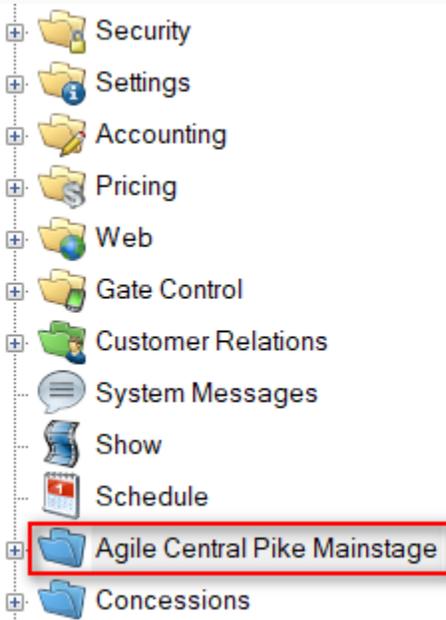# Building an Individual Event

1. Log into **Administration**.
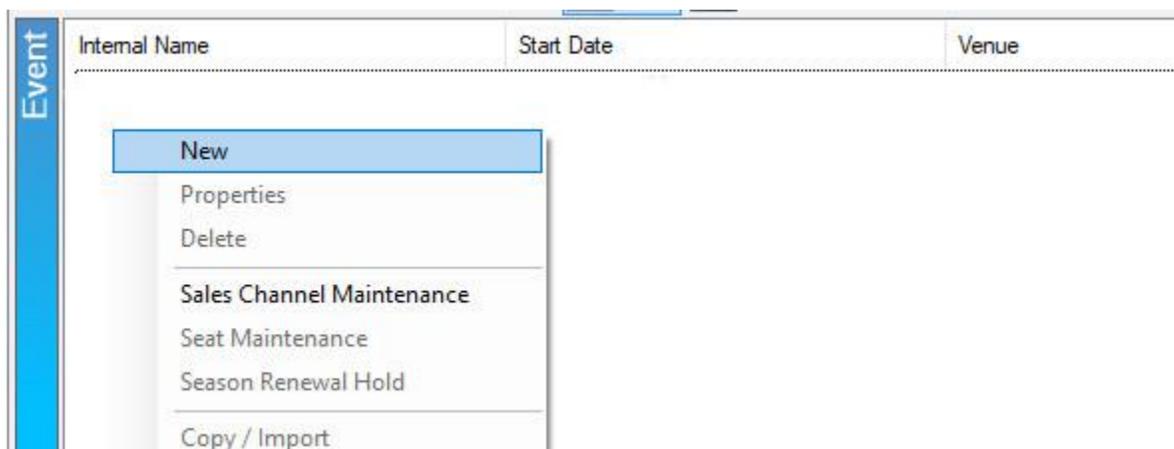
2. Click the **House** icon.

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.**

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.**
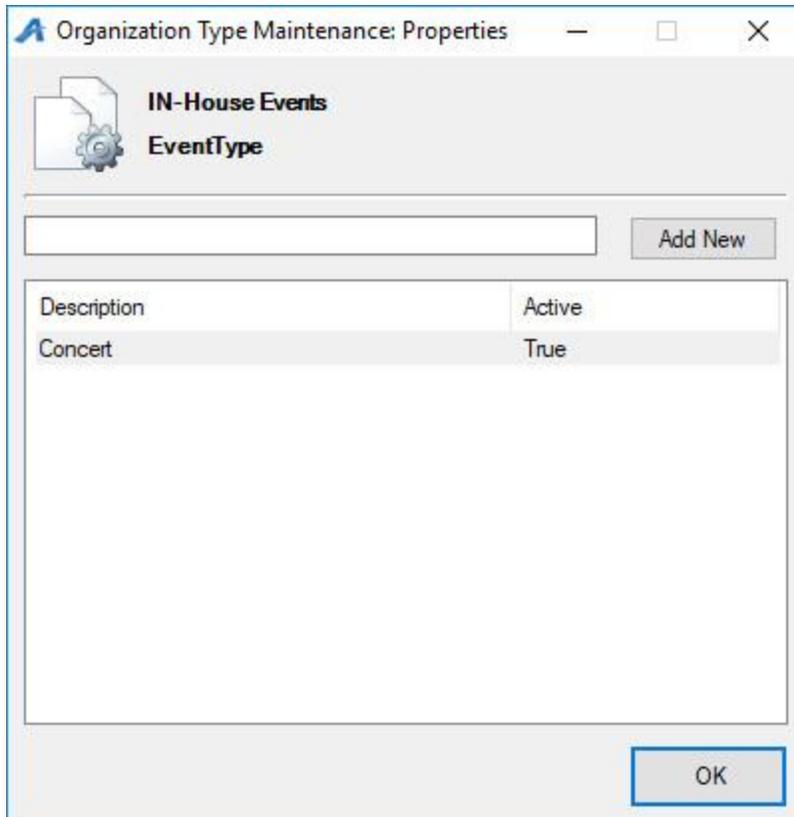
7. In the **Sales Channel** tab, check the box next to each **Sales Channel** from which you wish to sell. Enter the **Start Date** when the event should go on sale and then enter the **End Date** for when sales should end to end for each Sales Channel. (For example, an organization may continue selling 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.).

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.

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.)

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

Line 1 [   ]

Line 2 [   ]

Line 3 [   ]

Line 4 [   ]

Line 5 [   ]

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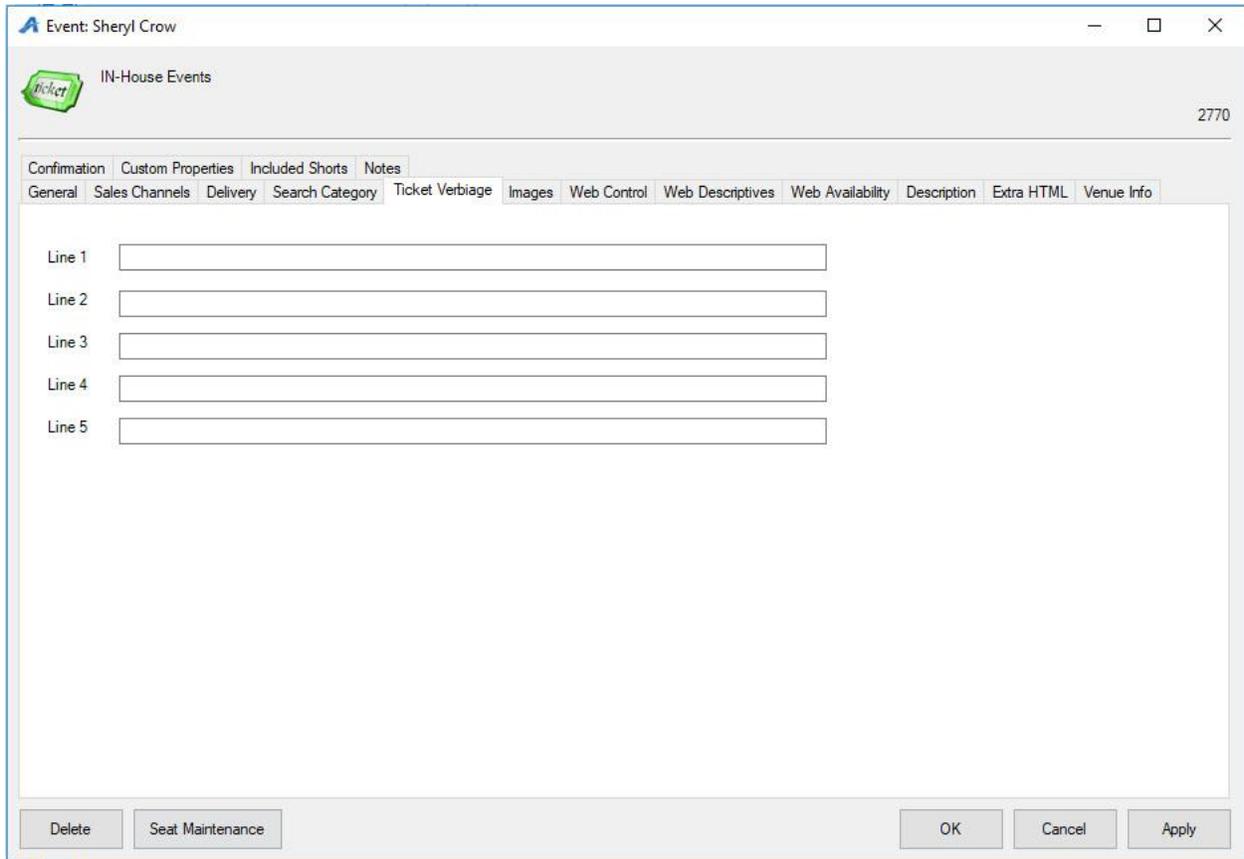
10. The **Images** tab is where you will upload still images and video/trailers that will appear on the event page online. To upload an image, click the **Upload** arrow and select the image that will become the **Main Image** and **Thumbnail Image**. To add additional images, click **Add Image**. To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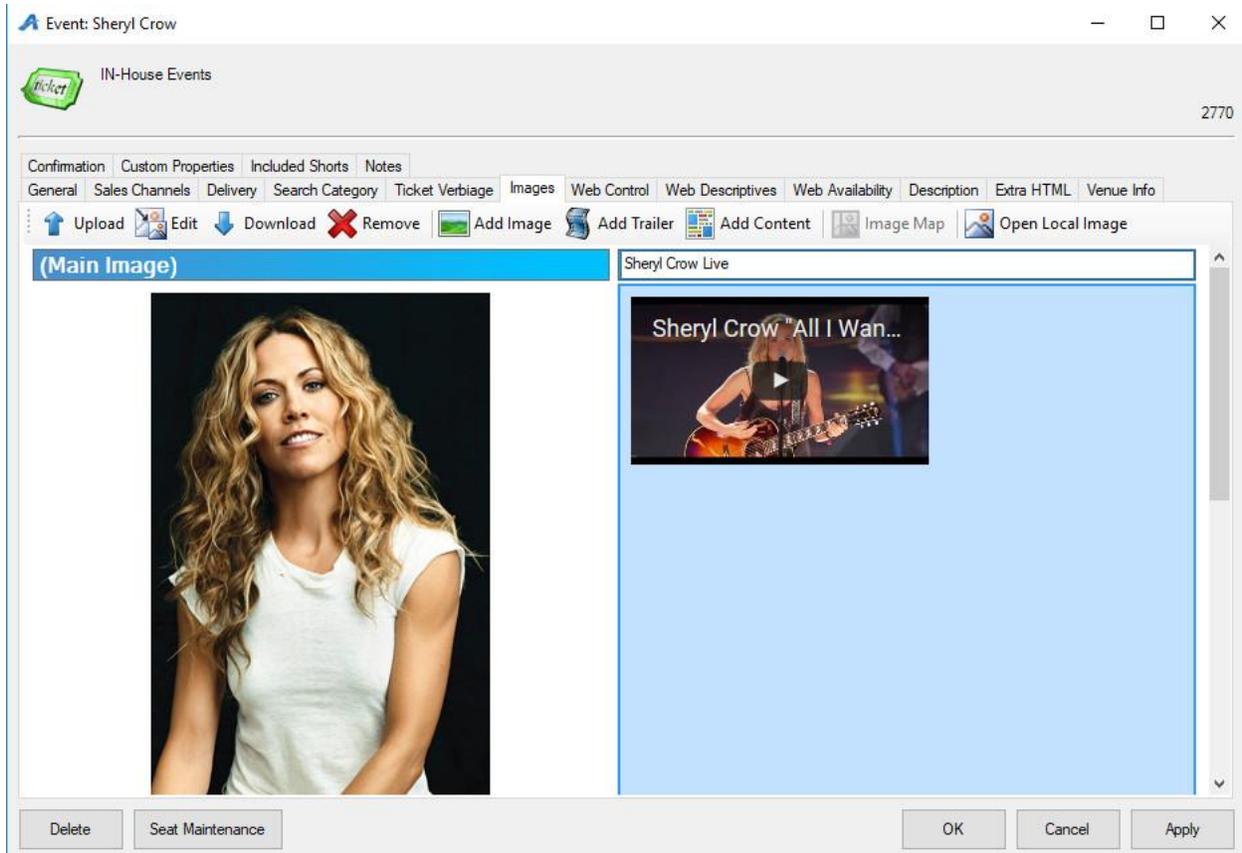
11. In the **Web Control** tab:

- 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).
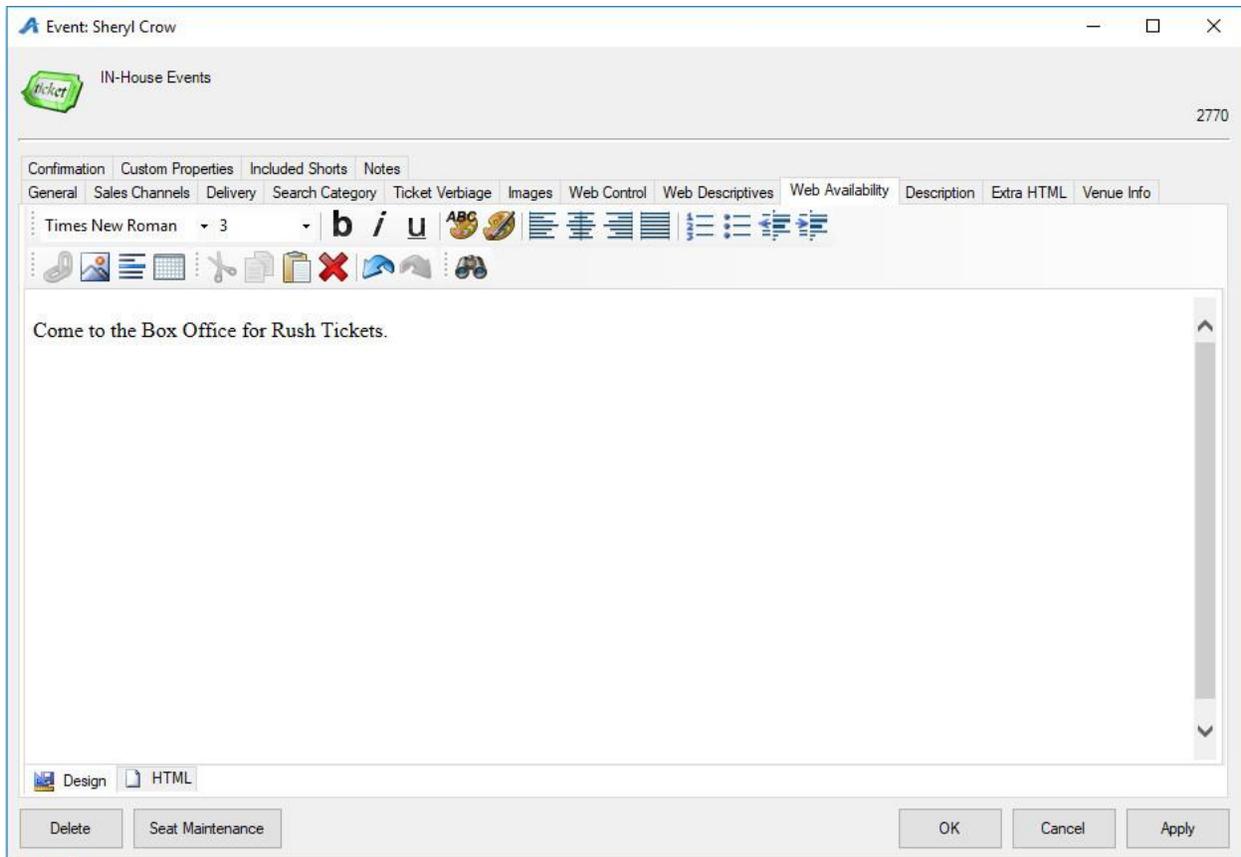
14. The **Descriptions** tab is where you can add a full description of the show/event.
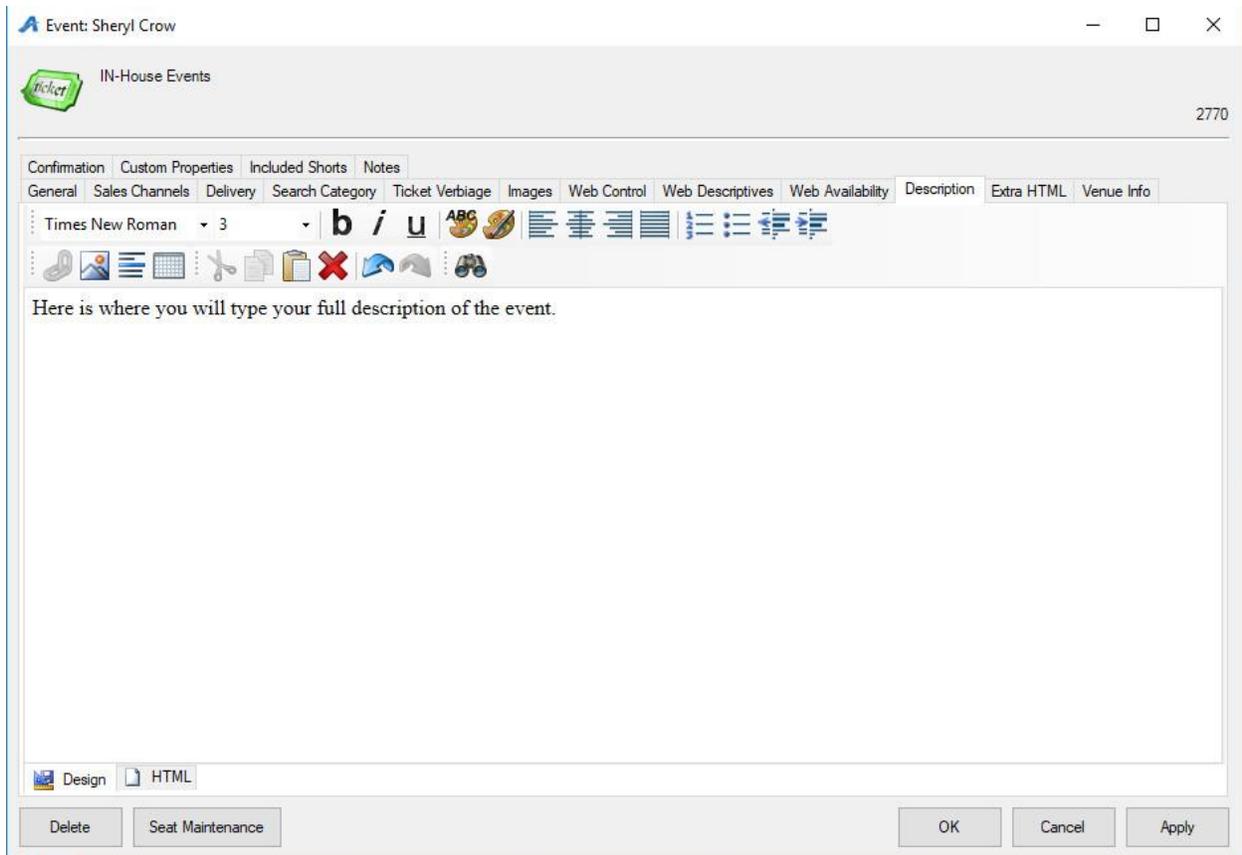
15. The **Confirmation** tab allows you to add confirmation text about this specific event that the customers will receive via email confirmation once they complete an online purchase.
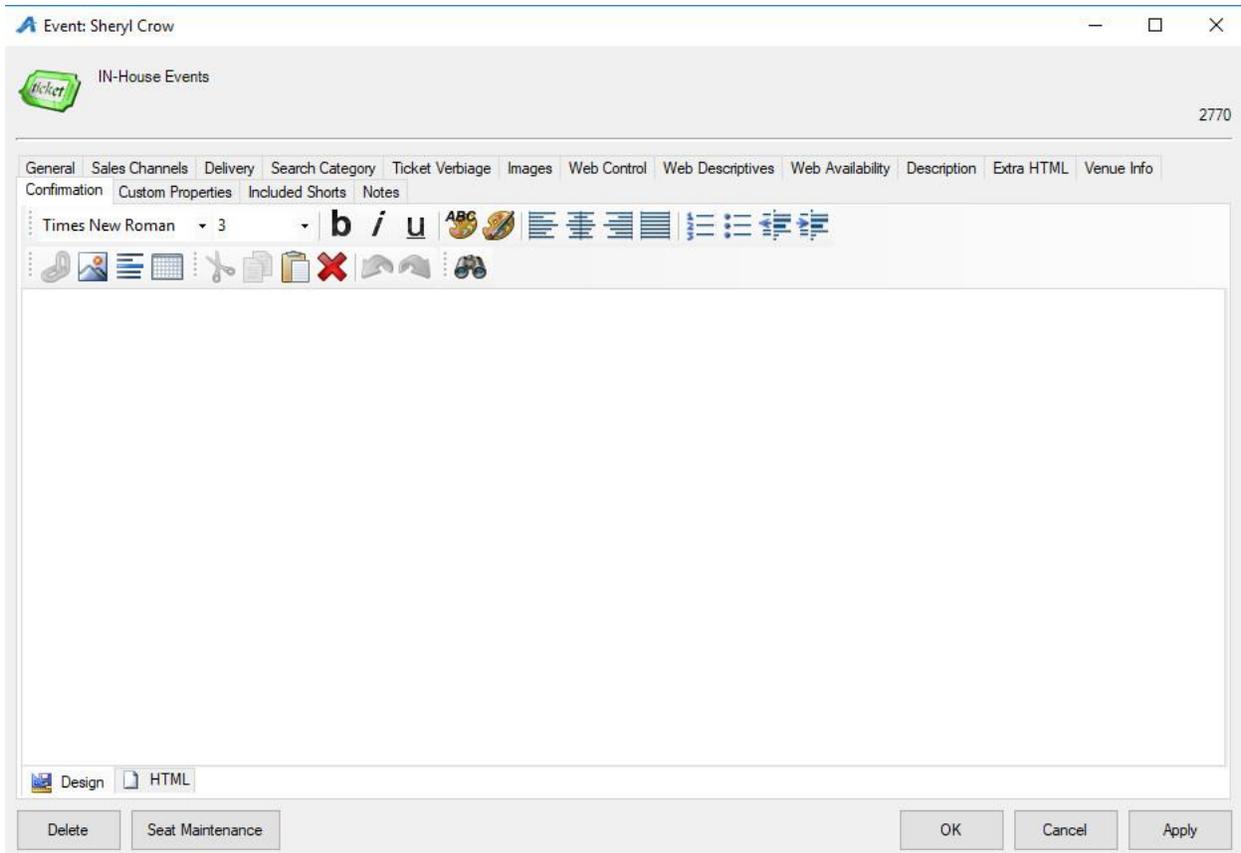
16. **Custom Properties** are specified by the organization but are generally used to provide information about a specific event (e.g. Run Time, Country of Origin, Cast and Crew, etc.).

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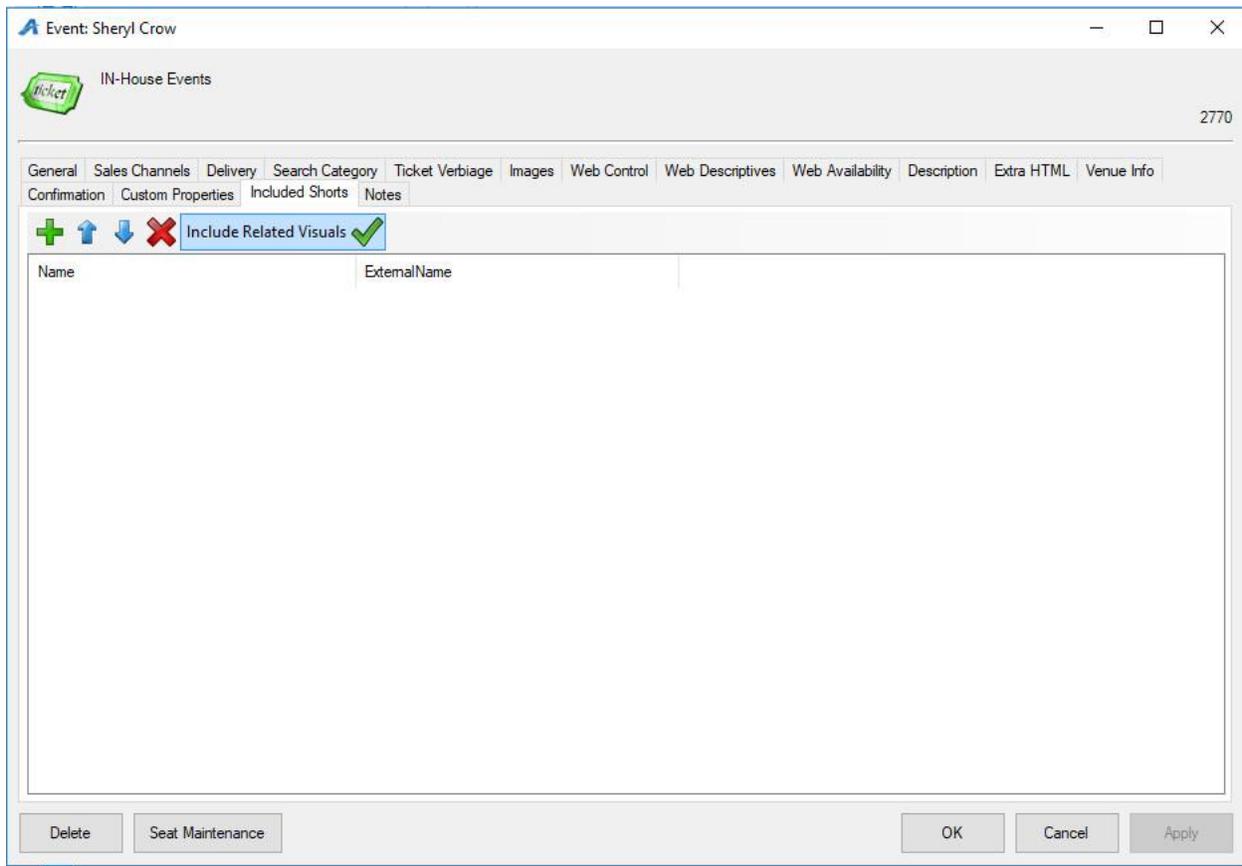
18. Once you have filled out this information, click **Apply** to save your changes and **OK** to exit the window.

19. Right-click in the Tier/Inventory area and select **New Tier.**
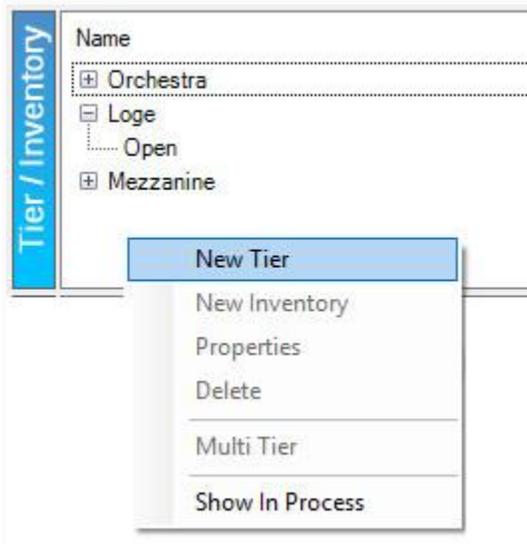
20. In the General tab:

- 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.

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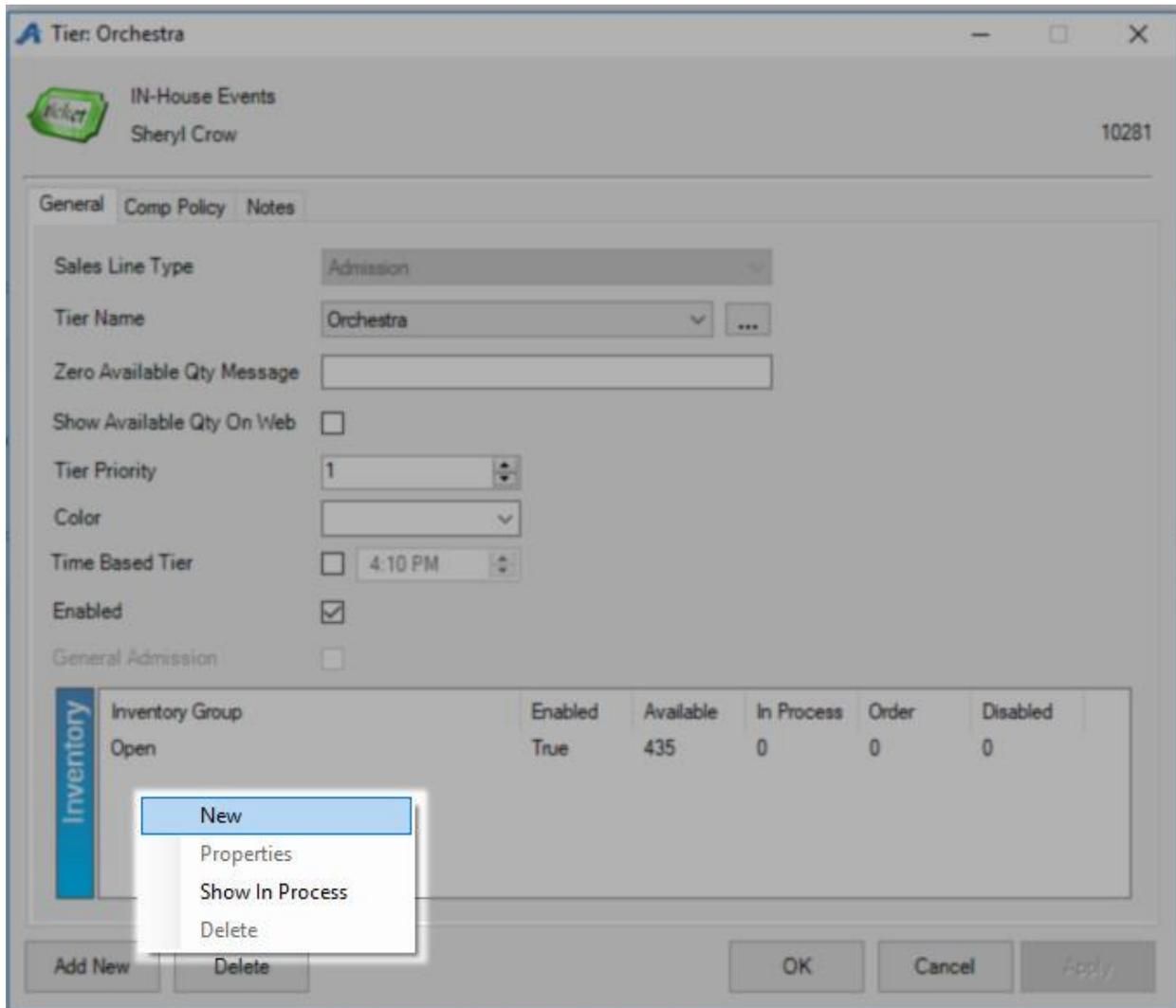
B. From the **Inventory: New** window, you can rename your inventory group. You can also adjust the Quantity available for sale.

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**.

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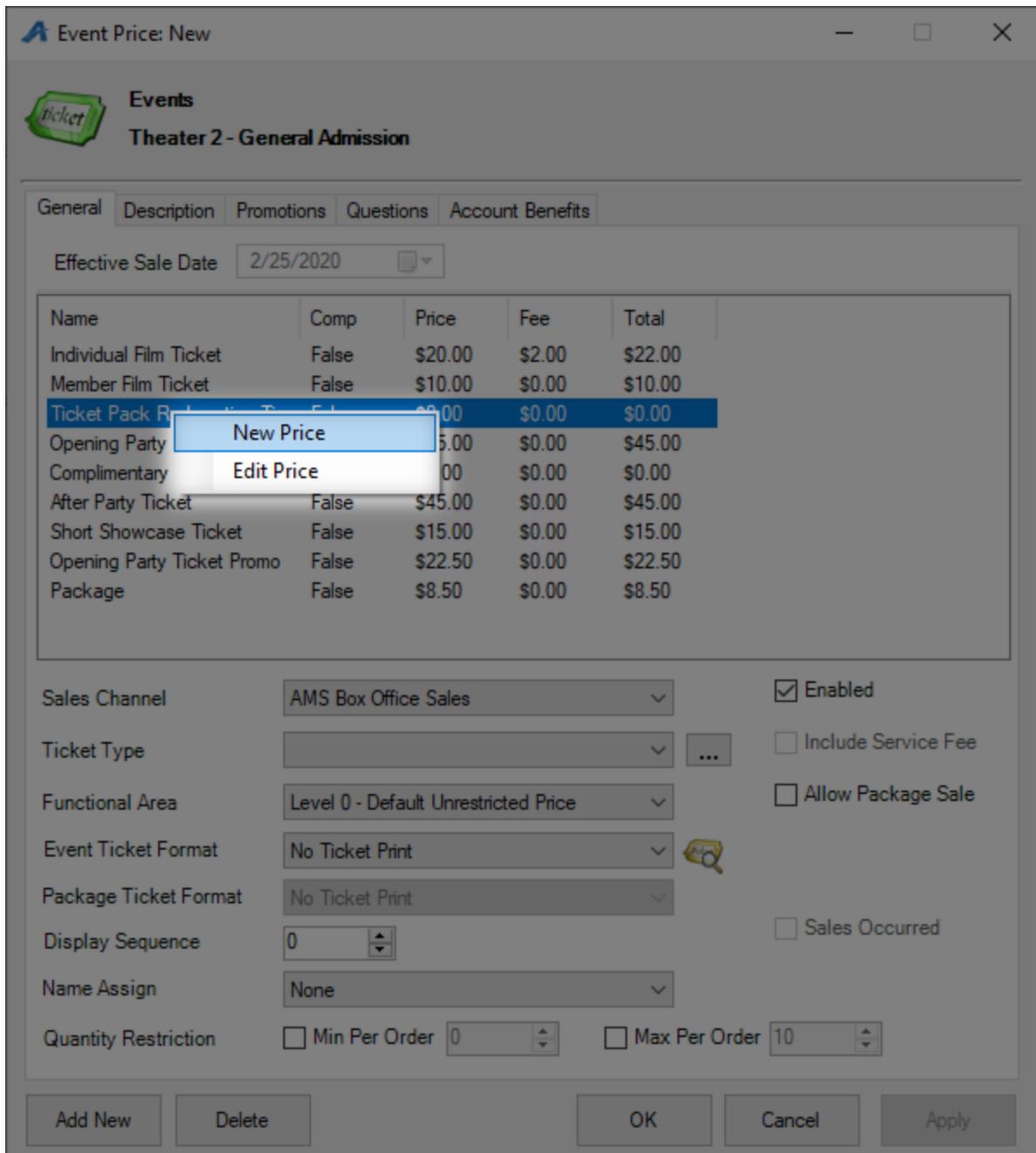
26. The **Price: New** window will appear.

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 Category**: Choose **Price**.

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

- **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.

- 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.

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

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.

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.

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.