TM4

| 8:00 – 8:30 | **Registration & Breakfast** | ATRIUM |

Check-in, sign up for Artsman Office Hours*, and enjoy a continental breakfast

| 8:30 – 9:45 | **Artsman Keynote with Q&A** | GE |

After a brief orientation and welcome from Proctors Collaborative, Artsman principal and lead developer Dave McKeon shares the company's post-pandemic perspective, current projects, and future plans.

Training Sessions

| 10:00 – 11:15 | *NEW EMPLOYEE TRACT* **Pricing & Promotions** | KEY LOBBY |

Every ticket requires a price and a promotion. In this session learn more about how promotions impact pricing and what makes them key to a ticket sale, accounting, online sales, and more.

BEGINNER TRACT **Managing an Order After the Fact** — GUILD

You know how to sell a ticket. Now it's time to become an order management and editing ninja: exchanges, refunds, price changes, fee corrections, etc.

CONTINUING ED **Common Web Page Edits** — FENIMORE

Walkthrough the web page structure and common customization requests: e-ticket design, visual theme, basic pages.

Training Sessions

| 11:30 – 12:45 | *NEW EMPLOYEE TRACT* **End of Day** | KEY LOBBY |

What is End of Day and why is it important? Learn how to navigate the End of Day, what to do when things don't balance, and what you need to make your finance people happy.

BEGINNER TRACT **Donation Management** — GUILD

Dive into the common development needs such as pledge reminders, receipts, matching gifts, acknowledgment names, etc. Session assumes you are comfortable taking a one-time donation.

CONTINUING ED **Resource Management** — FENIMORE

With a thorough guide, use case scenarios to focus on the resources component of the facilities management module and how they connect to the accounting, task, order, and project components.

| 12:45 – 1:30 | **Lunch** | KEY HALL |

Lunch served buffet style with snacks to grab for the afternoon.

| 1:30 – 2:00 | **Venue Tour or Downtown Powerwalk** | |

Grab your sneakers and get the full facility tour, from historic vaudeville house to new education floor to the power plant. Prefer some fresh air? Join a walking tour of downtown and the historic Stockade district.

Discussion sessions

| 2:00 – 3:15 | **Accounting in TM** | GUILD |

It's the TM secret sauce. Come learn about and share account setup, G/L reporting and transactions, end-of-day processing, payment management, etc.

Event Building Brainstorm — KEY LOBBY

Bring your sales need or idea and we'll figure out a solution together: reserved or general admission, festivals, galas, courses, internal sales tracking, etc. Familiarity with basic event builds recommended.

Discussion Sessions

| 3:30 – 4:45 | **Map Building & Editing** | GUILD |

Got a seat change coming? A new space to sell for? Ready to make your seating map more patron friendly? We'll briefly walk through some map-building basics and then work through your needs together.

What You Didn't Know You Didn't Know — KEY LOBBY

There's a button that does what now? You mean I've been clicking past the very screen I want? Wait, that's not a new option? We all have moments like this. TM is chock full of features we breeze past during the daily routine. Come hear and share these software surprises, small and large alike.

| 5:00 – 5:45 | **Mini Sessions** | FENIMORE |

Shake off the afternoon with this no-sitting-allowed, rapid-round breakout. There's three new topics to pick from every 15 minutes so either choose wisely or get ready to jog: Reveal, interesting pass uses, workflow notifications, employee management, direct webstore links, transaction history and web logs, managing unsent email, tags, new Covid event/performance features.

| 6:30 – 9:00 | **Pizza + Movie + Game Night** | GE |

Get comfy (slippers and fuzzy socks encouraged) and come relax with new friends over pizza, board games, and a movie on the GE's giant screen.

TM4

8:00 – 8:30   **Breakfast**   **KEY HALL**

Setup your daily schedule, drop your bags, find an outlet, and grab another continental breakfast.

8:45 – 10:00

Training Sessions

NEW EMPLOYEE TRACT   **Patron management**   **KEY LOBBY**

From mandatory fields, to customizing salutations, to the tabs at the top of the patron record. What are these fields, why are they important, and how might they be used?

BEGINNER TRACT   **Form letters & eblasts**   **GUILD**

Walkthrough searching, creating, and editing form letters, including adding database fields, merging, and sending as email cover letter, eblast, or snail mail.

CONTINUING ED   **Sales rules & coupon codes**   **FENIMORE**

Deep dive into all the presale and repricing options available with sales rules and coupon codes. Session assumes familiarity with sales promotions and event building.

10:15 – 11:30

Training Sessions

NEW EMPLOYEE TRACT   **Passes & gift certificates**   **KEY LOBBY**

Collecting money to be redeemed at a future time, setting up a package for tickets to multiple events, create a comp voucher for a silent auction? Passes are here to meet your needs.

BEGINNER TRACT   **Intro to criteria & reporting**   **GUILD**

Start pulling data with the experts: when to use mail lists versus reports, fundamental report navigation, and building effective search criteria.

CONTINUING ED   **Volunteer management**   **FENIMORE**

Get an overview of available options to manage, schedule, and track volunteers.

11:45 – 12:30   **Facilitated Conversation: The State of the Arts**   **GE**

We don't just share CRM software. Facilitated by senior staff members at Proctors Collaborative, we'll pull out of the details and compare notes about the industry's post-pandemic changes, challenges, and trends.

12:30 – 1:15   **LUNCH**   **KEY HALL**

Lunch served buffet style with snacks to grab for the afternoon.

1:30 – 2:45

Discussion Sessions

Subscription Setup & Sales   **GUILD**

No subscription setup is exactly the same, but chances are someone else does something like you! Discuss your current setup and walkthrough possible process improvements using TM's subscription module and settings.

File, Contract, and Project Management   **KEY LOBBY**

Take the next step on digitizing your department's files and daily processes. Tell us about your pile or spreadsheet and we'll talk through possible TM storage and management options: tasks, projects, resources, etc.

3:00 – 4:15

Discussion Sessions

All things ticket   **GUILD**

Get your box office minutia on: printing, reprinting, emailing, ticket faces, scanning, gifting, etc.

Data exporting & analysis   **KEY LOBBY**

For moving beyond built-in TM reports: when to do your own analysis, starting to work with raw data in Excel, finding fields and mapping tables with direct connections (e.g. Power BI, Tableau, etc). Session assumes familiarity with TM criteria and basic Excel formulas.

4:30 – 5:30   **Closing cocktail hour**   **KEY HALL**

Grab a drink, collect business cards, share email addresses, and connect on social so we can keep the energy rolling.

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*Artsman Office Hours – 30-minute one-on-one slots with a member of Artsman Support, first come first serve during registration signup