Case study 25 – online ticketing and interactive exhibits
Using: TixTrack, *touch screens*, *audio-guides*

Rock & Roll Hall of Fame

Upon recognising that the temporary closure of the Rock & Roll Hall of Fame (in Cleveland, Ohio) due to Covid19 would exceed its initial two-week closure, their first action was to recreate their strategic plan into a format that would serve both a short-term 100% digital environment and long-term digital initiatives.

For the past 25 years, most of the Museum's collections have been accessible only in Cleveland, but today's audiences demand a Rock Hall experience that is also accessible digitally. Closing the Museum during the outbreak of Covid19 provided them with the opportunity to expand their digital platforms to keep fans engaged and grow their audience during the crisis.

Online, their digital platforms have continued to develop through a phased plan. They have focused on growing the audience and content of their recently built free educational platform (2019) for teachers across the globe called Rock Hall EDU, as well as further developing their website to integrate the stories of the Inductees with archival content into the digital journey and using archival material in conjunction with new material to develop new digital content such as their Bon Jovi Induction Tune In with David Bryan and Motown Spotlight with Smokey and Claudette Robinson.

Internally, the Rock Hall continued to work on a multi-year plan for a new collections management system (CMS) and digital asset management system (DAMS). The Rock Hall recently completed Phase I to provide access, launching the new CMS to bring together the metadata for library, archives, and museum collections for the first time, as well as the DAMS to store, retrieve and deliver its digitised and born-digital media.

Phase II of the project was ramped up during the closure, which will result in an internal catalogue to assist in the creation of digitally curated collections of assets for the public through the Rock Hall's website. Users will be able to discover digital assets within the context of the institution's finding aids, alongside images and metadata artefacts in the Museum's collections and the Library's holdings.

The tools that have been developed through the DAMS project will provide for the preservation and maintenance of access to these valuable collections for years to come. These collections and assets have already enabled fans to discover and learn from the Rock Hall's resources and will continue to do so.

Online ticketing

Prior to the pandemic, the majority of tickets to the Rock & Roll Hall of Fame were purchased onsite, with only approximately 15% purchased online. In addition, a significant number of all onsite transactions were completed in cash.

It was immediately clear that if the Rock Hall was to re-open in a safe environment for both staff and guests, they had to transform not only the hardware used to process guest entry, but also the platform used to manage the ticketing process.

Between signing contracts in Mid-April and launching digital ticket sales in early June 2020, **TixTrack** and the Rock Hall changed the ticketing process, moving away from anytime tickets to a 100% advanced online ticket purchase model with timed entry, and from onsite purchase kiosks to Bluetooth scanning hand devices for ticket validation.

TixTrack's **Ticketure** platform has allowed the Rock Hall to create a fully integrated and simplified online ticket purchase experience that allows them to control building capacity and to staff more accurately based on pre-ticket sales reporting, ensuring they minimize staff exposure to visitors and simultaneously meet visitor needs.

Ticket sales launched June 11 with no technical issues reported and a strong technical infrastructure. Within 24 hours of launching the new system, they had sold over 500 tickets for their first week and received 20+ donations to the Museum.

The Rock Hall re-opened on June 14 and has since seen a steady flow of visitors, albeit significantly less than they traditionally receive during the summer season. Regardless of the pandemic, the Rock Hall's new ticketing system is set to be a resounding success and will certainly become a cornerstone of their future operations.

Technology platforms / suppliers used:
- MediaMonks – museum website creators
- Rock Hall EDU – internally created education platform
- Adlib Axiell Collections - CMS Platform
- Tedial Evolution - DAMS Platform
- Chromata - DAMS Implementation Team
- AWS - digital storage for CMS and DAMS
- GrayMeta - AI and facial recognition tools
- TapeArk - content digitisation tool
- **TixTrack (Ticketure)** - e-ticketing software provider

Website: https://www.rockhall.com/ticketing

Interactive exhibits

Through the advice of the WHO and the US health authorities, they have taken a very strict interpretation of space and high touchpoints (like interactives) in the museum. Generally speaking, they have opened with the rule that if a gallery cannot safely accommodate 113 square feet per guest (as recommended by the American Association of Museum Directors) or 6-foot social distancing - i.e. small galleries or theatres – they've closed it as a precaution.

Additionally, all high touch tech interactives (**touch screens**, headphones, and musical instruments) are also out of operation, which has shut some displays and one additional gallery.

Places where they have been able to use tech for the experience include their **exhibit guides**, which are now available to access from their website and are delivered to visitors as part of their ticket confirmation email.

Excitingly, this digital format has allowed them to present way more information about the museum to visitors because the text is not limited to a physical template.

In addition, a number of their **touch screen** interactives now display information about the importance of social distancing and good hygiene instead of simply being off or saying out of commission.

Re-opening

As for re-opening the museum, the first two days have been a success from both a guest and technology point of view.

Staff were thrilled of the ease of use of their new ticketing technology and were able to keep visitors moving through the check in line quickly and efficiently.

Their technology was practically flawless; the only minor issue sustained at check-in was the use of dark mode by some phone owners, of which the Bluetooth scanners couldn't read the **QR code** – a pretty common issue with technology.

While a quick fix is to just type in the confirmation code of those visitors, they are working to add a white pixel border around the QR code.

One guest, whose first time in a public place since March was the Rock Hall, said, "The Rock Hall made it real easy for me to feel very safe".

When speaking with others of the 800 visitors who toured the museum, they gave glowing reviews, particularly praising their staff and the excitement of participating in a communal space about a shared passion, rock & roll.

Website: https://www.rockhall.com/