AMS ARTS MANAGEMENT SYSTEMS

P R E S E N T S

Theatre Manager™

Puts The People In Their Seats…

Donor Subscriber & Volunteer Tracking

Reports (Predefined & Adhoc)

Integrated Internet Ticketing

Comprehensive Marketing & Development Tools

Financial Transactions

ADMIT ONE

Stage

http://www

…And Brings Them Back For More!

Theatre Manager is a software package that will assist the busy administrative operations of a theatre venue, sports facility or arts organization. Theatre Manager's true focus is to assist your marketing efforts to help you capture and manage demographic information and present it in a way to grow revenue. Our customers tell us that Theatre Manager has helped them to be successful.

Theatre Manager provides all the necessary controls to track patrons, sell and print tickets, record and manage donations, volunteers, build & maintain mailing lists, and assist with most of the administrative tasks that you will ever do.

Administrative tasks supported are as follows:

- Full installation, training, and cross platform support for Windows and Macintosh

- Multi-user access enabling Theatre Manager to be the heart of your information system

- Client Demographic Tracking and comprehensive utilization of that information with; Database Records of donations, personnel, media, memberships, and financial information.

- Professional ticketing on ticket printers.

- Automatic Credit Card Authorization through Theatre Manager's optional Draft Capture Module. These features save time and money by expediting the point of sale process, while provide detailed information for your end of day reconciliation.

- Powerful, intelligent report generation.

- Form letter generation - realizing marketing potential and development activities through centralized data access.

- Ticket Bar coding and Barcode Tracking, for passes & memberships, subscription series, actual attendance tracking and much more.

- Modularity (Buy only the power you need).

ARTS MANAGEMENT SYSTEMS

FEATURES & BENEFITS

Features

Benefits

BOX OFFICE MANAGEMENT

Reserved, Festival and Door Sales
- flexible marketing of multiple theatres & shows
- comprehensive subscription tracking module

User Defined Graphic Theatre Seat Maps
- seating arrangements are easily changed
- simple point and click seat sales

Full Screen View of Theatre
- pictorial management of 'house dressing'
- true 'best available seating' for patron
- plus, find 'best available' seating algorithm

Composite Mapping
- supports patron defined season packages
- immediate booking of many tickets & shows

Customizable Tickets
- flexibility in ticket face design
- different per venue/play, etc.

Tailored Accounting of Cash
- control of cash flow
- point of sale printing of tickets and receipts.
- comprehensive account of daily sales.

Comprehensive Reporting
- front of house reporting is patron oriented
- up to second house counts

PATRON MANAGEMENT

Personal Data
- interaction with patron is personalized
- easy setting of relationships between the donors, tickets buyers, and volunteers.

Relational Database Design
- shared data for all users
- single recording of address for patrons
- integrated operations for theatre company

Multiple Mail Lists
- flexible patron classification for mailings
- customized target marketing.

User Definable Marketing Fields
- ability to segment and analyze sales data to create effective marketing campaigns

VOLUNTEER (STAFF) MANAGEMENT

Volunteer Activity Classification
- management of interest in various jobs
- creation of job specific contact lists & mail-outs
- identification of corporate strengths/weaknesses

Volunteer Evaluation Tracking
- historical view of volunteer growth & career
- simplify production of cast/crew lists
- tracking for recognition
  quantifiable statistics for the pursuit of grants

Donations and Development Management Tools Include:

- Pledge Schedules & Sending of Payment Reminders
- To-Do's and Contact Notes specific to each donation
- Allowing multiple Soft Credits per donation
- Matching Gifts & automatic setup of Matching Gift receivables
- Modification of the Donation Receipt fields
- Program Years versus Fiscal Year versus Calendar Year
- Choice of allowing each donation receipt preference
- Automatic maintaining of Financial Year for past, current, and future years
- Maintaining Solicitors, and if they received a commission for getting the donation. Allowing Program Giving Levels to be calculated on donations, soft credits, and/or matching gifts or a combination of them all
- Customized donation specific Marketing Fields
- Defaults and customization of Program Names
- Printing of tax receipts based on 7 different printing options.
- Maintains the next contact date for this patron so the patron can become an annual donor
- Easy setting of Relationships between the donors, ticket buyers, and volunteers
- Easy maintenance of who your Matching Gift companies are
- Specific donor contact marketing flags

  At a glance overview of donors giving history for the past 8 years, averages, maximums and minimums
- History tracking of each pledge letter, donation thank you, contact note, and donation tax receipt sent to this patron
- Immeasurable security access, and options available that can be defined for each employee one what they can and cannot do
- Plus the numerous donation detail, summary, giving trends, giving level, reports geared towards telemarketers, board members, development staff, and management

PRESS & PUBLICITY

Media List & Requirements

- manage lead time for press releases, PSA's,etc.
- manage press by community and type
- maintain history of media people & requirements.

REPORTING

Comprehensive Report Selections

- user defined customization.
- complete accountability
- criteria specified for complex reports.

SECURITY

Staff Access Control

- access based upon administrative responsibility
- seats can only be sold for specified prices
- salesperson recorded for each ticket sold or transaction administered

USER INTERFACE

Pictorial

- reduction in learning time and ongoing training
- helps understanding of presented information

Mouse Based

- increased effectiveness using the program

MULTI-USER DATABASE

- simultaneous shared data amongst all staff
- data integrity guaranteed
- easy to add additional users
- easily archived data from year to year or season by season

MEMBERSHIP MANAGEMENT

Tracks Renewals & Expirations

- target marketing
- current & potential member listings
- compliance with law - societies act
- simplify communications with members

Comprehensive Web/Internet Module Includes:

- Sale of selected events, donations, passes, gift certificates via a web page

- Automatic authorization of payments using the credit card module

- Direct update of patrons history for all items purchased on the internet

- Ability of patron to update their own address information and manage their account

- Multiple tools to automatically manage the quantity of tickets and availability on the internet

- Tracking of historical shopping carts and historical information for items purchased on the web

Work Flow Management

- Automatic email notification of employees when certain events occur (eg patron gives a donation at specific level through internet or box office could cause an email to be sent to development advising of the gift. Another example is when a key patron/donor buys or gifts any item (ticket, gift certificate, donation), an email can be generated.