



Ticketing, Bookings, Memberships, E-Commerce, EPOS, CRM, Access Control, Accounting, Reporting

## VMS Ticketing



## Introduction

VMS is a software and hardware solution to cater for the complete management of any venue that sells tickets, takes bookings, sells merchandise, provides hospitality or manages area access.

As a modular based suite you can pick the functionality your business needs now and add more modules as you grow.

VMS is easy to use and provides the functionality needed to run any size venue in a single application, at a fraction of the cost of combining separate applications such as Microsoft Dynamics, SAP or Sage.

As you grow VMS will grow with you, no need to worry about your systems keeping up. With VMS you already have all the tools you need. With all your customers' data held securely in a single place, managing your [GDPR](#) data protection requirements becomes easy, more efficient and less costly.

This document describes the [VMS Ticketing](#) module.



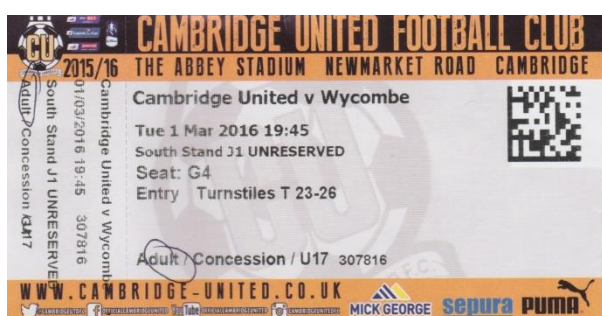
## VMS Ticketing

All tickets include a two dimensional barcode capable of containing a large amount of information.

This ensures that the ticket is unique and secure, it is virtually impossible to guess a valid number. The barcode is read by VMS's entry systems, [VMS Access Control](#), to ensure that the ticket can only be used once. So while it is easy to copy a paper ticket or forward messages sent to a mobile phone, only one of the tickets will be permitted entry.

Tickets can be sold in several ways:

## Pre-printed ticket stock

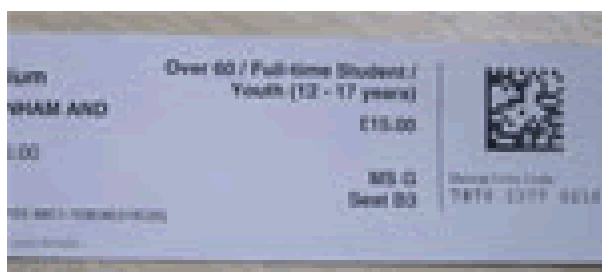


Customers can purchase a ticket through the VMS online ticket shop on pre-printed ticket stock. Batch printed and posted by the club.



## Plain ticket stock

Customers can again purchase a ticket through the VMS online ticket shop.



The ticket, which includes a 2-d barcode can be printed by the customer at home. This means no administrative time or cost to the club.

Or the club can print on standard ticket stock.

## Mobile phone

Customers can still purchase these tickets through the VMS online ticket shop.

The 2-d barcode (DataMatrix) is sent directly to the customer's mobile phone which means that no physical ticket needs to be printed saving administrative time and costs.



## Plastic cards

Customers can purchase a ticket through the VMS online ticket shop. It is printed on plastic cards, for example season ticket holders, which are then batch printed and posted by the club.



Ticket stock could consist of cardboard for day tickets, plastic for season tickets.

If access control is not required, tickets can be printed for low cost on paper using thermal or dot-matrix printers.

Event details, membership details, staff details etc. are printed on to the ticket when issued. Flexible options are available, for example printing prepaid on tickets that have been paid for, or printing name and addresses for membership tickets.

## VMS Ticketing Lite (Small venues, Tournaments, etc.)

The option exists to set up events that do not need the complexity of different areas and seats allocated to tickets. This is handled in [VMS Ticketing Lite](#).

[VMS Ticketing Lite](#) allows you to set up events and allocate a number of tickets of certain types e.g. for a football tournament you may want to offer space for up to 100 teams to register. Teams would register, pay online and print out their details. [VMS Reporting](#) will allow management of the event on the day.

## Selling Tickets

The home page clearly displays a list of upcoming events and provides fast and easy access to the rest of the system. Selling of tickets is quick, flexible and easy.

A full colour graphical display of the stadium shows at a glance how many seats have been booked in each area.

The screenshot displays the VMS Venue Management Systems interface for a match between Scunthorpe and Bristol Rovers. The main area shows a stadium seating chart with various sections color-coded and labeled, such as Clugston, SPB, and Family. A sidebar on the right contains a shopping cart and order options. The top navigation bar includes Home, Dashboard, Tickets, Events, Bookings, People, Accounts, Venues, To Do, and Help. The interface shows 3801 of 9057 seats booked.

It allows booking of seats, or standing areas by clicking on the area.

The process is intuitive and easy but context sensitive help is always available.

Tickets can be booked for individually numbered seats, unreserved seats, or unreserved standing areas.

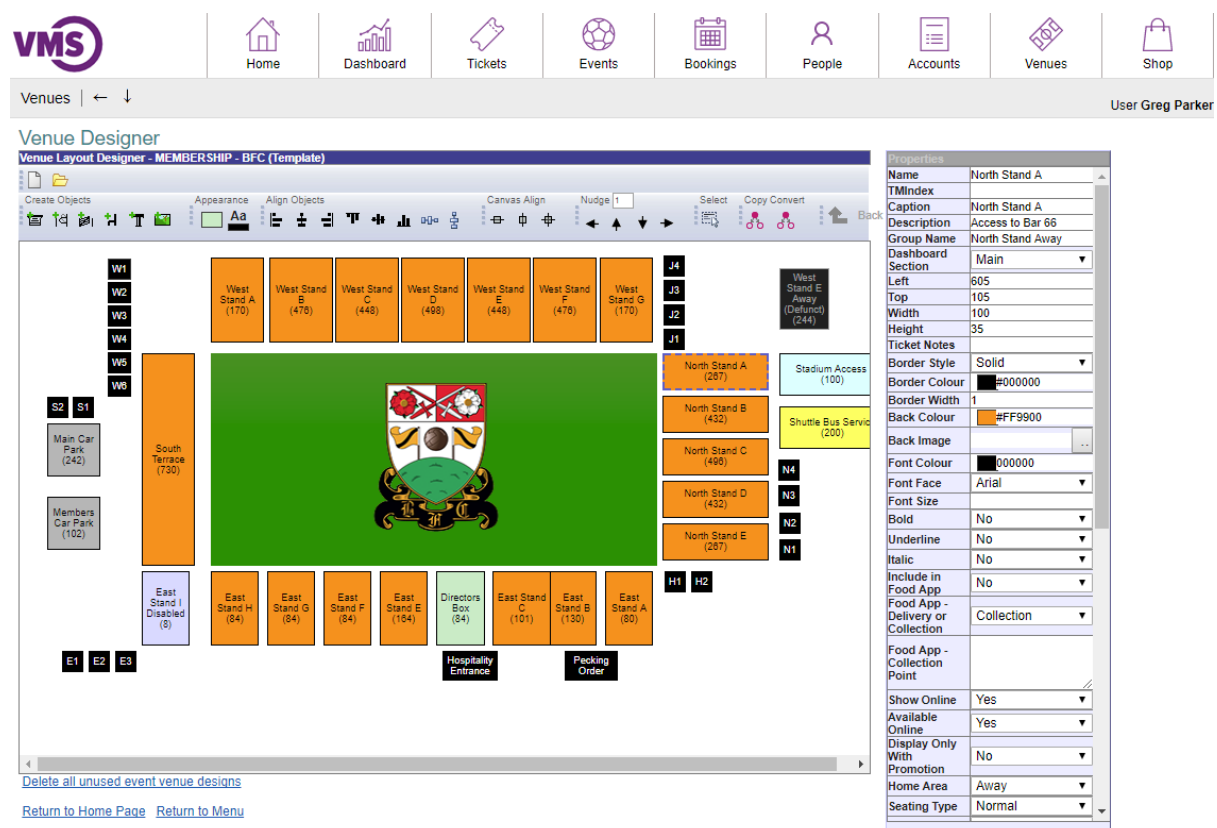
This screenshot provides a detailed view of the Clugston Seats 32-59 area. The seating chart is a grid of individual seats, with some seats highlighted in green (available) and others in red (booked). A sidebar on the right contains a shopping cart and order options. The top navigation bar includes Home, Dashboard, Tickets, Events, Bookings, People, Accounts, Venues, To Do, and Help. The interface shows 122 of 286 seats booked.

# Stadium Design

The stadium design is easily changed by the user. Different layouts can be created for different types of event. For example, you can use the same system for issuing tickets to social events by using a stadium layout that just displays the 'Social Club'. Or you can use it in combined stadiums for football, rugby or athletics events.

Multiple levels of detail are supported, for example, you could click on the area marked directors' boxes, which would open another plan of all the boxes. Clicking on each of those would then reveal who had booked the individual seats. Each area can be subdivided as many times as is necessary.

The stadium designer also has the ability to transfer existing stadium layouts to new events allowing new event layouts to be created quickly.



There is a flexible pricing structure to allow for the most complex combinations of offers that football clubs use to promote their events: Different prices for

- different areas
- different seats within those areas (e.g. Directors, Press, Restricted View)
- tickets sold within different date ranges (e.g. discount for early booking)
- different event categories (e.g. FA Cup Match, National League etc.)
- different concession types (e.g. Adult, Accompanied Child, Concession)
- tickets sold in conjunction with a membership card (e.g. discounted price for those with a membership card). Ability to restrict sale to only one discounted ticket per member per event

- hospitality tickets which combine a match ticket together with entertainment such as a meal, or viewing from within a VIP box. The hospitality component for food etc. may be listed separately from the ticket price on accounting reports
- promotional packages (e.g. Match Day Mascots who may receive 4 tickets together with a voucher for a promotional package of goodies, or Match Day Sponsors who may receive 6 tickets and pay extra for sponsorship within the programme)
- complimentary or discounted tickets
- combined offers with club shop sales and football in the community e.g. offering a half price scarf when purchasing a ticket for a certain event.

The ability to sell tickets for more than one event at the same time is included.

The ability to purchase tickets, club shop items, trials booking and football in the community booking all in a single transaction.

Each sale can be attached to a customer's record to build up profiles for marketing.

For all-ticket events the tickets will be printed and issued individually. For some events, for speed of entry into the grounds, batches of tickets can be pre-printed and sold at the turnstiles.

The ticketing system is password controlled so issuing of complimentary, directors or press tickets can be restricted to authorised users. Functions such as re-printing of tickets in case of a printer problem or cancelling tickets once issued can also be restricted to authorised users. All transactions are allocated a unique reference and can be tracked via the audit log to reveal full details such as which member of staff booked the ticket, when, on which machine, for what price etc.

## Season Tickets / Membership

Full contact details are available for anyone from sales leads, members, season ticket holders to one-off customers. The club can enter as much or as little information as time permits. For example, selling tickets on the day of match with a queue of thousands of people you need to print a ticket as quickly as possible. However, for telephone transactions you need to take an address to send any tickets to.

You can have multiple contacts for each member e.g. individuals in a company may have their own membership ticket, or details on all the members of a family may be entered.

Different classes of season ticket are available. For example, you may have season tickets for rugby or football.

Depending upon the event type, either the season ticket holder's usual seat can be booked, or if the event does not allow free access to season ticket holders discounted tickets could be offered to them or their usual seat reserved exclusively for them to purchase.

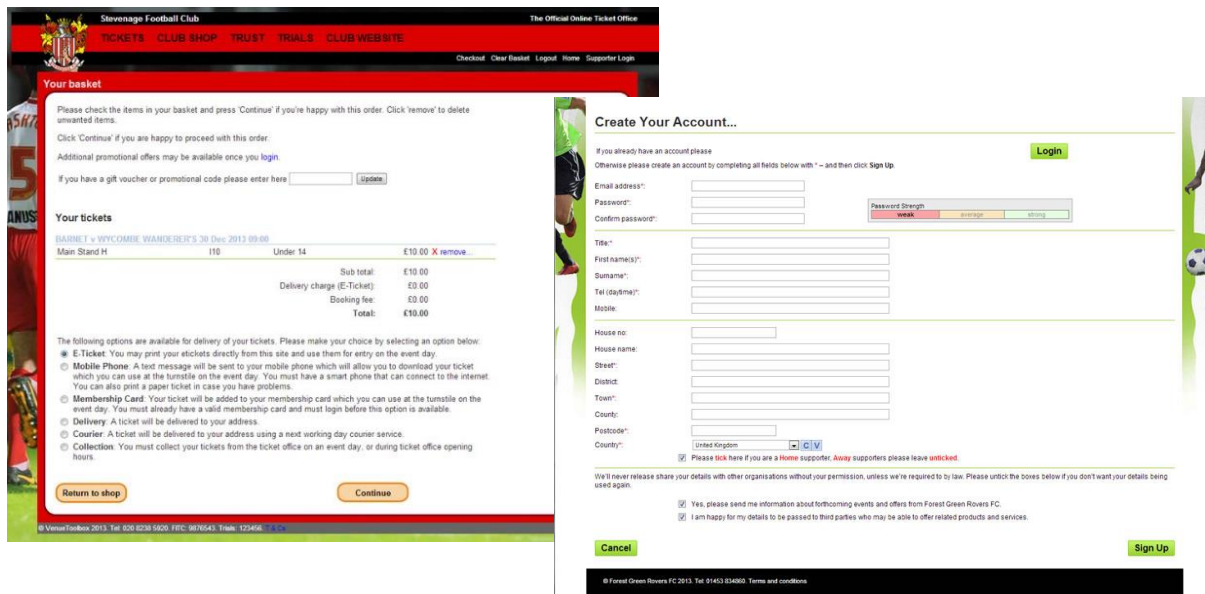
A set seat may be automatically allocated to the season ticket holder for every applicable event, or the season ticket may provide entry into the standing area of the stadium.

You can combine season tickets with other user definable membership types such as 'Gold', 'Silver', or 'Bees' membership to give other benefits to the customer such as entry to different bars.

Other types of membership ticket may be issued that are not season tickets for example car park tickets, or Bees membership which allows members to purchase discounted or concession match tickets.



Customers can easily purchase tickets and have them sent to their mobile phone, email, print them out at home, or have the club print the tickets and post or make available for collection.



Customers can view their recent orders and update their contact details, including marketing preferences, freeing staff from this time consuming task.

The areas and seats available online are definable. Areas can also be reserved for home or away fans.

Customers can purchase promotional packages and club membership tickets online. These tickets are more time consuming to process so will improve the efficiency of the ticket office.



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