

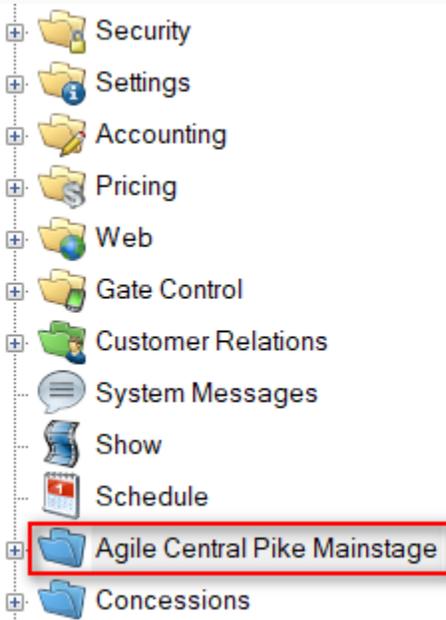
## Building an Individual Event

1. Log into **Administration**.



2. Click the **House** icon.

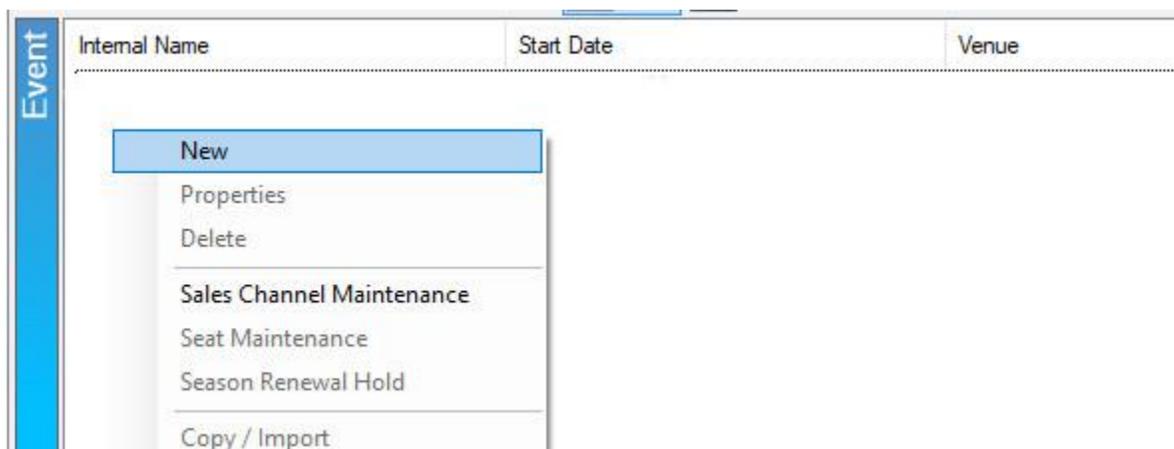
3. Open the **blue Sales Organization Folder** that houses your events.



4. Click the **Event** icon.



5. In the **Event** field, right-click and select **New**.



6. In the **General** tab, you will:

- Select the **Event Type**.
- Enter the name of the **Event** into the **External Name** and **Internal Name** fields. The External Name will appear on your website and should be the true title of your event. The Internal Name will only appear in Agile Admin and Sales to you and box office staff.
- Enter the **Start Date and Time** and the **End Date and Time**.
- Add the **Duration** of the Event.
- If applicable, add or select your **Distributor**.
- If you are an organization that sends gross revenue for a film to **Rentrak**, check the box next to **Rentrak**.

Event: Sheryl Crow

IN-House Events 2770

Confirmation Custom Properties Included Shorts Notes

General Sales Channels Delivery Search Category Ticket Verbiage Images Web Control Web Descriptives Web Availability Description Extra HTML Venue Info

Event Type Concert

Venue Agile

Internal Name Sheryl Crow

External Name Sheryl Crow

Start Date Saturday, May 20, 2017 9:00 PM  Show Time With Date

End Date Saturday, May 20, 2017 11:00 PM  Show End Date

Duration 2 hours 0 minutes

Exact Date TBD

Color

Project Code

Distributor

Rentrak

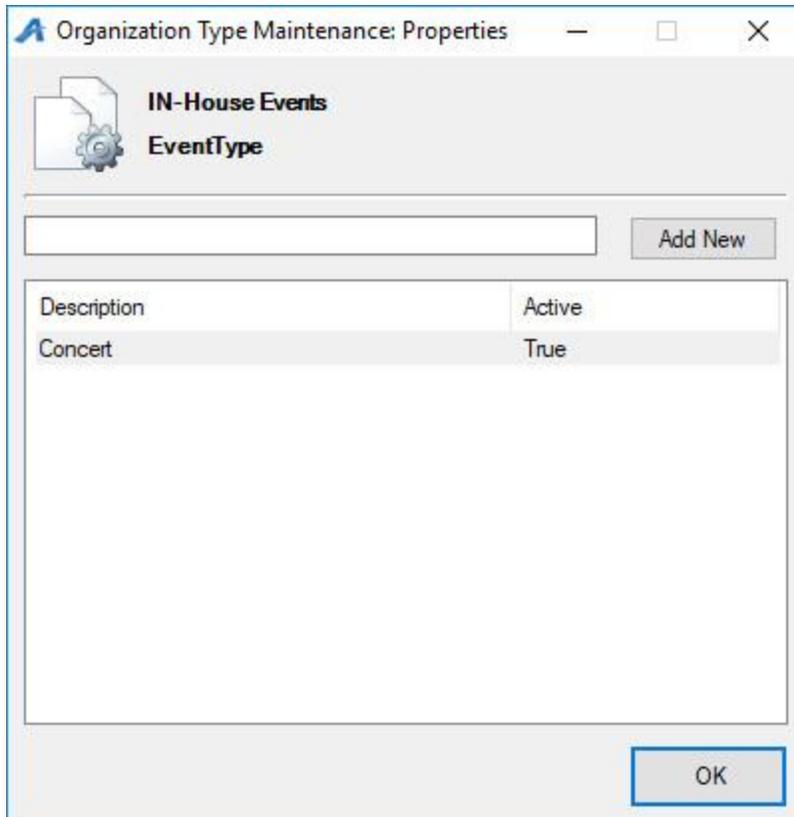
Enabled

Last Modified 2/1/16 3:27 PM

Created 8/27/10 4:17 PM

Delete Seat Maintenance OK Cancel Apply

**Note:** If you need to add a new **Event Type** or **Venue**, select the **Ellipsis Button**  to the right of the drop-down field. Enter the new **Venue** or **Event** type and select **Add New**.



7. In the **Sales Channel** tab, check the box next to each **Sales Channel** from which you wish to sell. Enter the **Start Date** when the event should go on sale and then enter the **End Date** for when sales should end to end for each Sales Channel. (For example, an organization may continue selling tickets at the Box Office half an hour into an event but stop online sales two hours before the event starts.) Make sure the **Enabled** box is checked for each Sales Channel you plan to use. The **Display Message** allows you to enter a short message that will appear when there is no more open inventory for sale ("Sold Out," "Rush Line Only," etc.).

Event: Sheryl Crow

IN-House Events

2770

Confirmation | Custom Properties | Included Shorts | Notes

General | Sales Channels | Delivery | Search Category | Ticket Verbiage | Images | Web Control | Web Descriptives | Web Availability | Description | Extra HTML | Venue Info

Sales Channel	Start Date	End Date	Enforce	Min	Max	Enabled	Display Message
<input type="checkbox"/> AMS Consignment			<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Web Consignment			<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> AMS Group 15 - 99			<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Web Group 15-99			<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Web Retail	05/17/2017 12:00 AM	06/20/2017 05:00 PM	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> SOLD OUT
<input checked="" type="checkbox"/> AMS Retail	05/17/2017 12:00 AM	06/20/2017 09:00 PM	<input type="checkbox"/>			<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Gate Control Scanned Entry			<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> AMS Season Pass Holder			<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> AMS Group 100 - 250			<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>

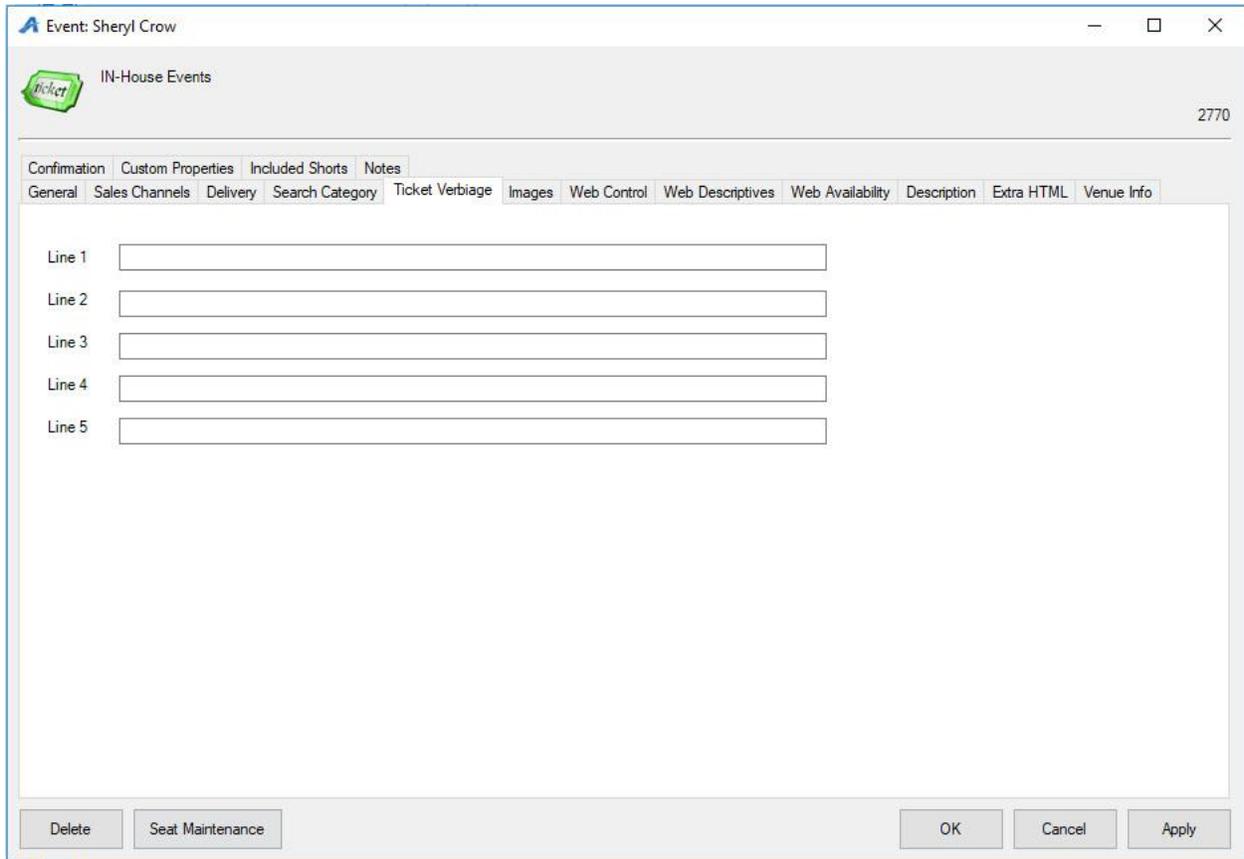
Delete | Seat Maintenance | OK | Cancel | Apply

8. **Delivery Methods** allow your customers to choose how they will receive their tickets. Check the boxes next to your organization's preferred delivery methods. **Start Days** allow you to dictate to the system how many days before the event you would like this delivery method available to the customers. **Cutoff Days** tell the system when to turn this delivery method off prior to the event.

Custom Properties			Included Shorts			Notes			
General	Delivery	Search Category	Ticket Verbiage	Images	Web Control	Web Descriptives	Web Availability	Description	Extra HTML
Delivery Method		Start Days	Cutoff Days						
<input type="checkbox"/>	Print On Demand	0	0						
<input type="checkbox"/>	Print Immediately	0	0						
<input checked="" type="checkbox"/>	Will Call	999	0						
<input checked="" type="checkbox"/>	USPS First Class	999	14						
<input checked="" type="checkbox"/>	E-Delivery	999	0						
<input type="checkbox"/>	Tkt Fwd - Print at Home	0	0						
<input type="checkbox"/>	Tkt Fwd - Will Call	0	0						
<input type="checkbox"/>	USPS-Priority	0	0						

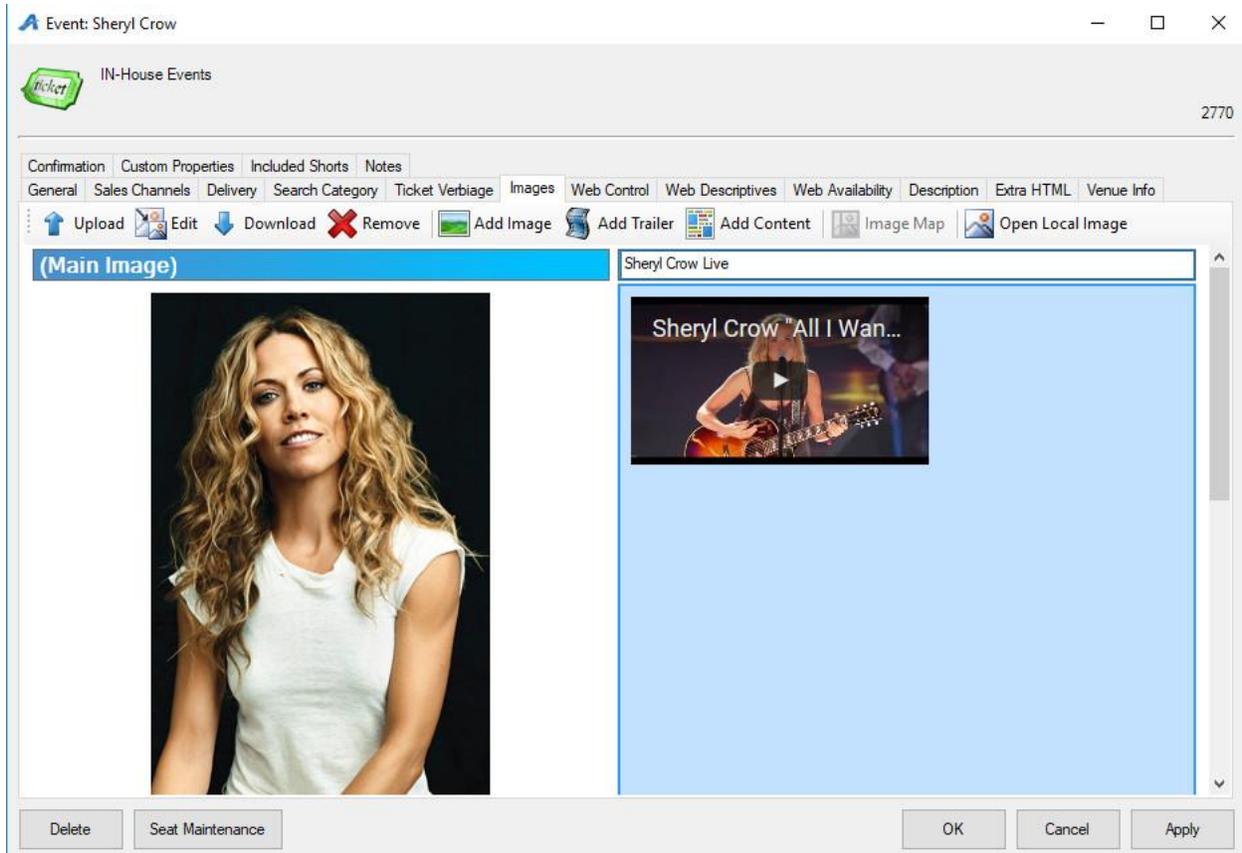
***The client in this example has set Will Call, USPS First Class Mail, and E-Delivery as their Delivery Methods for this event. Each of these delivery options will be available 999 days prior to the event. USPS First Class Mail, however, will not be available once there are only 14 days left before the event.***

9. **Ticket Verbiage** - This is where you can add specific information that needs to appear on the ticket. (Most ticket formats pull the elements directly from the database, but these fields can be added to the ticket formats if you need special information to appear on the ticket.)



10. The **Images** tab is where you will upload still images and video/trailers that will appear on the event page online. To upload an image, click the **Upload** arrow and select the image that will become the **Main Image** and **Thumbnail Image**. To add additional images, click **Add Image**. To add a trailer, click **Add Trailer** and place the **YouTube** or **Vimeo** embed link. Click **Preview** to finalize the trailer.





## 11. In the **Web Control** tab:

- Check the box next to **Show Event Price Info On Web Sales** to show specific pricing information.
- Check the box next to **Show Tier Color On Web Sales** if you have a reserved seating chart with different price levels. If you are building a General Admission Template, do not check this box.
- **Allow Seat Selection On Web Sales** should be checked if you have a reserved seating chart and you allow your customers to select their own seats.
- Checking **Show Customer Service Contact Link** will allow you to publish a customer service link with Box Office contact information.
- You can enter an **External Event ID** that is up to 50 characters long.
- Select the **Ticket Search Type** from the drop-down menu. The **Ticket Search Type** allows you to choose how the customer sees ticket information online.
- If the **Display Message at Available Qty** is checked, a display message will appear when this quantity of tickets has been reached. This is used to share a specific message once a show is sold out.
- Check **Override Display Date** if you want the date that appears online to be different from the actual date of the event. This option is typically used to adjust the display dates of midnight events/screenings. An event on the evening of Friday at midnight technically takes place on Saturday at 12:00 AM. **Override Display Date** may be used to change the display date so as not to confuse customers.

Event: New

Agile Central Pike Mainstage

Confirmation Custom Properties Included Shorts Notes

General Sales Channels Delivery Search Category Ticket Verbiage Images Web Control Web Descriptives Web Availability Description Extra HTML Venue Info

Show Event Pricing Info On Web Sales

Show Tier Color On Web Sales

Allow Seat Selection On Web Sales

Show Customer Service Contact Link

External Event Identifier

Ticket Search Type Tier - Ticket Type Combinations

Display Message At Available Qty  0

Override Display Date  Wednesday, February 26, 2020 12:00 PM

Delete Seat Maintenance OK Cancel Apply

12. The **Web Descriptives** tab is where you can add a short description of the event that will appear in a thumbnail tile view.

Event: Sheryl Crow

IN-House Events 2770

Confirmation Custom Properties Included Shorts Notes

General Sales Channels Delivery Search Category Ticket Verbiage Images Web Control Web Descriptives Web Availability Description Extra HTML Venue Info

Event Name Secondary Text

Event Date Secondary Text

Event Info Short Description (1000 Character Limit) Come see Sheryl Crow in concert with Kidd Rock. |

Ticket Type Selection Prompt

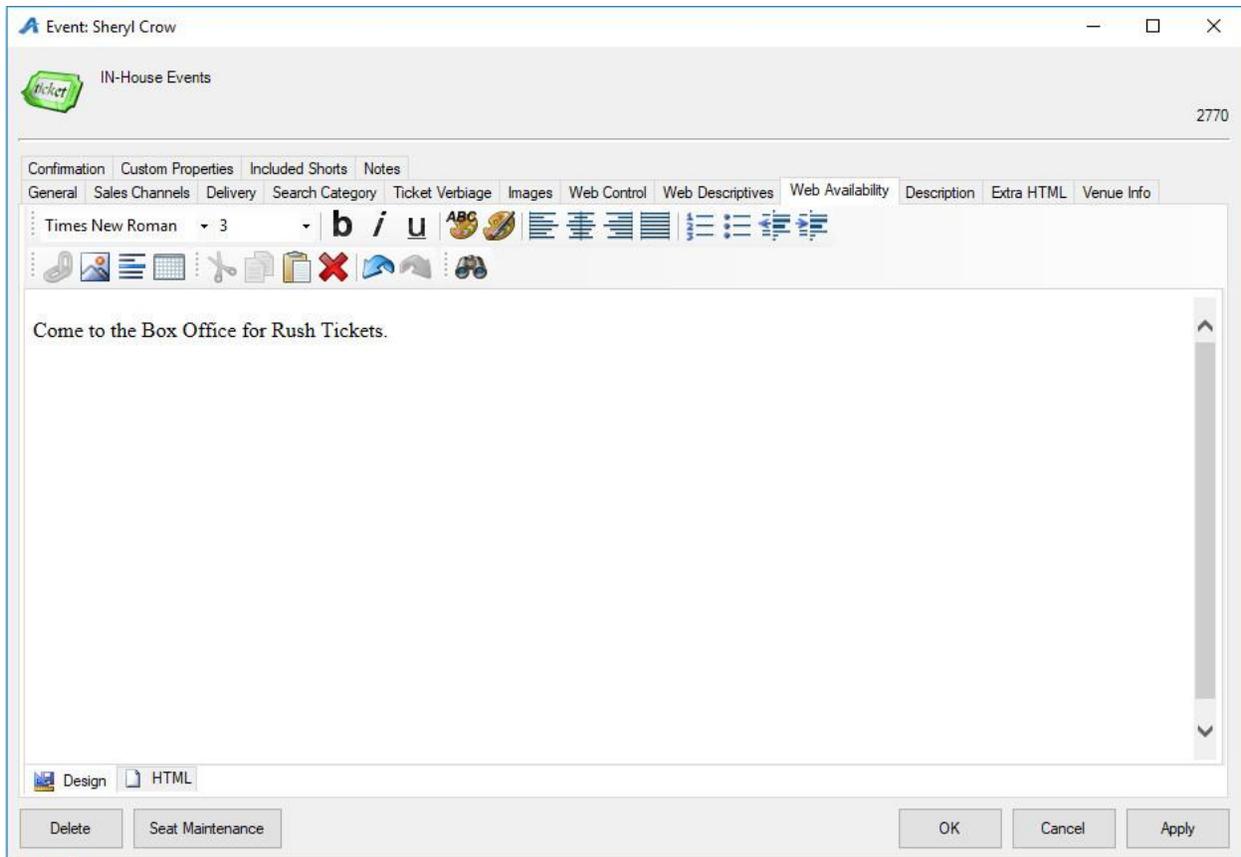
Tier Type Selection Prompt

Find Tickets Header Text

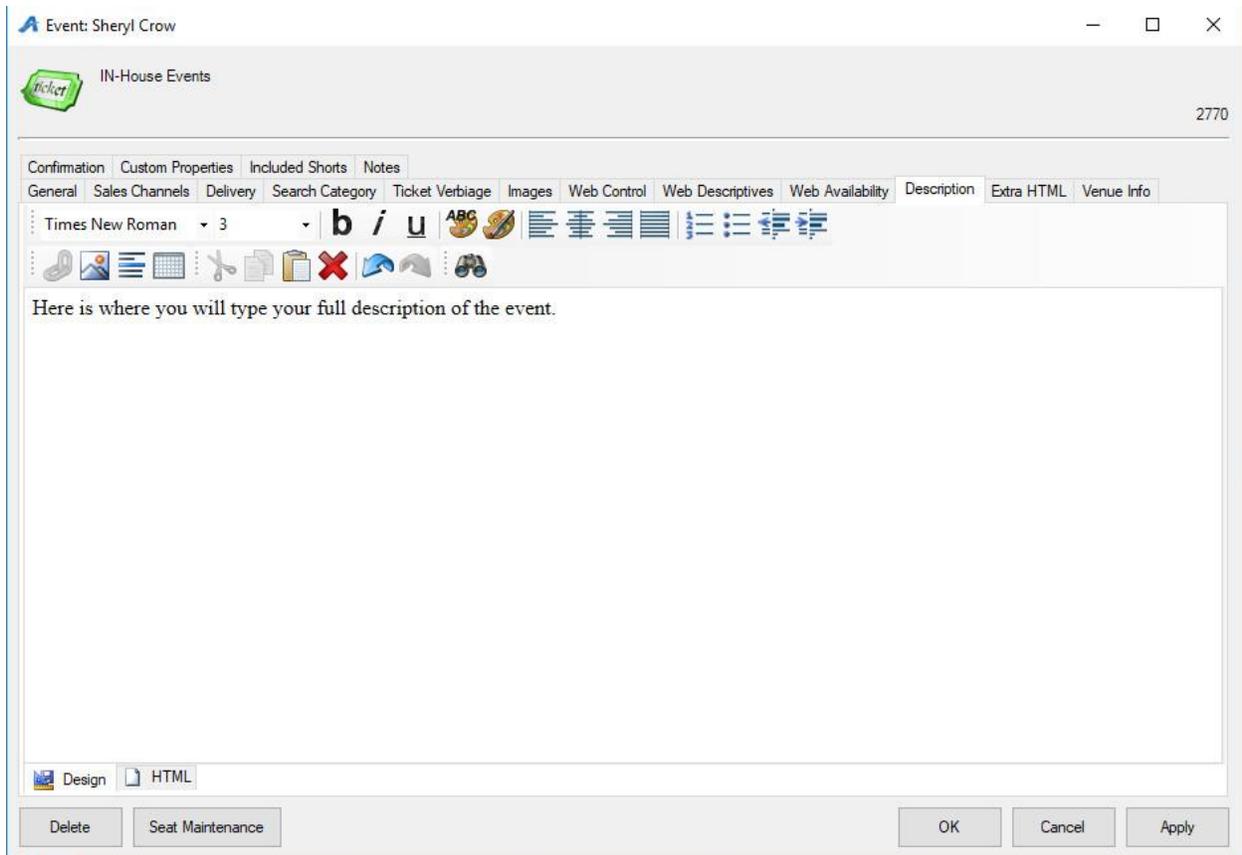
Venue Header Text

Delete Seat Maintenance OK Cancel Apply

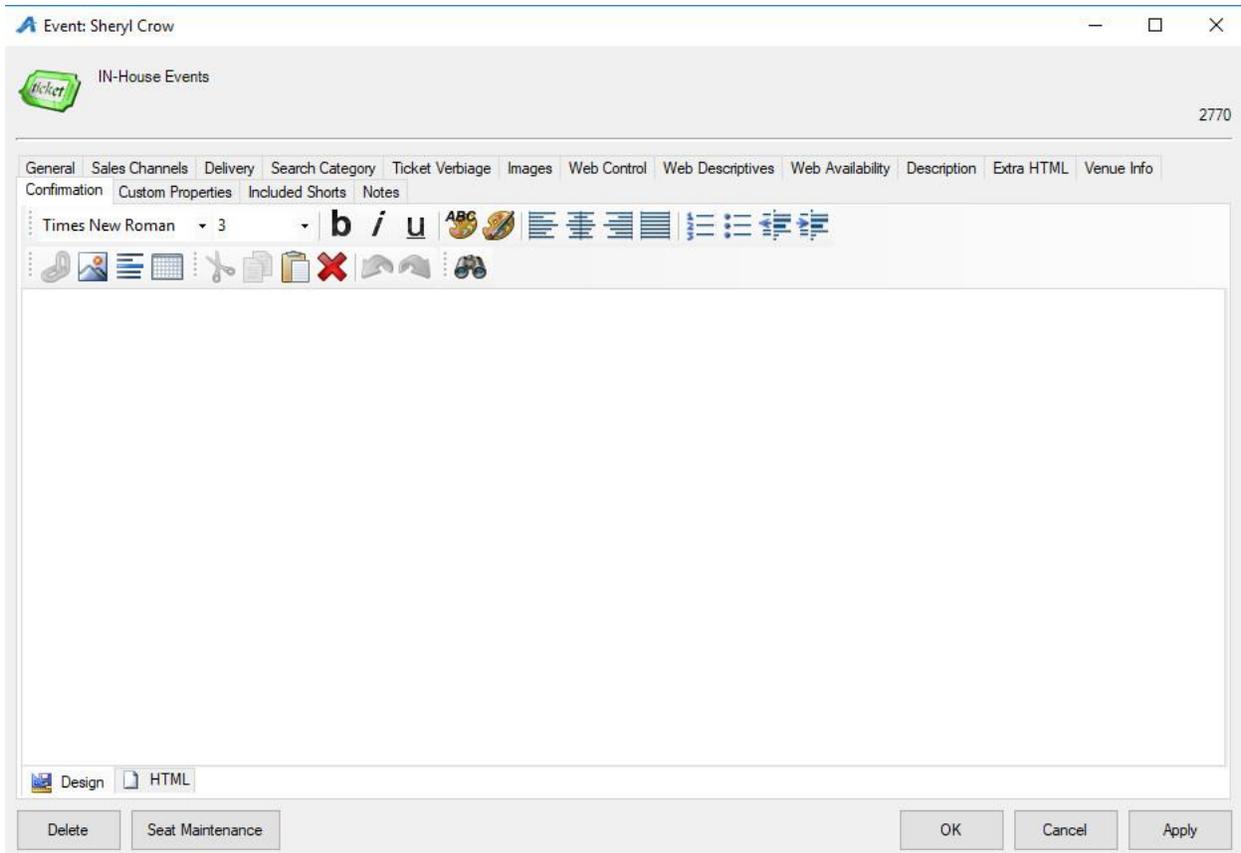
13. **Web Availability** is an area where you can put additional information about a sold-out performance.(Some Venues use this to give specific instructions on how to get tickets via Rush or Standby Line).



14. The **Descriptions** tab is where you can add a full description of the show/event.



15. The **Confirmation** tab allows you to add confirmation text about this specific event that the customers will receive via email confirmation once they complete an online purchase.



16. **Custom Properties** are specified by the organization but are generally used to provide information about a specific event (e.g. Run Time, Country of Origin, Cast and Crew, etc.).

Event: Best Of SS

Agile Central Pike Mainstage

34610

General Sales Channels Delivery Search Category Ticket Verbiage Images Web Control Web Descriptives Web Availability Description Extra HTML Venue Info  
Confirmation Custom Properties Included Shorts Notes

### Education More Information

Age Group

Classes

Days

Open

Prerequisites

Program

Supervisor

Teacher

Time

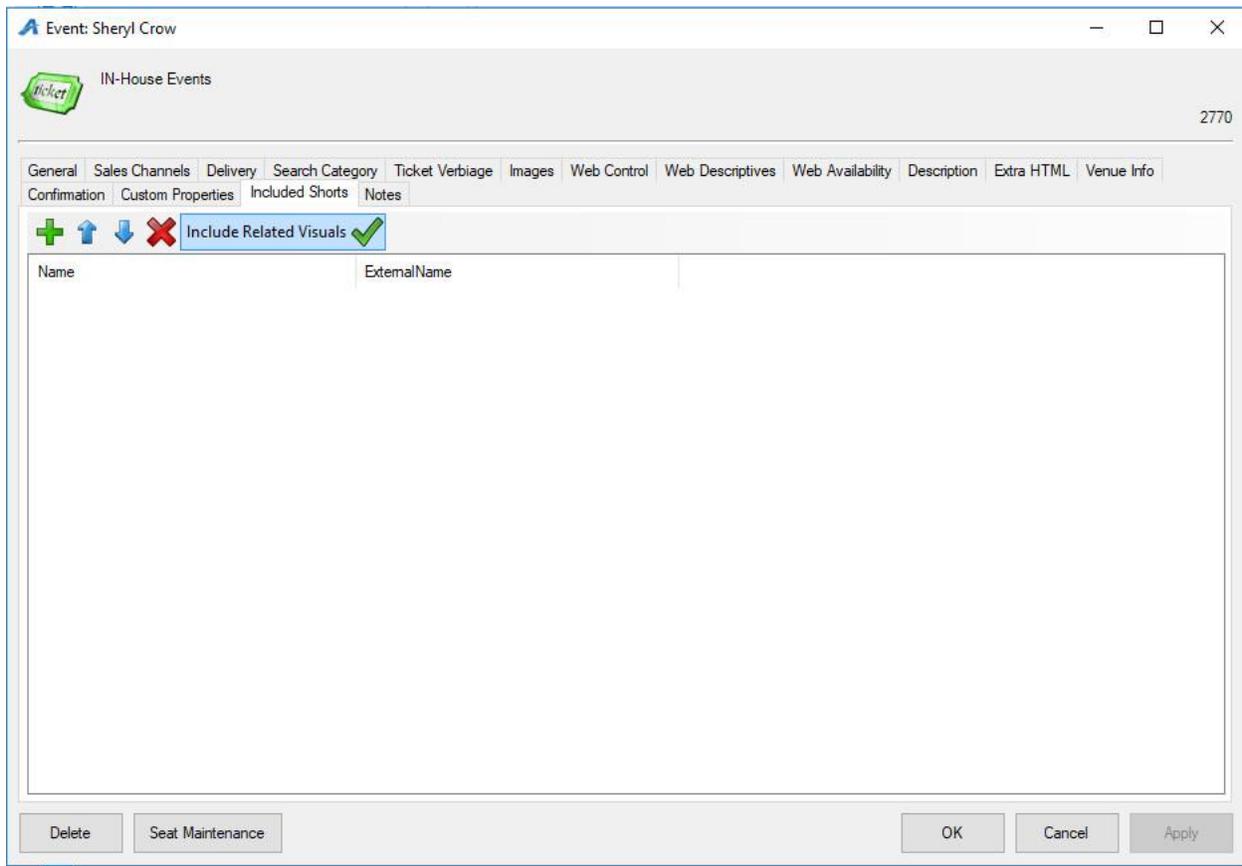
Type

### Cast

The Cast

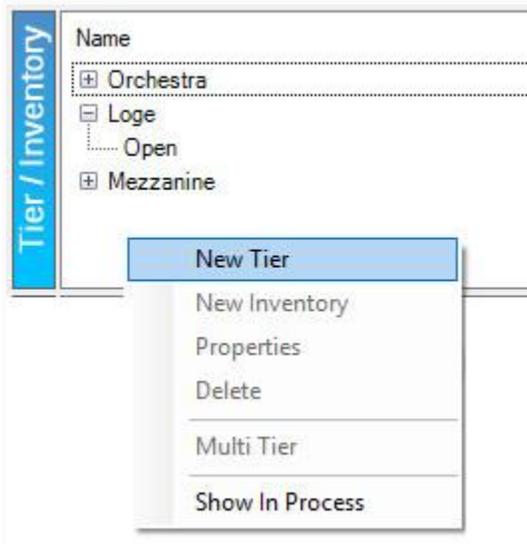
Delete Seat Maintenance OK Cancel Apply

17. **Included Shorts** is generally used by Art Houses and Film Festivals that show short films prior to a feature length film or have a shorts program with all of the shorts bundled into a feature-length show.



18. Once you have filled out this information, click **Apply** to save your changes and **OK** to exit the window.

19. Right-click in the Tier/Inventory area and select **New Tier**.



20. In the General tab:

- Select the **Sales Line Type** and **Tier Name**.
- If desired, enter a **Zero Available Qty Message** that will appear when the open inventory in this tier reaches zero.
- If you want customers to see how many tickets are still available online, check the box next to **Show Available Qty on Web**.
- Set a **Tier Priority** for the tier. This option is similar to Display Sequence and will determine the order of the tiers online.
- In the **Color** box, choose a color for the tier. This is usually used on reserved tiers.
- To associate a certain timer with the tier, check the box next to **Time Based Tier**.
- If you are ready for the tier to be put on sale, check the **Enabled** box.
- If you are building a General Admission tier, check the **General Admission** box.
- In the **Initial Default Inventory** box, enter the total number of seats here, if known.

Tier: Orchestra

IN-House Events  
Sheryl Crow 10281

General Comp Policy Notes

Sales Line Type: Admission

Tier Name: Orchestra

Zero Available Qty Message:

Show Available Qty On Web:

Tier Priority: 1

Color:

Time Based Tier:  4:10 PM

Enabled:

General Admission:

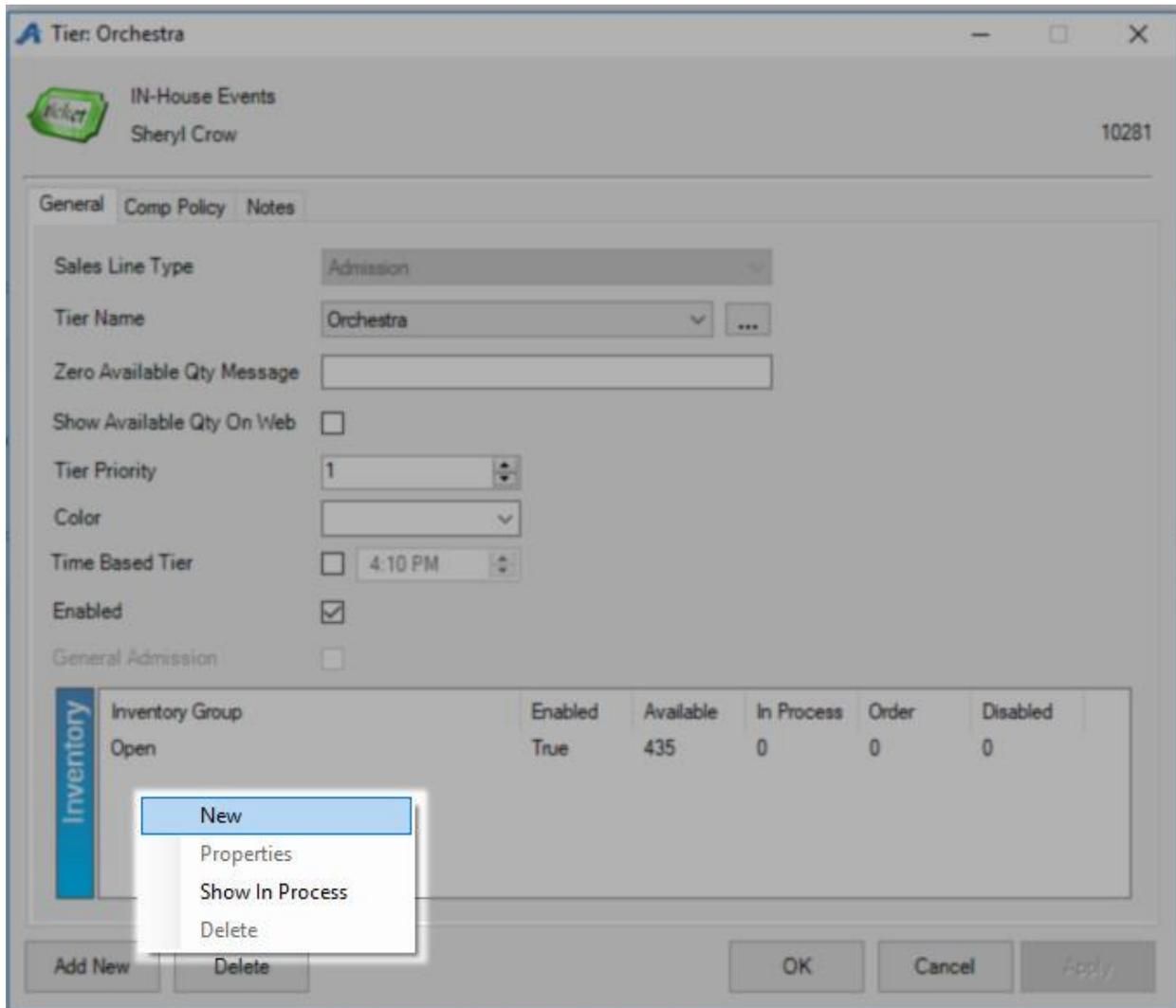
Inventory Group	Enabled	Available	In Process	Order	Disabled
Open	True	435	0	0	0

Add New Delete OK Cancel Apply

21. Click **Apply** to save.

22. An **Open** Inventory Group will appear in the Inventory area of the window. If this is the only inventory group needed, click **OK** and build the pricing. If you need to add more Inventory Groups, proceed with these additional steps:

A. Right-click in the Inventory box and select **New**.



B. From the **Inventory: New** window, you can rename your inventory group. You can also adjust the Quantity available for sale.

Inventory: New

**IN-House Events**  
Sheryl Crow - Orchestra

General Notes

Inventory Group: Management Hold

Available Qty:  Adjust Available Qty: 0

OrderQty:

Disabled Qty:

Enabled:

Delete OK Cancel Apply

23. Once you have added all necessary inventory groups, click **Apply** to save and **OK** to exit the window.

24. Next, you will need to add prices. On the Event page, highlight the event and then highlight the Tier/Inventory. In the **Event Price** section, right-click and select **New**.

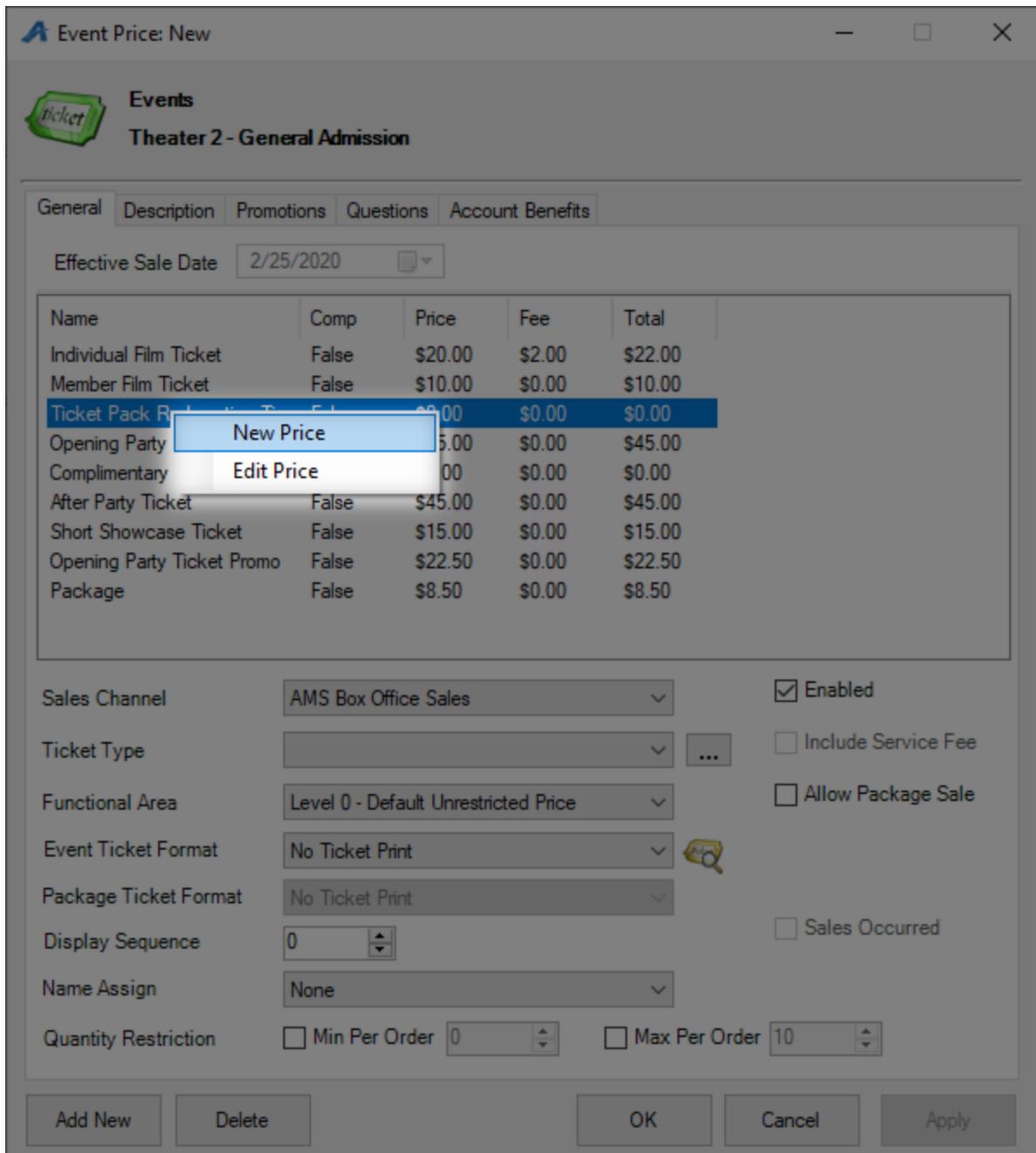
Event Price

Sales Channel	Ticket Type	Sale Date	Price	Fee	Total	Sequenc...	Enabled	Function Area

Context Menu:

- New
- Properties
- Delete
- Multi Event Price
- Preview Ticket

25. In the **Event Price: New:** window, right-click in the Price box and select **New Price**.



26. The **Price: New** window will appear.

Price: New

Events

General Notes

Sales Line Event

Sales Line Type Admission

Name Adult

Complimentary

Enabled

Delete New Price Date OK Cancel Apply

A. Choose the applicable **Sales Line** and **Sales Line Type**.

B. Enter the **Name** of the price. *This will not be seen by the customer, but it should be easily identifiable for accounting purposes.* We recommend being very detailed in the price name (ABC Venue Adult, Subscription Adult, Gold Member Price, etc.).

C. If it is a complimentary price, check the box next to **Complimentary**.

D. The **Notes** tab is for internal use only and will not be seen by the customer.

27. Click **Apply** to save your changes and **OK** to close the window.

28. In the **Price Distribution: New** window, right-click and select **New**.

Price Distribution: New

Events  
Admission - Adult

General

Distributions	Category	Amount	Redeemed Account	Unredeemed Account	Tax Type
	<ul style="list-style-type: none"> <li>New</li> <li>Properties</li> <li>Delete</li> </ul>				

Effective Sale Date: 02/25/2020 12:00:00 AM

Fair Market Value: 0.00

Enabled:

Sales Occurred:

Override Effective Event Date

Variable Price

0.00 - 0.00

Category Totals	
Price	\$0.00
Fee	\$0.00
<b>Total</b>	<b>\$0.00</b>

Delete OK Cancel Apply

- **Price Category:** Choose **Price**.

Price Distribution: New

Events  
Adult - \$0.00

General

Price Category: Fee

Amount: Price

Tax Rate: [dropdown]

Unredeemed Account: (Select Account) [dropdown] [button]

Redeemed Account: (Select Account) [dropdown] [button]

Delete OK Cancel Apply

- **Amount:** Enter the dollar amount of the price.

Price Distribution: New

Events  
Adult - \$0.00

General

Price Category: Fee

Amount: 50.00

Tax Rate: [dropdown]

Unredeemed Account: (Select Account) [dropdown] [button]

Redeemed Account: (Select Account) [dropdown] [button]

Delete OK Cancel Apply

- **Unredeemed/Redeemed Account:** choose the appropriate revenue accounts from the drop-down list. Or, create them using the ellipsis button to the right of the drop-down.

The screenshot shows a window titled "Price Distribution: New" with a "General" tab. At the top, it displays a dollar sign icon, "Events", and "Adult - \$0.00". The "General" section contains the following fields:

- Price Category: Fee (dropdown)
- Amount: 50.00 (spinner)
- Tax Rate: (dropdown)
- Unredeemed Account: Revenue - General (dropdown menu is open, showing "Revenue - General", "(Select Account)", and "Revenue - General" options; an ellipsis button is highlighted with a red box)
- Redeemed Account: Revenue - General (dropdown menu is open, showing "Revenue - General" and "Revenue - General" options; an ellipsis button is highlighted with a red box)

At the bottom of the window are buttons for "Delete", "OK", "Cancel", and "Apply".

- Select **Apply** and **OK**.

*Note: If the price also includes a fee, repeat the above steps but choose **Fee** in the Price Category.*

In the **Price Distribution: New** Window:

- **Effective Sale Date:** Choose the date when this price should be effective. Agile will automatically deactivate the price at the set time. If the price should always be effective, set the Effective Sale Date to a time far off in the future.

Price Distribution: New

Events  
Admission - Test price

General

Distributions	Category	Amount	Redeemed Account	Unredeemed Account	Tax Type
		Price	\$50.00	Event Admission	Event Admission

Effective Sale Date: 02/26/2020 12:00:00 AM

Fair Market Value: 50.00

Enabled:

Sales Occurred:

Override Effective Event Date

Variable Price

0.00 - 0.00

Category Totals

Price	\$50.00
Fee	\$0.00
<b>Total</b>	<b>\$50.00</b>

Delete OK Cancel Apply

- **Fair Market Value:** Enter the value of the item being sold. Fair Market Value shows up on certain Gross Revenue Reports.

Effective Sale Date: 02/25/2020 12:00:00 AM

Fair Market Value: 50.00

Enabled:

**If the price you are building is a zero priced ticket but has a value (i.e. media trade, redemption tickets, etc.), enter the Fair Market Value that will calculate as part of certain gross reports.**

Delete

29. Click **Apply** and **OK** once all the pricing information has been created.

30. In the **Event Price: New** window, select the price that you just created from the list of prices and fill out the following information:

- **Sales Channel:** The Channel through which you sell the ticket (Web Sales, Box Office Sales, etc.).
- **Ticket Type:** The name of the ticket that will appear to the customers both online and on their tickets.
- **Functional Area:** Determines who has the ability to buy these tickets (e.g. Level 0 - Default Unrestricted Prices are available for everyone to purchase, but Level 1 - Restricted Price(s) are generally hidden from view unless a permission or benefit is set for purchase).
- **Event Ticket Format:** Preset formats that pull select information to print onto tickets.
- **Package Ticket Format:** If this price is bundled in a Package, you can choose a specific ticket format to print.
- **Display Sequence:** Allows you to determine in what order the list of prices appears online and on the Box Office screen.
- **Name-Assign:** Allows you to capture names for each ticket (This is not required).
- **Quantity Restriction:** Allows the restriction of the number of tickets that can be sold at this price per order (e.g. a Minimum of 2 and a Maximum of 8 tickets per order).
- **Enabled:** Checking this box activates the price.
- **Include Service Fee:** Allows you to include any service fee that you have set up. See [Creating a Service Fee](#) for more information.
- **Allow Package Sale:** Must be checked if you are bundling events together for a package.

Event Price: New

 **Events**  
**Theater 2 - General Admission**

General | Description | Promotions | Questions | Account Benefits

Effective Sale Date: 2/25/2020

Name	Comp	Price	Fee	Total
Individual Film Ticket	False	\$20.00	\$2.00	\$22.00
Member Film Ticket	False	\$10.00	\$0.00	\$10.00
Ticket Pack Redemption Ti...	False	\$0.00	\$0.00	\$0.00
Opening Party Ticket	False	\$45.00	\$0.00	\$45.00
Complimentary Ticket	True	\$0.00	\$0.00	\$0.00
After Party Ticket	False	\$45.00	\$0.00	\$45.00
Short Showcase Ticket	False	\$15.00	\$0.00	\$15.00
Opening Party Ticket Promo	False	\$22.50	\$0.00	\$22.50
Package	False	\$8.50	\$0.00	\$8.50

Sales Channel: AMS Box Office Sales  Enabled

Ticket Type:  Include Service Fee

Functional Area: Level 0 - Default Unrestricted Price  Allow Package Sale

Event Ticket Format: No Ticket Print  Sales Occurred

Package Ticket Format: No Ticket Print

Display Sequence: 0

Name Assign: None

Quantity Restriction:  Min Per Order 0  Max Per Order 10

Add New Delete OK Cancel Apply

Please note: if you wish to delete an event, simply right-click the event and select **Delete**. This will delete the event and all its Inventory and Pricing.