



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

The background of the slide is a dark, blue-toned photograph of a concert or event. In the foreground, the silhouettes of several people are visible, some looking towards the right. In the background, a stage is lit with bright, circular spotlights, creating a hazy, atmospheric effect. The overall mood is energetic and modern.

- 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

A group of students are seated in a dimly lit room, clapping and smiling. The room has a dark atmosphere with warm lighting. In the background, there is a wall covered in a grid of small, glowing lights. The students are dressed in casual attire, and some are holding drinks. The overall mood is celebratory and engaged.

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

Student Learning

A person is standing in a dark, atmospheric space, reaching their right arm upwards towards a bright, ethereal light source at the top. The floor is covered in a pattern of binary code (0s and 1s) and faint, glowing lines. The overall mood is one of aspiration and discovery.

- 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

Site Survey vs Audience Finder

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- 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

Detailed analysis of booker data by postcode

- 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

The Future?

- Increased student engagement
- Potential for collaborative research
- Audience development



Thank You

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