How can a professional box office system be utilised as a learning vehicle for events management students?

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The AMATA Public Programme – Learning by doing
The CBI and Universities UK Future Fit report stated that “Universities and employers must continue to invest in employability skills development”.

Sheldon (2009)8

“Employers report a growing mismatch between the skills they need and the skills that graduates offer.”

Johnson, J (2016) 42
Ticketsolve Box Office System

- Purchased Summer 2015
- Student & Public events
- Surveys from Autumn 2016
- Data feeds into Audience Agency Audience Finder

System Attributes:
- Full CRM event ticketing
- E-Commerce platform
- Cloud based so can be used offsite/offline
- Dynamic system features
Students engage with system in the first term (inductions in class, volunteering on public programme) and then encouraged to engage with system throughout studies (usage on own assessed events & data for dissertation).
Ticketsolve in Operation

Several strands of teaching and learning delivery:
- Face to face training in lectures/seminars
- Live training during performances/events
- Virtual Learning Environment
- Individual/group tutorials

Areas of content covered during teaching:
- Event ticketing
- Marketing and Communications
- Data Protection & PCI DSS Compliance
- Audience data analysis and segmentation
- Financial management
- Health & Safety
• We are in the process of analysing the impact of piloting the system

• Measures include student rep feedback, module evaluation forms, NSS feedback and DHLE results
215 survey responses across an audience of 1,106 over 12 events from 01 October 2016 till 20 February 2017

- 20% book on Fridays and 18% on Wednesdays
- 32% of audience are ‘Experience Seekers’
- 28% book between 2-7 days in advance of event
In 2016-17 478 unique bookers came from our immediate environment

- 2,507 potential unique bookers in area
- Potential for growth and event students support marketing initiatives across performances/events

Detailed analysis of booker data by postcode
The Future?

• Increased student engagement
• Potential for collaborative research
• Audience development
Thank You

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Bibliography
Johnson, J (2016) Success as a Knowledge Economy. Department of Business Skills & Innovation/HMSO