add a new venue, click Utilities, Customize Database, and Lookup Lists.	Show console. Expand Utilities, Customize Database, and Lookup Lists
Click the Area: Tickets,	Click Area: Tickets
Then click the Lookup List: Venues	Click Lookup List: Venue
You can specify as many venues as are necessary for your organization. You may even hold events in one venue that can have multiple seating configurations. For example, a venue called “Central Ballroom” could be configured with 40 seats for some events, and 80 seats for other events. In this case, you could define two venues.	
Click New to add a new Venue.	Click New
Give the venue a name.	Enter “Central Ballroom 40”
You can also enter the venues address, phone number, website and directions for the venue.	Enter Address: 123 Main Street Enter Phone: 416-555-1234 Enter Website: central.ballroom.ca
If you are integrating Sumac with your website, and have an image of the seating plan for this venue, you can insert the URL for the seating plan here.	Point to “URL of Seating Plan”
In the future, if you no longer host events at this venue, you can mark it as inactive.	Point to Inactive
Click OK to save this venue.	Click OK.
Now create another venue for the Central Ballroom which holds 80 seats. To create another venue more rapidly, duplicate the previous venue, then make a few small adjustments to make this appropriate for the new venue. For this example, we just need to change the name of the venue.	Click Duplicate. Change the name to “Central Ballroom 80” Click OK
Now that we've defined the venues, we set up the seat blocks for these venues.	
	Show title “Defining Seat Blocks”
A seat block is a group of seats that are in a venue, typically all having the same ticket price. All seat blocks that are related to a venue together constitute the full seating plan for that venue.	Show slide: A “seat block” is a group of seats that are in a venue, typically all having the same ticket

	price.
Seat Blocks are also defined in Lookup Lists, so click the Lookup List “Seat Blocks.”	Show Lookup List window with Venues defined. Click Lookup List: Seat Blocks
Click New to define a new Seat Block.	Click New
For this example, let's say that the Central Ballroom with 80 seats has open, general seating, so specific seat numbers are not assigned. In this scenario, we can set up just one seat block with the number of seats required.	Show Title: Defining Open, General Seating
Select the Central Ballroom 80 Venue.	Choose Venue: Central Ballroom 80
For the Description, we can enter “General Admission”	
At the top of this window, there are several check boxes. These check boxes are most applicable when defining a venue with assigned seating, so we'll leave these check boxes alone for now, and will address them when we define assigned seating later on in this video.	Point to check boxes
Since we are just defining general, open seating for the Central Ballroom with 80 seats, we can specify that the Low Seat Number is “1.”	Enter Low Seat Number: 1
And that the High Seat Number is “80.”	Enter High Seat Number: 80
Click OK to save this seat block,	Click OK
And the seat block for the Central Ballroom with 80 seats is done! Now that we've defined open seating for the Central Ballroom 80 venue, let's set up assigned seating for the Central Ballroom 40 venue.	
	Show Title: Defining Assigned Seating
The seat blocks that you define for a particular venue, all together, constitute the seating plan for that venue.	Show slide: All seat blocks that are related to a venue together constitute the full seating plan for that venue.
So, for example, if the Central Ballroom can have 40 seats, four rows with 10 seats in each row, you would define 4 different seat blocks with 10 seats each.	Show slide: 40 seats: <ul style="list-style-type: none"> • 4 rows • 10 seats in each row Set up 4 seat blocks, with 10 seats each.
Click New to begin defining the first seat block.	Show Lookup List window with Seat Blocks Lookup List selected
Select the Venue.	Select Venue: Central Ballroom 40
And enter a description	Enter Description: Assigned Seating – First Row

Now that we're setting up assigned seating, some of these check boxes may apply.	
Normally, seats are presented in ascending order, from lowest to highest numbers increasing from left to right. Using the “Reverse Order of Seat Numbering” check box reverses this presentation.	Point to “Reverse Order of Seat Numbering”
If the seat block is being presented on your website, the “Seats Face Inwards” check box causes the row of seats to be presented vertically (up a side) rather than horizontally.	Point to “Seats Face Inwards”
The inactive checkbox causes the seat block to be displayed dimmed, and sorted to the end of the list of seat blocks.	Point to “Inactive”
The “Odd-numbered Seats Only” check box tells Sumac that only odd numbers, between the low and high seat numbers, are to be used.	Point to “Odd-numbered Seats Only”
The “Even-numbered Seats Only” check box tells Sumac that only even numbers, between the low and high seat numbers, are to be used.	Point to “Even-numbered Seats Only”
Finally, if you are selling seats online through your website, the “Do not display on web” check box tells Sumac not to offer this block of seats for sale online.	Point to “Do not display on web”
Indicate a First Prefix or Second Prefix for seats in the block. Prefixes are used to form seat identifiers. Usually, you only need one – typically a row identifier, like A, B, C, and so forth.	
However, in some seating plans, you may need two. For example, if there is a row A in the pit, and also a row A in the balcony, the first prefix could indicate “Pit” or “Balcony,” and the second prefix could indicate the row.	
For this example, we'll just specify one prefix.	Enter First Prefix “A”
Now identify the Low Seat Number and High Seat Number in the block.	Enter Low Seat: “1” Enter High Seat: “10”
Sometimes a venue has uneven rows with seats missing at the end of some rows. If you are using Sumac to generate a seating plan on your website, you can show seating alignment more accurately if you specify that there are unusable or non-orderable seats on either end of a seat block. However, if you aren't selling tickets online, or if your organizations has chosen to just upload an image of the venue on their website instead of having Sumac generate the image, then you do not need to worry about filling in the unusable seat fields.	Point to Unusable seats
Seat weights indicate how good a seat is. This enables Sumac to identify which seats are better than others. The best seats in the house should have a weight of 100, and all other seats have lower weights.	Point to seat weight fields
The seats in a block can be given weights by indicating the weight	

of seats on each end of the block, and Sumac fills in the weights for all seats in-between.	
If the block is off-centre or for some reason seat weights are not continuous from one end of the block to the other, an additional weight can be specified for a seat in the middle. In this situation you would specify the Mid Seat's Number, and its weight. Let's consider this visually	
The Central Ballroom has four rows of ten seats, numbered from left to right. There are four seat blocks. The best seat is seat 5, which is in the middle of each row.	Show slide with image of theatre showing stage in front, for rows of 10 seats with weights assigned
As you can see, the mid-seat number 5 in the first row has a weight of 100, and the seats on either end of the first row have weights of 80 and 75.	Continue showing slide, highlighting weights as they are read.
In subsequent rows, the weights get lower, but the mid-seat number 5 always has the highest weight for that row.	Continue showing slide, highlighting weights for subsequent rows.
Now we can apply this to our seat block. The Low Seat's Weight will be 80, and the High Seat's Weight will be 75.	Enter Low Seat Weight: 80 Enter High Seat Weight: 75
The Mid Seat Number is 5, and the Mid Seat's Weight is 100.	Enter Mid Seat Number: 5 Enter Mid Seat Weight: 100
Finally, if these seat blocks are going to be displayed online so that patrons can purchase tickets from your website, you can specify the seat block positioning relative to the stage.	Point to seat positioning area
Click one or more rectangles in the venue layout picture to indicate where a seat block is. Note that several seat blocks may be in the same position, for example, directly in front of the stage.	Click rectangle directly below Stage rectangle
Also note that a seat block may occupy several adjacent positions. For example, a long block of seats positioned in front of the stage with no aisles could be positioned like this.	Click adjacent rectangles to show an example of a very long row.
If you are not selling tickets online, setting the positioning of seat blocks is not mandatory. If you are selling tickets online, and have chosen to upload an image of the theatre, rather than have Sumac generate the image for you, setting the positioning of seat blocks is not mandatory.	Show slide: Setting the positioning of seat blocks is not mandatory if: <ul style="list-style-type: none"> • If you are not selling tickets online, or • If you have chosen to upload an image of the theatre (e.g. a .jpg image), rather than having Sumac generate the image for you
Click OK to save this seat block.	Click OK.
Continue these steps for the remaining seat blocks for this venue.	Click Duplicate. Description: Assigned Seating – Second Row

	<p>First Prefix: B Low Seat's Weight: 70 High Seat's Weight: 65 Mid Seat Weight: 90 Click OK.</p> <p>Click Duplicate. Description: Assigned Seating – Third Row First Prefix: C Low Seat's Weight: 60 High Seat's Weight: 55 Mid Seat Weight: 80 Click OK.</p> <p>Click Duplicate. Description: Assigned Seating – Fourth Row First Prefix: D Low Seat's Weight: 50 High Seat's Weight: 45 Mid Seat Weight: 70 Click OK.</p>
<p><i>You should now move on to more training videos to learn more about setting up and using Ticketing in Sumac!</i></p>	<p>Slide: “Move on other Ticketing How-to Videos”</p>