



AudienceView

Casey's AudienceView Round-Up

AudienceView is pleased to announce the promotion of Jo-Ann Chiam to **Chief Client Officer**. Jo-Ann brings over 14 years of experience within the company, having excelled in various client-centric roles. Her dedication and deep understanding of client needs have been instrumental in implementing significant enhancements over the past two years.

Under Jo-Ann's guidance, AudienceView has seen notable improvements including award-winning support services and industry-leading response times. The company has also improved communication and transparency, and has established itself as a thought leader through numerous webinars spearheaded by Jo-Ann.

As a technology enthusiast, Jo-Ann continuously seeks innovative solutions that enhance efficiency, allowing the team to focus more on client success. When asked about her vision for this role she responded,

"My fundamental focus will be on enhancing the client experience. Our team is working to ensure our clients maximize the use of our products and services in order to meet their goals. Additionally, I want to establish more opportunities for connection within the wider community and industry, ensuring a comprehensive and rewarding experience with AudienceView."



April 18 Community Roundtable

Chat, collaborate and network with ticketing professionals like yourself. Facilitated by the AudienceView team, the best part of our roundtables is that we never quite know where the conversation will go, but we know you'll always walk away learning something new. Submit your topic or question when you register or bring something to talk about or ask live!

[Register Here](#)

Product Updates


Sell beta:


Our team has some exciting news for you this month! Since its launch last month, Sell beta has been accessed over 900 times! Impressive right?

We're more than thrilled by all the usage and feedback pouring in.


If you didn't catch our previous updates, you can read them [here](#).

You can expect more notifications on feature releases in-app on your Professional platform. The in-app Help Guide on Sell beta will remain accessible. It includes how-to's, a full feature list and opportunities to provide instant feedback to us on your experience using Sell.





Accessed over
900+ times!



NEW
Comp Orders

COMING SOON

- ✓ **Register an order to a patron** ↑ #1 Feature Request
- ✓ Checkout Questions
- ✓ Integration of IDTech USB Credit Card Swipers

Improvements & Fixes

In addition to the upcoming Sell beta features, we focused on the following improvements and changes.

Streamlined Seat Selection for Option Enabled Users

To create a streamlined user experience, we've eliminated the need for an additional seat selection screen. When the admin setting 'user choose their own seat' is enabled, the seat selection process will be much faster and enhanced.

Improved Usability of Desktop Calendar View – Master Calendar

- Improved layout and refined look and feel to improve usability and user experience.
- Non-event dates will now appear lighter and are disabled for enhanced clarity.
- Event dates are highlighted and clickable, facilitating navigation.
- Unavailable event dates are visibly marked, ensuring transparency and clickable, providing details on sold out or canceled events.
- Bigger event names are now visible without clicking, supporting up to 255 characters.

Fix: Inability to Proceed After Seat Selection for Fixed Plus Package on Tablet Devices

Keeping on the trend of fixes to improve usability, the "Done" button on tablet is now visible with the most recent improvement of the Fixed Plus Package. Completing next steps along with purchases after seat selection is now easier.

Fix: Fixed Plus Package single delivery method

We've fixed a problem on our Consumer Interface preventing the progression to patron details input. This occurred when only 1 web delivery method was assigned to a series and not set as default. Our team has corrected this problem where the 'Continue' button was unresponsive.

Fix: E-Ticket Delivery Emails Labeled as Spam, Blocking Images

As of this month, order confirmations for orders with the delivery method set to "Barcoded E-Ticket" will be delivered successfully with images intact.

This fix takes care of a previous issue in which order confirmations for orders with a "Barcoded E-Ticket" setting were being marked as spam. The issue had resulted in images within the confirmations not appearing.

Full Release Notes

Upcoming Webinar: The Premiumization of Live Events

Join us on **Tuesday, April 30th at 12:00 ET** as we discuss how this trend is impacting live events, with a leading expert in consumer behavior, Jonathan Fry. Based on his well-received presentation at this year's Ticketing Professionals Conference in Birmingham, England, this webinar will combine research conducted by Jonathan at Aberystwyth Business School with findings from the [Winter 2024 TheaterMania survey](#).

This webinar will not only dive into current trends but equip you with the knowledge and strategies needed to stay ahead in today's competitive entertainment landscape. Be sure to join us for this enlightening hour, and bring your questions for our live Q&A.

About Jonathan Fry:

Jonathan is currently undertaking PhD research at Aberystwyth Business School investigating entertainment and sports event consumer behaviour regarding purchasing VIP/hospitality tickets. Jonathan is also currently Managing Editor for the 'International Journal of Hospitality and Event Management' (IJHEM).


Claim Your Spot

Paper View: Using Software for Environmental Protection

Going "green" is an increasing concern for businesses of all sizes. Companies are looking for ways to reduce their impact on the environment while staying efficient and within their budget. The Boston Court Performing Arts Center based in Pasadena, California, wanted to learn more about their options as an AudienceView Professional client.

AudienceView Professional has many ways to increase efficiency whilst reducing any negative environmental impact - such as pre and post show emails that reduce the need for mailers, and virtual events that reduce travel emissions and hosting

costs. But the option our client was most interested in was e-tickets. Printing physical tickets uses spools of ticket stock paper, so with a simple update in their account, they could now email tickets to every buyer - saving paper, saving money, and creating a better patron experience.

"Thank you for this solution. It was very much appreciated." 

How will your venue be celebrating Earth Day this year? [Connect with us on LinkedIn](#) and share your story!

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