

All my events are canceled: What do I do now?

3 MIN READ



The COVID-19 crisis has brought a lot of unfortunate, but temporary, change to our industry. Seasons were in full swing and calendars were packed with events. Now, all events are cancelled for the foreseeable future.

Once the immediate issues of [exchanges and ticket-refunds-turned-donations](#) have been processed, the next step is a pivot to focus on the long term.

To support the continued health of your organization, we've curated a list of 9 tips to help your box office team create future efficiencies and revenue when things return to normal.

1. Call your subscribers, season ticket holders and members to see how they're doing

We all need a little help getting through this and a small personal gesture could go a long way. If available, this may also be an opportunity to share information about your upcoming season.

2. Clean up your data

Merge your duplicate accounts and make sure all entries fit your standard format. Call the customers directly if you have questions. Everyone can benefit from hearing a friendly voice in these uncertain times.

3. Challenge the status quo

Now is a great time to take a step back and go bigger with experiential ticketing. What's the big idea – a unique package, themed night or pop-up experience – that you've always wanted to try and haven't had the time to implement.

Create [incredible new experiences](#) that will "wow" your customers and give them exciting new ways to interact with your organization. This will get everybody talking and create a fear of missing out on the next big thing.

4. Audit your processes and procedures

Create a checklist of every item – from big on-sales to your most intricate tasks – that goes into managing your box office. Ask for input from everyone on the team to ensure it's comprehensive.

5. Update training material for your part-time staff and volunteers.

There is always a chance to improve or fill the gaps to better support these valuable team members.

6. Get ahead of next season

Setup your renewals earlier than you normally would and allow payment flexibility for your season ticket holders and subscribers.

7. Make an appeal

Record a video to speak directly to your customers. Explain how important their support of your organization is at this time.

<https://youtube.com/watch?v=ORlnNK1mXgU%3Fcontrols%3D1%26rel%3D0%26playsinline%3D0%26modestbra>

8. Attract young professionals

Consider allowing your under-30 audience and young alums to purchase season tickets at reduced rates. It may be difficult for many of them entering the job market in the current climate, but this could be a great opportunity to keep them engaged with your organization.

9. Get educated

It's also important to stay connected to your colleagues to incorporate their valuable input. Schedule a virtual coffee meeting with a ticketing peer, someone from marketing or development, or any other co-worker to understand how this situation is impacting them and how you can work together. We're here to help too – don't hesitate to [reach out to our team](#) with ideas or if we can add value to your organization.

Sign up for training to learn how to get the most out of your ticketing solution. Visit the knowledge base for each of our products – [AudienceView Professional](#), [AudienceView Unlimited](#) and [AudienceView Campus](#) – to increase your expertise.