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How Center Stage Software can provide solutions to a company combining box offices at multiple locations

- **Greater efficiencies**
- **Less cost to each box office**
- **Power of combined marketing to enhance the overall operation**

Center Stage Software can help companies that have multiple box office locations find efficient and cost-effective solutions to create a streamlined ticketing process and greater marketing power using Wintix 5 and Webtix.

Perfect for conglomerates, consortiums and other affiliated companies or associations providing entertainment of all sorts.

If your company has multiple box offices that operate independently, it's easy to set up one as the Main Box Office that will host all the data for all venues. Each box office will be able to sell tickets to any event anywhere. Their local Wintix ticketing software accesses shared data from Main Box Office.

Art Leagues, community theatre groups and other organizations also find it beneficial to combine ticketing operations into a consortium, combining their efforts to reach the same audiences into a cost effective and efficient alliance.

The following is a Q & A on options.

Q. Which versions of Wintix do all the venues need, especially if the group would like to use Webtix Rental? Do they need RTT (Remote Ticketing Transactions) with the Webtix Rental?

A. We recommend that whichever property becomes the central box office upgrade to Wintix Pro 5 and Webtix. All other venues need to upgrade to Wintix v5 or purchase Wintix v5. All resorts should have internet access to access the central box office. RTT would not be needed.

Q. Do they need to purchase & upgrade to Pro v5 in order to own Webtix?

A. Only the venue that will serve as the central box office needs to upgrade to Pro 5 and purchase Webtix (own the full license).

Q. If they operate as a consortium, do all the resorts need to have the same version? Pro v5 or v5?

A. All the other venues that are not serving as the central box office only need to have Wintix v5, not the Pro version.

Q. Do they have the option of the Webtix rental with Pro v5?

A. Yes.

Q. In a consortium, what is the responsibility of the Main Box Office?

A. They will have to work out all procedures and policies between themselves and the other venues. Our software only provides the tools to run the operation, not determine policies. Our software has built in tools that have evolved because of our actual development of the central box office model, however, we can only recommend or suggest policies and procedures. The venues have to determine, and then decide, what they wish to accomplish.

Q. What are the advantages of combining multiple box offices?

A. If the advantages are not obvious, they may need to make it simple in the beginning. Each venue could just sell its own tickets in the beginning and manage its patron database. However, since each venue seems to share similar patrons, one of the main advantages is that they would be managing, sharing and maintaining only one database. A second major advantage is the sharing of marketing and advertising resources. Since advertising is very expensive, they could all share in the expenses, rather than each resort pays the full tab. Remember, it is always more affordable when many organizations share one large bill.