



ProVenueDatabox™

Memberships

Danielle Deeble



Why should I have a membership scheme?



Why should I have a membership scheme?

- Fundraising
- Build customer loyalty
- Increase attendance



Should we have a membership scheme?



Value of Customer Sales

Extract most frequent bookers using the Accumulated purchases option in Mailing Module e.g. insert 3 in the \geq column against No of events.



Can run a Quick profile report in Mailing module. With no filters this will give you total spend of these customers. Will also give you event types booked for and other statistics about them.



Can also run a Sales Profile report to get annual figures. *Reports – Marketing and Customer Reports – Analysis – Sales Profile*. In Options choose 'none' then tick 'runs', then on Criteria page select event date range of the year in question.

Can run same reports on those who attend less frequently.

May want different levels of membership to target these different groups.



Length on database

- Extract high attendees as above
- Run the Full Profile report in the Mailing module which will tell you how many months the customers have been on the database.

MONTHS ON LIST

36 months	6.80%
50 months	0.97%
40 months	0.97%
44 months	0.97%
47 months	0.97%
60 months	0.97%
52 months	2.91%
55 months	0.97%



How can I set up a membership scheme in
Databox?



Creating Memberships

Control – System Control – Configuration – Patron Database

- In this section you must add all the types of memberships that are available on your system. Click
- Add and fill in the white fields in the bottom half of the screen.

Code	Description	Fees	Voucher Text
BROZ	Bronze Membership	£20.00	Thank you for becoming a member
GOLD	Gold Friends	£50.00	Thank you for becoming a member
SILV	Silver Friends	£30.00	Thank you for becoming a member

Code: BROZ Voucher Text: Thank you for becoming a member

Description: Bronze Membership Fees: £20.00

Joined Options:
Method:
 Same as transaction date
 Joined fixed date
Fixed Date: []

Expiry Options:
Method:
 Add One Year to Today
 Always expire same date
 Force date to last day in month
Fixed Expiry Date: 05/09/2003

Specific Discounts: [X]

Buttons: [OK] [Cancel] [Help]



How can I sell a membership scheme in
Databox?



Selling Memberships

To sell a membership, you should first link to the customer using the Link To Customer button so that their name is in the main Box Office screen. Then either go to Action – Memberships, or press Ctrl and M

Select the mode you wish to use (either Sell or Renew) and click Select Membership Type. Once you have selected the correct scheme, click Apply.

Once all details in this window are finalised, click OK and proceed with the sale as normal.

No.	Membership	Covered	Expiry	Fees
1	Film Club	1	31/05/2006	£5



Thank you for coming

This was presented by
Danielle Deeble
Training and Support Analyst
Tickets.com EMEA

ddeeble@tickets.com

uksupport@tickets.com

