PatronBase streamlines event management for acclaimed New Zealand college

"It has stream-lined the process for our parents."

Sam McNeill,
Director of ICT, St Andrew's College.

St Andrew's College

St Andrew's College is an independent co-educational school located in Christchurch, New Zealand. It caters for pre-school, primary, intermediate and high school students with a total of 1,350 pupils. St Andrew's is passionate about providing its students with a variety of performing arts and cultural opportunities.

The St Andrew's College centenary is fast approaching with 2017 marking the historical school's 100th anniversary. As is custom with school centenaries, the college will be putting on an array of celebratory events and performances for the wider school community.

Ticket sales a bit of a drama

Opportunities to take part in cultural activities such as music, drama, dance and public speaking encourages St Andrew's students to showcase their creativity, build confidence and develop their talents. However, organising ticket sales for performances was often stressful for parents and administration staff alike.

The college communications team would design and print paper tickets that were sold at the reception for various events put on by students, staff and Old Collegians (previous students). St Andrew's Director of ICT, Sam McNeill, describes how this manual system made parents feel like it was always a bit of a drama to purchase tickets for school events. "The challenge was that they only had a finite amount of time to go out and buy the tickets via reception," says Sam.

Over the last five years the number of ticketed events has dramatically increased, and the college is often running 3 or 4 events concurrently. "When we were having a show (or multiple shows) it was very busy with students and parents coming in wanting tickets, and wanting to know what nights still had seats left," says Sam. Both parents and reception staff found the task inflexible and inconvenient. St Andrew's receptionist Marisa Cappetta said, "It was labour intensive and occasionally errors would occur when charging accounts."

As a college that values its staff's, students' and parents' time and satisfaction with school services, Sam and his team decided that the school's ticketing process needed to be improved in a way that made the buying and selling process quicker, more convenient and easier for all parties involved.

All the world's a stage for St Andrew's

After trialling the PatronBase online ticketing platform software for the St Andrew's senior school production 'Guys and Dolls', Sam realised the immense benefits of selling tickets online and the supportive company culture of the PatronBase team.

St Andrew's have also begun to use PatronBase for school fundraising events. They even branched out by using the software to sell copies of their school recipe book.

As well as having the capability to sell tickets for on-site and off-site events, the PatronBase solution also allows patrons to pick their own seats for school productions, pay via credit card online and print their tickets from home. Having the option for allocated or unallocated seating online gives the school and parents more flexibility and empowerment when purchasing tickets.

For those who still prefer to pick their tickets up from reception, PatronBase customised tickets in accordance with the St Andrew's logo and brand guidelines which staff print through a professional ticket printer.

Sam says, "PatronBase have been excellent at responding to our needs by making sure that our team knows how to use the system and get the most out of it." Marisa agrees, saying, "The response from the customer support team at PatronBase has been very good."

"We trialled it in April this year to see how it works and since then we've run 10 – 12 events through PatronBase and it's all gone swimmingly," says Sam. What was initially a trial with no long-term commitment has become the preferred way to run fundraisers and other events at the college. Sam says, "It's very quickly become ingrained in the practice for our events."

Streamlined selling system for centenary

After implementing the PatronBase solution at St Andrew's the school has noticed a significant increase in event attendance and overall satisfaction with the ticket selling process of parents, event organisers, and reception staff.

"The reception staff were particularly pleased because a lot of the ticket sales were happening online so it reduced the work for them in what was essentially a secondary part of their job," says Sam. The PatronBase solution has also made managing funds more efficient as there are less cash sales. "It means less time sorting through boxes of tickets to find seat numbers and less work for us," says Marisa.

Demand for tickets also increased. Sam says, "The event promoters were finding that their shows were selling out quicker because people could buy tickets online and buy them earlier – so that's obviously a big upside."

Sam concludes that St Andrew's parents are content with the new system. "It has streamlined the process for our parents. We've received a lot of feedback that they're very happy to register for school events online," says Sam.

Because of their successful track record, Sam is currently working with PatronBase to enhance the product to cater for the college's upcoming centenary. Sam says, "Our big goal is to work towards our centenary in 2017 where we will be able to have a really streamlined online registration and event booking system."

About PatronBase

PatronBase provides arts management software to organisations across the world.

It is used by performing arts organisations to build their audience. These organisations are inherently creative in the way they do business, reflecting their specific talents, facilities and the community they serve.

Our software offers a broad range of functionality, from event marketing and ticketing through to membership and venue management. This range of features is available with a flexible pricing model that is highly competitive.

PatronBase is mainly about working with you, fitting our software to meet your needs, to reflect your unique situation and creative vision. The ultimate measure of success for us is that you are able to build an audience your way.

For more information and resources, visit:

www.PatronBase.com