

SPACEFORMANCE Case Study

SPACEFORMANCE is a music and theatre venue management company which was founded in 2003. The company owns and operates a range of venues all over the UK which offer live music concerts and theatrical performances to the public. SPACEFORMANCE employs large numbers of employees who work at the venues to provide the necessary support. The company has as its heart to offer the best possible entertainment experience to the audience. Not only does the firm propose performance events such as plays or concerts but as part of their evening out customers can have also a meal at the venue if they so wish, either before or after the performance. In addition the venues can also host one-off talks with directors of theatre plays to allow members of the audience to meet the directors and ask them any questions they may have on the plays which are being programmed by SPACEFORMANCE.

To attend an event, customers need to register their personal and payment details with SPACEFORMANCE. They can then select events they are interested in – concerts, plays, meals – and book tickets for them if there are sufficient tickets available and also if the age rating for the performance is suitable for them. They have the option to book tickets only for a performance (concert or play), just for a meal or for both on the same evening or on different evenings. The date, start time and end time of these various entertainment elements need to be recorded accurately to allow for proper coordination to offer the best possible choice to the customers. Once they have selected the particular set of events they wish to attend for one or more evenings, the total cost of the booking needs to be calculated. This needs to take into account the number of events the customer wishes to attend, the number of tickets he/she wishes to book for each event, the price of a ticket for a particular event and the potential membership discount they may benefit from if they are VIPs, as explained below.

Customers may get a yearly membership with SPACEFORMANCE, if they so wish, and thus become VIPs. This membership scheme allows VIPs to get a 20% discount on performance tickets and/or meal tickets. Furthermore, VIPs can get allocated a personal member of staff who cares for them during their evenings at any SPACEFORMANCE venues, if they are interested. Membership payments need to be made on a yearly basis and consist of a flat fee which is fixed by SPACEFORMANCE and can vary depending on the years. The date and the status of the membership payment – paid, pending, suspended, etc – need to be recorded.

As mentioned earlier, SPACEFORMANCE hosts both theatre plays and concerts. The details of the bands or musical ensembles which play these concerts need to be kept accurately – but not the details of the individual musicians – as fee payment needs to be made to the whole band or group for performing. On the other hand, all the members of the cast of a play, including the director, need to be registered as separate fee payments are made to each individual member of the cast for each play. Upon request, some actors, perhaps lead roles or high profile performers, can be assigned a particular member of staff to look after them at the venue and provide for their needs. It is essential for the payments of all fees to performers – bands or individual cast members – to be carefully recorded to ensure that the correct payments are being made to the correct people. As mentioned previously, directors of plays can also deliver talks if requested by SPACEFORMANCE to showcase their plays but these events are free of charge and the directors do not receive any payments for them.