



BTS Box Office Best Practices

Adding new discount offers

The most efficient way to “add” a new discount for your event is to have BTS activate an existing offer from your original set-up form that has been built, but kept unavailable. We encourage you to include any possible discounted rates that you may want to use for future promotions with your initial build information. Having these prices prepped and ready to go allows us to respond much more quickly to your requests for new promotional offers. Be sure to consider rates that you may need for special promotions like Stage Source announcements and E-blast initiatives.

If you decide to use a special promotional offer, please be sure to include the following pieces of information with each request:

- Discounted price
- Performances available at the discounted price
- Any restrictions regarding when the discount must be used
- Any restrictions regarding how patrons may access the discount

For example, you may want a discount that offers \$20 tickets to WGBH members for all Thursday performances when purchased in the week prior to your first performance over the phone

Also, for any discount you wish to make available online, please provide the alphanumeric promo code the patron will need to enter to access the discount.

Consignment ticket sales

Currently, we process consignment sales for BosTix, BosTix Advance, and Goldstar. To offer tickets for your event through any of these outlets, you must contact the outlet directly to complete any necessary set-up paperwork. Payment for tickets sold through these sources will be sent directly to you by the outlet.

Once the initial event set-up is complete, BTS will gladly monitor each outlet’s allocation for individual performances. Based on a plan determined with you, we can reclaim seats for heavily sold performances and allocate additional seats for performances with sluggish sales.

Regular priced tickets should not be consigned. With the possible exception of group sales, ticket orders using prices and inventory available to the general public should be processed only by BTS.

Complimentary ticket requests

We ask that all comp lists / requests be submitted on the following schedule:

Requests for matinee performances should be submitted by 6:00 PM the day before the performance.
Requests for evening performances should be submitted by noon the day of the performance.

We know that occasionally last minute additions cannot be avoided, but by submitting the majority of your requests according to the schedule outlined above, we can better respond to requests that arise shortly before curtain.

When submitting your comp requests by email, please send them to the Manager on Duty specified in the weekly listing. Hard copies may be left with a member of the Box Office staff at either Box Office location.

Contacting a BTS manager

There are four ways to reach a BTS Box Office manager:

1. Refer to the Manager on Duty (MOD) listing distributed by Ben each week. If the Pavilion Box Office is closed, please call the MOD at their Huntington Avenue office desk. If the Pavilion Box Office is open, please call 617-933-8601 to reach the MOD.
2. Refer to the Manager on Duty (MOD) listing distributed by Ben each week. Email the MOD listed for that day.
3. Call the main BTS Box Office line during that day's hours of operation and request to speak to the MOD.
4. If the issue is not time sensitive, you may email manager@bostontheatrescene.com, but please note that this email account is only checked sporadically throughout the day.