Revolutionize Your Dinner Theater Management with AudienceView

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As a dinner theater manager, you know that your venue faces unique challenges that set it apart from traditional theaters. From coordinating meal service with showtimes to managing intricate seating arrangements, you need specialized tools to ensure a seamless experience for both your guests and your staff. That's where AudienceView Unlimited comes in—a platform designed specifically to meet your needs, offering unparalleled customization, data management, and customer engagement features. Here's how AudienceView Unlimited can transform the way you run your dinner theater.

Simplify the Complexity of Dinner Theater Operations

Running a dinner theater is far from simple. You're balancing the culinary arts with live performances, which requires careful coordination of every detail—from seating to timing. You've likely noticed that standard ticketing platforms often fall short, failing to accommodate the unique needs of your venue.

> "With dinner theater, you're not just thinking about what time do the doors open. You're also thinking about what time does dinner need to be served? How much time are we allowing for that before the show starts?" – Peggy Lushine, Associate Director of Sales, [Chanhassen Dinner Theaters](#)

AudienceView Unlimited is built to tackle these challenges head-on. The platform's flexibility allows you to customize seating configurations, transforming rows into tables and seats into table positions. This means that every aspect of your dinner theater experience can be tailored to meet your specific needs, providing your guests with an unforgettable evening while streamlining your operational efficiency.

Customization and Flexibility at Your Fingertips

With AudienceView Unlimited, you're in control. The platform's registry editor allows you to modify headings, titles, and ticket formats to better align with your unique requirements. This level of customization extends to every corner of the platform, from ticketing options to customer communications.

"One of the neat things about AudienceView is the registry editor allows for a lot of customization where you can change headings and titles that make more sense to our customers," shared Charity Terrio, co-owner of [Suncoast Broadway](). Imagine customizing your tickets to clearly communicate event timings, such as when dinner is served and when the show begins, ensuring that your guests arrive at the right time and have a smooth, enjoyable experience.

"We had to really think about how to frame the experience to our customers and redesign our tickets so that the event starts at 6pm," Terrio explained, showing how these customizations can lead to better guest experiences. With AudienceView Unlimited, you can also send out day-before and day-of emails directly through the platform, maintaining clear and consistent communication with your audience.

Leverage Data for Targeted Marketing and Optimized Sales

In today's competitive landscape, understanding and leveraging customer data is crucial. AudienceView Unlimited provides you with robust data management tools that allow for in-depth analysis of customer behavior, particularly focusing on your season ticket holders.

AudienceView Unlimited's data management features allow you to categorize customers based on their spending habits, preferences, and attendance patterns. This segmentation is invaluable for creating highly targeted marketing campaigns that resonate with specific audience segments, ultimately leading to increased ticket sales and customer satisfaction.

Enhance Customer Engagement with Cutting-Edge Technology

The digital age has changed how your customers interact with your theater. With more and more guests using mobile devices to purchase tickets, it's essential to adapt your strategies to meet these evolving preferences.

AudienceView Unlimited helps you stay ahead of the curve with mobile-optimized interfaces and a web-based app that eliminates the need for customers to download traditional apps. "Rewarding customers by using technology has been really helpful for us," Terrio shared. By incentivizing online engagement, you can reduce operational costs and improve efficiency, especially during peak seasons. Whether it's offering exclusive online-only ticket sales or discounts for customers who purchase tickets through the platform, you'll find that AudienceView Unlimited makes it easier for your guests to engage with your theater and keeps them coming back for more.

Learn More

Don't just take our word for it. [Click here]() to watch a roundtable discussion with real AudienceView users from Chanhassen Dinner Theater and Suncoast Broadway.