Ticketing – How to Define Event Groups

Speech	*Cursor Actions*
Before watching this video, watch these: • Ticketing - Overview • How to Define Other Ticketing Lookup Lists • How to Create an Event	Show slide: First watch: • Ticketing - Overview • How to Define Other Ticketing Lookup Lists • How to Create an Event
You can group events in any way you want. For example, perhaps you want to group all the fundraising events you hosted in the last year, or a theatre wants to group all the performances of a particular theatrical production.	Show: Possible Event Groups: • Fundraising events from last year • All performances of a particular theatrical production
You can use Event Groups to search. For example, find all donations relating to a group of events. Event Groups help with reporting. For example, show revenue from all events in a group. On your website, you can present a group of related events.	Slide: Use Event Groups to: • Search • Report • Website
In your Sumac console, expand Events, then click Events.	Show console. Expand Events, click Events
Click Show Groups.	Click Show Groups
This opens an additional scrolling list for Event Groups, which appears to the right of the list of events.	Point to Event Groups area
Click New to add a new Event Group.	Click New
Enter a Description for the event group. For this example, let's use the example of a theatre, and group together all the performances for the same theatrical production.	Enter description: Hamlet
If appropriate, you can specify the event group's season,	Select Season: 2015 Performances
Or a Note.	Point to Notes field
When the event group is no longer active, you can click the Inactive check box. For example, a theatre might mark an event group as Inactive after all the performances are done.	Point to Inactive
If you have integrated Sumac Ticketing with your website, and you want the website to display this group of events click to set "Show this group on website." This causes this event group to be listed as a production. A patron on your website can choose the production, then pick an event within the production.	Point to "Show this group on website" Put check mark here
Event List URL is a link to extra descriptive information, perhaps a playbill, on your website.	Point to Event List URL

If you've integrated Sumac Ticketing with your website, Web Grouping is the top level break-down for displaying ticketable events and event groups. For example, you may wish to break your events into a regular season, and a summer season. Alternatively, you may want to display event groups based on the venue where the events take place.	Choose Web Grouping: Regular Season
Sequence on Website is the order you want this group displayed relative to other groups of events on your website. For example, if we want the Hamlet event group to be the first one listed on your website, put a 1 here.	Enter: 1
Click OK to save this event group.	Click OK
Now that you've created the event group, you can add events to this group by dragging and dropping them accordingly.	
Select all the events you wish to assign to this group	Select all Hamlet events **Note, also select ONE event that is *not* Hamlet**
Then drag them	Drag all selected events
And drop them on the Hamlet event group.	Drop on Hamlet event group
If you expand on the Hamlet event group,	Expand Hamlet event group
You see all the Hamlet events have been designated to the Hamlet event group.	Point to all Hamlet events within Hamlet event group.
If you accidentally add an event which should *not* be included in this particular event group, you can select the event in error	Select the *not* Hamlet event
And click "Remove Child" to remove it from this Event Group.	Click "Remove Child"
If you need to run a report to get a financial breakdown for tickets sold to an event group, select the group, and click to run the Financial Report.	Select Hamlet event group Click Financial Report
Sumac produces the report for you, summarizing all payment methods, payment balance, a summary of ticket sales, surcharges, and ticket prices.	Show Financial Summary report
You should now move on to more training videos to learn more about managing Events and Ticketing in Sumac!	*Slide: "Move on other Ticketing How-to Videos"*