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event creation

The Venue Organizer creates an event for the venue on a specific date.

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The event can have as many tickets available as the venue maximum capacity. It is also possible to create an event that is smaller than the venue capacity.

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Two events cannot be created on the same date.

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Weekly events can be created on a specified day of the week. These events have a starting date and an ending date and are scheduled for the specified day for all weeks in this date range. If there is a conflict with an existing event for a week, that weeks repeating event is not created.



2

event ticket groups defined

Venue Organizer creates Ticket Groups for the event with differing Price Categories, Prices and Available Quantities.

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All tickets are sold using these groups to identify the type of ticket (price category) and ticket price.

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The total Available Quantities for all ticket groups created for an event cannot exceed the tickets available for the event.



3

event ticket groups assigned to resellers

The defined ticket groups for the event are allocated by assigning blocks of tickets to resellers. Resellers can then sell these tickets to customers.

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Any unassigned tickets in a ticket group are available for direct purchase from the venue.

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The total number of tickets assigned to all resellers cannot exceed the number of tickets available in the ticket group.

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Assignments to each reseller can be increased or decreased.

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If a reseller has already sold tickets in the group, their assignment cannot be changed to less than those sales.

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If the venue makes direct sales for a ticket group, those tickets are not available for assignment to resellers.



6

Reseller Commissions and Performance

Reseller commissions can be paid by adding the calculated commission amount on all ticket sales that went through a given reseller for each month.

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Reseller performance can be evaluated by looking at total sales amount and quantity of ticket sales for all events that the reseller participated in.



5

Customers Purchase Tickets

Customers can purchase available tickets from Resellers or Directly from the venue.

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Customers can purchase any quantity of tickets for a ticket group and source up to the number of tickets currently available for that group and source.

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Customers are added to the system by name and email to record purchases. This is required to accept a sales transaction.

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Ticket prices paid were set by the venue organizer when the event ticket groups were created. The total transaction amount is calculated by multiplying ticket quantity and ticket group price.

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If the ticket purchase was through a reseller, the commision is calculated at time of sale and recorded with the ticket sales transaction. Each reseller has a standard commission used for all transactions.

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Customers cannot purchase more tickets from a source than are currently available from that source. If there are limited tickets in a group available from a source and two customers try to purchase them only the first customer purchase will succeed.



4

Resellers and Venue Make Tickets Available to purchase

Tickets available for purchase from resellers and directly from the venue.

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Ticket pricing is determined by the price categories and prices set when ticket groups were created.

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Reseller Ticket availability for a ticket group per event is determined by the number of tickets assigned to that reseller in the ticket group.

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When a reseller has sold all tickets in an assigned group they cannot sell any more tickets in that group unless they are assigned additional quantities.

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Tickets available to purchase directly from the venue are any tickets in each group that have not been assigned to resellers.

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If a reseller is not selling their assigned tickets, their assigned quantity can be reduced and either assigned to another reseller or sold directly by the venue.