eb LIVE
CONFERENCE AUG. 2019

# SESSION DESCRIPTIONS

## LEVEL 1 SESSIONS

*Level 1 Sessions are the basics, the how-to's, and the foundation of what we'll cover in our Level 2 Sessions and roundtable discussions. They are short, 20-minute sessions designed to cover the mechanics of VenueOps so that we can quickly dive into Level 2 discussions.*

### Adding Items and Instructions

Anything you'd like to bill the client for will need to be added to the event as an item. We'll learn how to add inventory items to your event—any item you need to execute the event, as well as food, beverage, and labor. We'll also discuss how to gather the information you need via item notes and instructions.

### Booking an Event

This session will show you how to input an event in VenueOps—whether it's prospective, tentative, or confirmed. We'll cover booked spaces vs. functions vs. events vs. series. So no matter the event type, it will be booked correctly.

### Calendar & List Views

We'll look at how to create custom views for the calendar and lists—including creating a venue default, privacy settings, filter and display options, and mobile viewing.

### Copy All the Things

Copying information saves you time. You're able to copy events, functions, and event details in VenueOps. In this session, we'll walk you through the different ways to copy information.

### Creating Functions / Event Schedules

After the event is booked, it's time to drill down into the details. Learn to use functions to create an event schedule and structure, so that additional details, inventory items, and instructions can be effectively tracked.

### Defining Your Workflow with Event & Contract Status

Using the different status types, including booked space statuses and contract statuses, learn how to define an overall event workflow and streamline your booking process.

### Finance & Accounts Receivables Overview

Take a tour of the finance and accounts receivable features available in VenueOps. You'll see revenue streams, how inventory ties to revenue streams, event financials, and account financials. We'll also take a look at the built-in Aging Invoices report as well as some sample revenue reports in Insights.

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## Live Entertainment Tab Overview (Flash Reports / Publicity Dates)

Learn how to get the most out of the features in the Live Entertainment tab. From breaking out ticketing details per performance, to onsale and announce dates we're diving headfirst into where you'll be tracking the finer details of a show / performance.

## Ops Daily View

The Operations Daily View is a powerful feature which, in some venues, is replacing event orders. Get a tour of the Ops view, all the information you can access, how to filter to see specific information, and where that information comes from in the event record.

## Sending Avails / Visibility Settings

Learn about all the ways you can send avails, as well as customize their level of confidentiality before sharing them. Additionally, we want to learn from you, too! This session will also be a great opportunity to gather feedback for enhancing our avails.

## Sys Admin

Learn about the tools available to you as an account admin, including account-wide settings and user administration.

## Templates Show & Tell

Document templates help you save time when generating proposals, contracts, and estimates, and reduce duplicate entry. Learn how others are using templates, or show off some of your own.

## Understanding the Conflict Checker

Join us for a quick overview of the conflict checker—when it will alert you and what those alerts mean.

## Usage

Want to know how many dark days, load-in days, or event days you had in a year? We'll show you how to differentiate between the daily breakdown of the use of your spaces and help you generate ideas for how to capitalize on this feature in your building.

## Using the Docusign Integration

See the Docusign integration and how it works with the VenueOps contracting workflow.

## Using the Tessitura Integration

Learn more about our integration with Tessitura, which allows you to create an event and its performances in Tessitura based on your events and performances in VenueOps.

## VMS Overview

For those that haven't been through the IAVM's Venue Management School, this session will provide insight from the program and suggest how to get the most out of it. This session will be facilitated by a graduate, a current student, and an instructor.

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## LEVEL 2 SESSIONS

*Level 2 sessions go beyond a tutorial. These longer sessions allow time for discussion, brainstorming, and problem solving as we dig deeper into VenueOps.*

### Building Event Data for Effective Reports

Want a better grasp on the basic concepts of our Insights Reports tool? This session is for anyone looking to learn the best practices of your account to optimize your Insights Reports and Dashboards.

### Communication

Let's talk communication! One of the biggest challenges in any organization is ensuring that everyone knows the information they need. We'll discuss strategies in and outside of VenueOps to assist in stopping the "blame game" and keep everyone in the loop.

### Defining a Workflow Sessions

- *Defining a Sales Workflow*
- *Defining a Live Entertainment Workflow*
- *Defining an Events / Operations Workflow*
- *Defining a Finance Workflow*

Attend one or more of our *Defining a Workflow* sessions to hammer out the nitty-gritty of your department's process. We'll be asking plenty of questions to help you define the following:

- The key points in your workflow

- Who needs to know about those key points and how they'll find out

- What needs to be completed before handing off to the next department

- How to ensure nothing falls through the cracks

### Event Order Design Workshop

Start with the end in mind! We'll review the possibilities for generating event-specific documents in VenueOps. Be it an event resume, data sheet, or BEO, we'll dive into designing these in a way that simplifies receiving and digesting instructions / requirements for the event.

### Handling Deposits: To Invoice or Not to Invoice

In this session we'll discuss how VenueOps handles pre-payments and whether creating deposit invoices is right for you.

### Insights I

One of our Report & Dashboard experts will take you behind the scenes and show you how we build basic reports and dashboards.

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## Insights II

Our Report & Dashboard experts will explore more advanced aspects of report and dashboard building—allowing you to discover the unlimited possibilities of our Insights tools. (We do ask that if you'd like to participate in this session, to please also attend the Insights I session, where we will cover the core basics.)

## Insights Reports / Dashboards Practicum

Sit down with one of our Client Success Technicians and create your own customized Insights reports, based on your needs. We'll help you address your real-life business problems, and help you bring solutions home to your team using Insights. This session is designed as a follow up to Insights I and II.

## Integrations Overview

No single system can ever provide everything you need from a venue technology standpoint, so integrations become increasingly important as you look to streamline your operations. This session will explore some of the key integrations we at EB get asked to provide, as well as discuss other integrations that would simplify your workday.

## Inventory Library & Price Schedule Strategy

Learn about strategies and best practices for organizing your departments, categories, inventory items, and price schedules, in order to detail events and generate estimates and invoices.

## Managing Event Details

From building your event schedule to detailing your breakout functions, to adding F&B and other event services—dive into the world of detailing! This session will cover overall workflow, tips & tricks, and best practices for managing and planning complex events.

## Roadmap Roundtable

Sit down with our product team and discuss the future of VenueOps. We'll share what's on the development roadmap and hear what features and tweaks you would like to see in the coming year.

## Tasks & Task Templates

Need to track what you've done or need to do? The VenueOps task system offers a simple but effective tool that integrates directly with your accounts, contacts, and events. Learn to use Tasks & Task Templates to help your entire team stay organized.

## The Live Entertainment Evaluation Process

We'll discuss combining event history with up-to-date artist data to make the best booking decisions.

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## Tips and Tricks

A grab bag of tricks that will save you time and potentially elicit shock and awe.

## Using Online Inquiry Forms to Streamline Your Workflow

To save time responding to emails and phone calls, many venues are allowing the public to make booking inquiries via their website. Our online inquiry form gives you many field options to choose from to capture information. Once completed, it can automatically feed into VenueOps as an inquiry to follow up on.

## Using the CRM for Sales

Get the most from the CRM built in to VenueOps: create account lists, equip marketing to conduct lead generation and outbound campaigns, follow up on contacts and calls, track estimated and actual revenue, and much more!

## VenueOps Development Process from Idea to Release

Have you ever wanted to know how the sausage gets made? Or in our case, how our grade-A, organic, free-range VenueOps is made? EventBooking's CTO, Rob Scott, will explain—in non-technical language—how we go about creating the software that you use, from a vague idea to the finished bits on your screen.