

THE VENUE THEATRE, MEATH SEATADVISOR PRODUCT: SABO ARTS



SABO Arts

The Venue Theatre will use SABO - a powerful & feature rich web based ticketing system to manage all aspects of their venue from the box office to the marketing department.

The Venue Theatre, Meath's most successful performing arts facility located in the town of Ratoath, will use The SABO integrated ticketing, fundraising, and customer relationship management (CRM) & access control solution. "We have researched available ticketing and database systems for the past year, and SABO's web-based easy to use system is the one that meets our needs," said Nick Killian, Theatre Manager of The Venue Theatre. "We are in the very beginning stages of a marketing campaign, and SABO's seamless view of our customers and clients, coupled with the management tools that we can now place in the hands of the many organisations that call The Venue Theatre home, convinced us that now was the time to make the jump".

Using SABO's integrated, single database solution, The Venue will have access to ticketing, fundraising, marketing tools, CRM and access control functionality allowing all departments manage their operation from one live real time system.

While the venue has a core focus on ticketing they make extensive use of all the ancillary facilities at the venue to provide a richer customer experience. The SABO system provides the data management and analysis tools necessary to improve relationships with existing customers, and marketing tools to attract new ones.

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Nick Killian, Theatre Manager, The Venue Theatre



Organisation Profile

The Venue Theatre opened its doors to the public in 2006, and each year successfully entertains thousands of people from County Meath, County Dublin and from all over Ireland and the World.

The theatre presents dance and music, as well as the best of local and national professional and amateur companies. Our vibrant programme also includes puppetry, multimedia, clowning and comedy



CASE STUDY – THE GATE THEATRE

Implementing the solution

“The Venue Theatre is a great example of an organisation dedicated to getting the most out of our system,” said SeatAdvisor Europe MD Hugh O’Morain. “They’ve realised it’s not just about ticketing anymore. They work with many groups, and have many different departments within their organisation. Replacing the multiple systems they currently use to manage marketing, fundraising and ticketing initiatives with one unified system will be vital to their success.”

The Gate is the latest Arts venue in SeatAdvisor's growing client list, and joins, The Knockhill International Racing Circuit, The Del Mar Race Course and The Bendigo Schweppes Arena among others.



About SeatAdvisor

SeatAdvisor provides a fully integrated ticketing, customer relationship management, and fundraising software system for the sports, arts, live event and family attraction industries. The SABO web-based system has been built on the latest technology, for entertainment industry professionals.

At the core of this powerful solution is a single, real-time view of the customer’s data across all organisational levels, combined with business intelligence analytic tools that will ultimately deliver more revenue and profits. SABO currently serves clients in both America, Europe and Australia, including: The University of Chattanooga, The Schweppes Centre, Knockhill Racing Circuit and Del Mar Thoroughbred Club

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**SeatAdvisor Europe MD
Hugh O’Morain.**

For Further Information:

You might also like to watch some video demonstrations of our system or to download further case studies. Here you can see an online presentation about SeatAdvisor and the SABO ticketing system. Go to the following link and make sure you have Flash Player 8 as a minimum loaded on your PC (please type the address reference exactly as it appears, including the capital letters). http://www.seatadvisor.com/DEMO/SABO_presentation_new/player.html Seat Advisor has offices in the United States, Europe, and Australia.