# FAQs for Sellers & Clients
## *Getting started with MIDWESTIX.*

**✔ How much does it cost to ticket with MIDWESTIX?**
Depending on the volume of tickets you intend to process, MIDWESTIX assesses per ticket service fee. If you use MIDWESTIX fulfillment services or call center we assess order charges based on order method and fulfillment. Contact us for details.

**✔ Do I pass these costs on to the consumer or pay myself?**
That is your choice, we can accommodate either scenario.

**✔ What features does your system offer?**
We provide a state-of-the art system to handle you ticket operations. Our system can be deployed to run your box office and online sales integrated. Click here to review our feature-rich system.

**✔ Can I set-up and make changes to my event on the fly?**
Yes, our system provides you with control of your event at all times. We can also make the changes for you if you need the help.

**✔ How long does it take to get set up?**
For General Admission clients/events we can get your account and event set-up instantly through our quick-event feature. If you have more complex events or are Reserved Seating, Conference Registration and Private Branded clients we can typically set up within 1-2 weeks depending on your needs.

**✔ Do you require a contract?**
Yes.

**✔ Is there a minimum ticket sales volume required to be an MIDWESTIX client?**
No.

**✔ Will you mail tickets out to my buyers?**
Yes! We can provide several different fulfillment options including mail, will call, print at home and mobile ticketing.

**✔ Can customers select their own seats?**
Yes!

**✔ Do you accommodate promotional codes, group sales, discount tickets?**
Yes.

**✔ Can I sell merchandise, memberships or collect donations through your system?**
Yes.

**✔ How do I know how many tickets I'm selling and who's buying?**
You can access your reports 24/7 from your MIDWESTIX account. Our reports break down sales data, financials & customer info.

**✔ How do I receive my event proceeds?**
Our remittances are handled electronically to provide you with speed and safety.

**✔ What credit cards do you accept?**
We take American Express, Discover, Visa, and MasterCard.

**✔ What happens if I have a question about the software but it's after hours?**
Our Account Managers are available for you 24/7 in case you have an emergency.

**✔ Do you resell tickets?**
No, we are a primary ticket service provider.

**✔ Do you have any marketing opportunities we can take advantage of?**
Yes, contact us today to review the options!

# MIDWESTIX SYSTEM MANUAL

# MWT Admin Redesign

A new year means an opportunity for a fresh, new look, so we've updated our Admin with a cleaner, more optimized structure. Your feedback has been invaluable in this revision process, and over the next few months, we will continue to focus on changes that will help you create events and sell tickets.

## ✔ Updated Styles, Improved Readability

Our new Admin's design features new fonts for all text and layout styles, optimized for a cleaner and more streamlined experience.
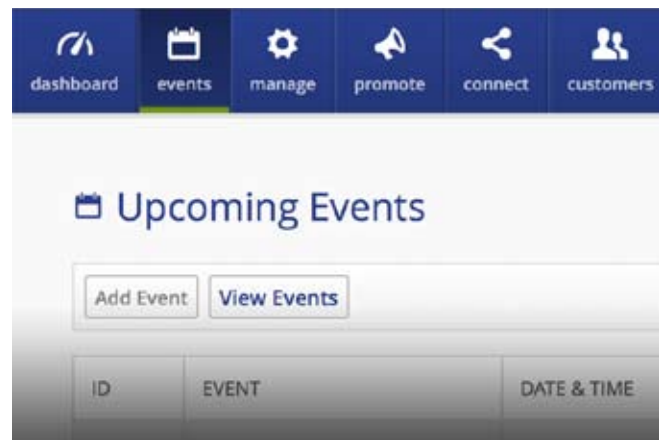
## ✔ New Manage Section

The Manage section has been created to centralize all of your event-related assets, by combining features previously found in the Customize, Coupons, and Products sections. Manage will also be the place to access and edit your venues.

**Please note: The Customize, Coupons and Products sections no longer exist in the new Admin.**

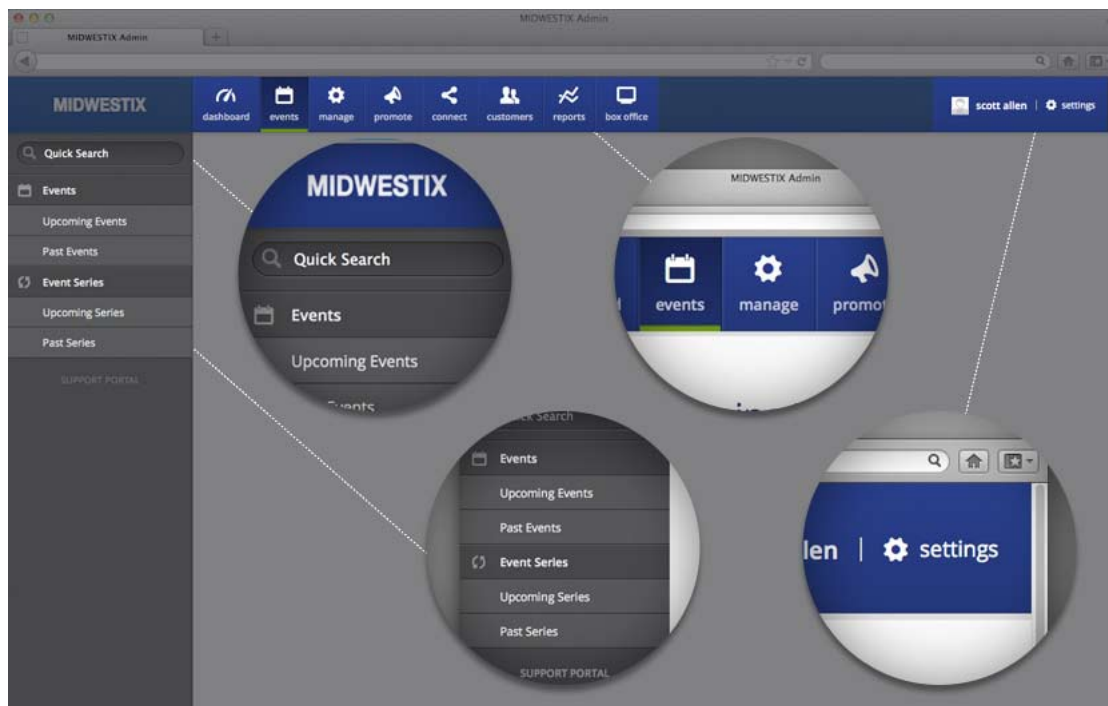**They are found in the Manage section.**
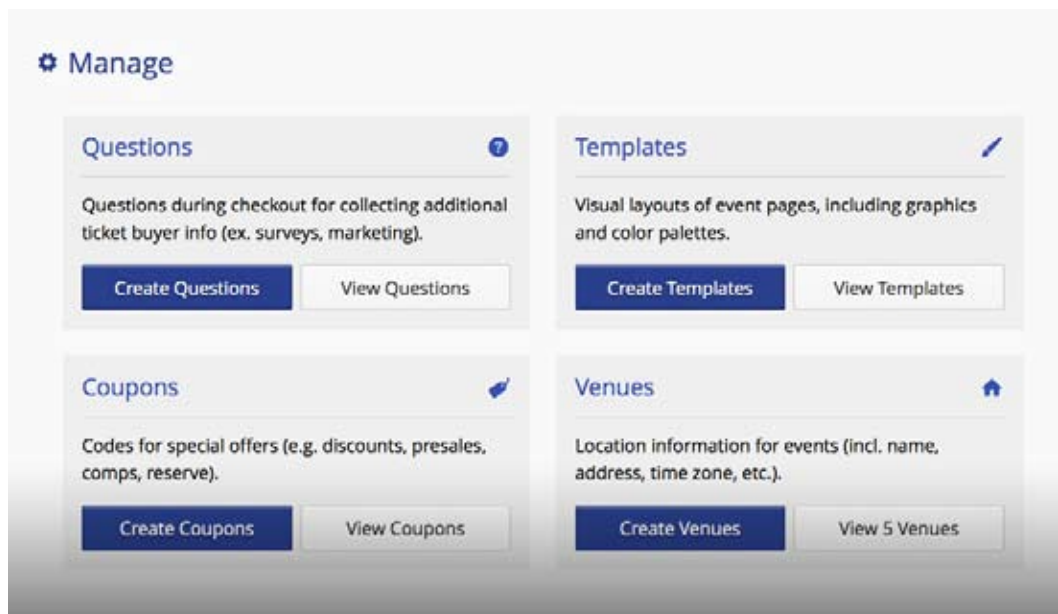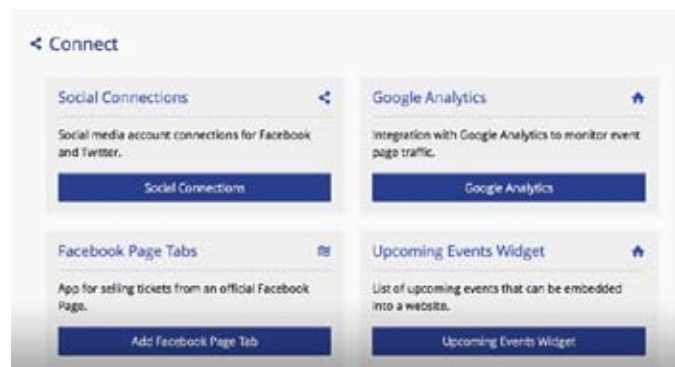
# MWT Admin Redesign

## ✔ Easier Navigation

We also rearranged the Admin. Basic navigation changes have been implemented for improved workflow and quicker access to essential features. Here are the major changes you'll need to know:



- Primary navigation has moved from the left column to the top of the Admin.
- Secondary navigation has moved from the page header to the left column.
- The **Marketing** section has been renamed as the **Promote** section.
- The **Quick Search** is now located at the top of the secondary navigation column.
- A **Settings** menu has been added to the user information area at the top right of every page.

## ✔ New Connect Section

The Connect section is the place to find and integrate all third-party accounts with your ticketing. Connect is also the section where you can set up ticket sales for your website or Facebook Page.
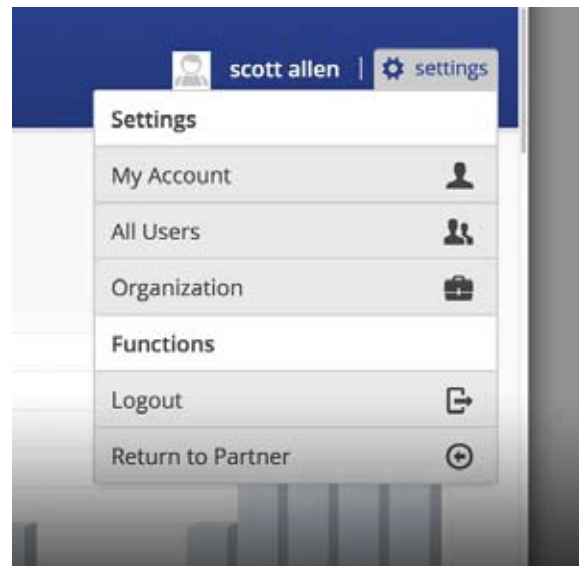
# MWT Admin Redesign

## ✔ Easier Access to Settings

For easier access, we've added a Settings menu to consolidate several pages formerly located on the Dashboard page. Most of these options are global or tied to your seller account. The following pages have been added to the Settings menu:

• My Account
• All Users
• Organization
• Log Out



## Events Section Landing Page

One of the first improvements you'll probably notice has affected one of your most important pages: the Events section. Now when you click Events, the main page contains a breakdown of all upcoming and recently concluded events, series and packages. We've also revised the options available for each event found on this menu. Now you can quickly access the following:

• View Listing
• View Guest List
• Edit Event
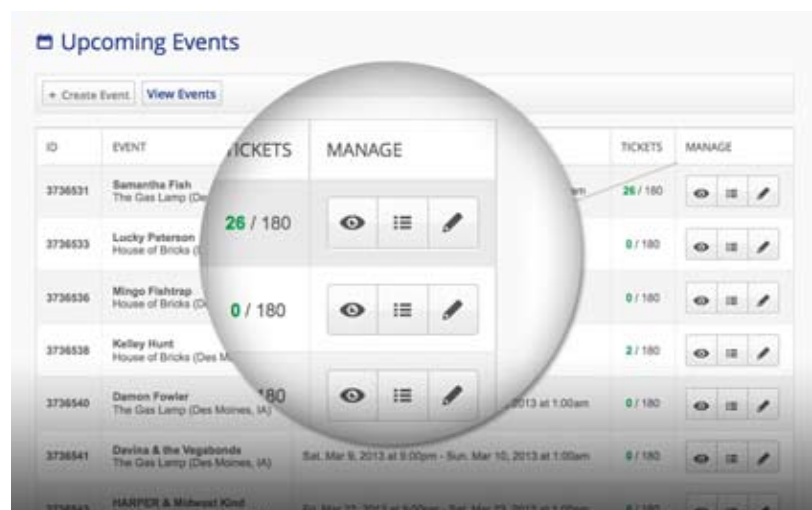


## ✔ Settlements

Finally, one more small navigation change: the Settlements page has been moved to the Reports section.

# Navigating the Box Office
## *Learning the Main Sections.*

Our new box office system gives you and your staff the ability to quickly and securely process ticket sales that come in over the phone, in person, or via email. It is completely web-based, which means you can run the box office system on any laptop, desktop, touchscreen monitor or tablet with Internet access.

After you've logged in to your account:

Click on **Launch Crowd Box Office** button from the Dashboard view in MidwesTIX ticketing admin.



### *4 Main Sections*

**1 Events Section:**
View a list of all of your upcoming events and select events to begin the checkout process. Based on your preference, you can set the events in this section to be displayed by List, Day, Week or Month.

**2 Cart Section:**
As you begin to process an order, details of that order, including the event, number of tickets, donation amount and fees, will appear in this pane. If you need to edit an order, it can be done using the Edit button located in the upper right corner of the section.

**3 Toolbar Section:**
The buttons in this section allow you to apply or add a Coupon Code, Donation or Comment to an order during the checkout process. Coupon Codes and Donations can only be applied when they've been activated for an event that is included in the order. *Note: Integration with Product Bundling coming soon!*

**4 Settings Section**
The four buttons in this section allow you to:

✓ *Order Capture Method:* Set your Capture Method, which can be: Phone, In Person (the default), Email, or Mail Order.

✓ *Reporting and Settings:* Sunday is set by default. Edit this setting if you prefer your Week View to start on a different day.
*Automatically Email Receipts:* By default, if the customer provides an email address, Crowd will email them a copy of their receipt.

*Automatically Print Receipts:* Turn on this preference if you want to print receipts to a standard printer.

✓ *Jump to Admin:* Certain tasks that cannot be done in Crowd (adding events, running detailed reports, or looking up customer info & orders). Click on this button to jump to the Admin and leave Crowd active at your stage of the checkout process.

✓ *Logout:* Clicking this button will log you out of the Box Office.

# Operating the Box Office
## *Processing an Order.*

### Processing Ticket Orders

✓ 1. Select the **Event** from the Events Section.

✓ 2. Select **quantity of tickets** from chosen price level.

  • Quantity buttons make it quick and easy to choose 1-10 tickets.

  • Larger quantities can be selected using the Other option.

  • NOTE: *In the MidwesTIX Ticketing Admin, the default Ticket Transaction Limit on an event is set to 10 tickets, if you want to allow more it must be changed in the Admin area.*

  • For Reserved Seating events, the quantity buttons will select the best available seats within the chosen section.

✓ 3. Click the **Checkout** button. (If Custom Questions are applied to any event in the order, they will be asked after clicking Checkout.)

✓ 4. The default Delivery Option is **No Delivery**. That can be changed in the top left hand corner of the screen. These options will display based on the event settings in the Admin.

# Operating the Box Office
## *Processing an Order... continued*

✓ 5. **Payment Method options** include Cash, Check, Credit Card and Comp. If a credit card reader is available, there is no need to select Credit Card - it will automatically be selected once the credit card is swiped.

✓ 6. **Ticket Details are optional** fields (First Name, Last Name, Email). If an email is entered, a confirmation email will be automatically sent to the customer.

✓ 7. **Billing Details** will change based on the Payment chosen:
• Cash produces a Cash Collected field and a Change Due field.
• Check produces a required
• Check Number field.
• Credit Card produces the following fields: Name on Card, Card Number, Security Code, Expiration Month, Expiration Year. The required fields for a credit card transaction will vary based on the merchant used.
• Comp produces an optional Message field.

✓ 8. **Account/Billing Address are optional f**ields (Address, City, State, Country, Postal Code).

✓ 9. Click the **Complete Order** button to finalize the transaction.

✓ 10. **Confirmation of the order** will appear with various ticket/receipt action items**.**

# Operating the Admin System
*Search, view and edit customer data.*

After you've logged in to your account:

Click on the CUSTOMERS tab on the left navigation bar.

Locate the KEYWORD box in the upper right hand corner.

## Search for a Customer

✔ **Enter a keyword,** including first name, last name, sale ID, or email address in the KEYWORD box.

## View or Edit Details

✔ **To View/Edit customer info**
Click the pencil to the right of each field (name, address, phone, email).

Click **UPDATE** to save information.

✔ **Resend customer password**
Click **RESEND CUSTOMER PASSWORD** above sales history.

Click **REALLY SEND** to have the customer's password emailed to them.

✔ **To Add customer note**
Input note in text field under Customer Info.

Click **CREATE NOTE** to save note on the customer account.

## View or Edit Customer Sale Details

✔ **Edit sales details**
Click the pencil tool to the right of each field (name on tickets, email on order)

Click **UPDATE** to save information

✔ **Resend sale receipt**
Click **RESEND RECEIPT** above valid tickets

Confirm the email address to send the sale receipt to or enter a new email address

Click **REALLY SEND** to have the sale receipt emailed to the desired email address.

✔ **View a customer's ticket(s)**
Click the sale ID next to the specific order for which you want to view the ticket(s)

Click the **VIEW/PRINT TICKETS** button (this will open the ticket(s) as a .PDF file)
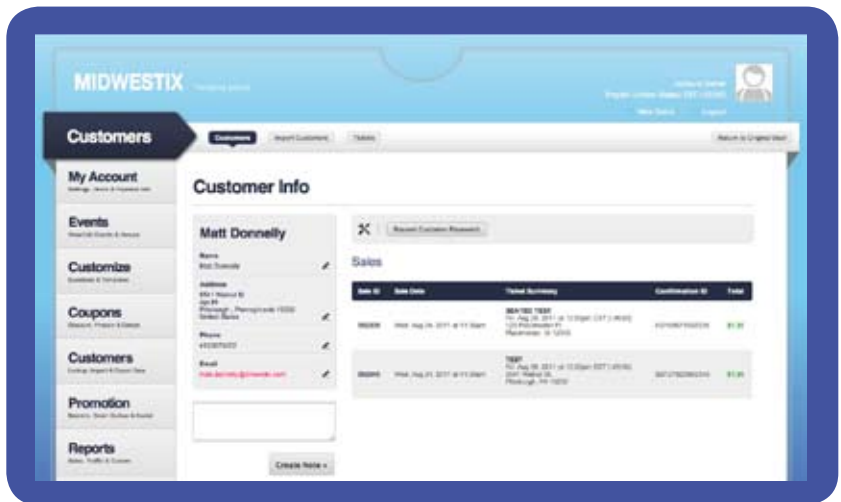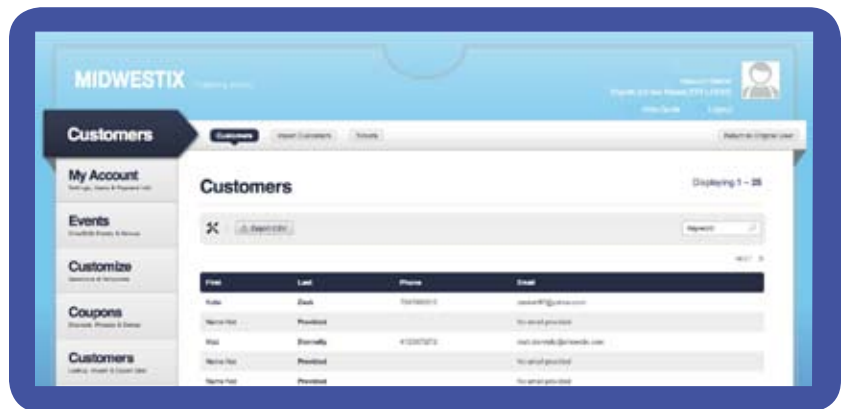
# Operating the Admin System
*Get a quick event snapshot!*

## What is the Event Overview Page and how do I use it?
The event overview page is ground zero for managing and viewing your event.

After you've logged in to your account:

Click on the Events tab in the left navigation bar or stay on your bashboard.

Click **ANY EVENT** from your events lists on either page to access the event overview.

### On Every Event Overview

✔ Event name, date and venue.

✔ Indicator of sales being live or paused.

✔ Sales close date and time.

✔ Price level stats (ticket inventory, number of tickets issued, number of tickets remaining).

✔ Event stats (ticket inventory, number of tickets issued, number of tickets remaining, ticketing page views).

✔ Links to generate a report on sales or top cities.

✔ Design template assigned to the event (with the ability to assign a new template).

✔ Custom questions assigned to the event (with the ability to assign new custom questions).

✔ Coupons assigned to the event (with the ability to assign new coupons).
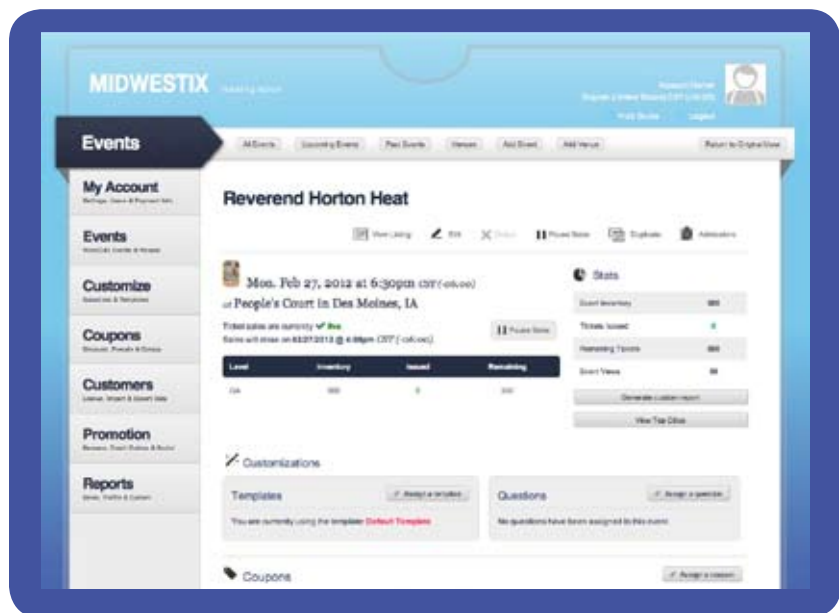


**The following icons are at the top of every Event Overview page:**

**VIEW LISTING** • View your ticketing page live on MIDWESTIX.

**EDIT** • Edit any of the details associated with your event.

**DELETE** • If you haven't sold any tickets to your event, you can delete the listing. This icon will not appear if you've already sold tickets.

**PAUSE SALES** • Put ticket sales on hold.

**DUPLICATE** • Create a second event with all of the same details. After clicking the Duplicate icon, you can change the Event Name, Event Date and the Venue; all other details will be carried over.

**ADMISSIONS** • Options include Guest List, Barcode Search, Scan Log, and Scan Stats.

# Operating the Admin System
*Access your easy to read reports.*

## How do I access and run my reports?
Generate custom reports for a single event or across multiple events
at once with easy to read graphs, charts and export options.

After you've logged
in to your account:

Select **REPORTS** from
the left navigation bar.

The **REPORT OVERVIEW** will
appear and the **TOP CITIES**
will be at on the top navigation.

### Report Overview

✔ The **Report Overview** page will
summarize your event sales.

✔ A **bar graph** will visually display spikes
in ticket sales over the past month.

✔ A **list of your upcoming events**
is available for reference.

✔ Clicking the event name from the
Report Overview page will run a
**basic sales report** on the event.

✔ To generate a **custom report**,
click Report Builder in the top
navigation bar.

### Top Cities Report

✔ The Top Cities report will **display the locations of your ticket buyers** in both a list view
and map graphic. The default on this report is to show the Top 10 Cities, although that
can be increased to 20 or 30 using the Settings menu under the list view. This report also
defaults to showing buyer locations based on all of your events. This can be adjusted
using the Select Events button in the top right hand corner above the map graphic.

*If you need any help reading your reports, please give us a call.*

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# Operating the Admin System
## *Summary Exports*

The Summary Exports section of the Reporting tab is home to various additional raw data exports.  All of the exports default to reporting on all of your events.  Each report will allow you to choose specific events by clicking the Select Events button and using the Event Selection Widget.  When applicable, you will also have the options to select a Date Range or report on Live or Canceled Tickets.  The following Report Types are available under Summary Exports:

After you've logged in to your account:

Select **REPORTS** from the left navigation bar.

Click on **SUMMARY EXPORTS** from the top navigation bar.

## *Summary Exports*

✔ **Transactions by Price Level & Section**
This report shows the tickets sold, ticket revenue and other useful information grouped by price level.



✔ **Coupon Usage**
This report shows the tickets sold and discounts applied per coupon type.



✔ **Custom Question Answers**
This report shows the answers to your custom question(s).

# Operating the Admin System
## *Summary Exports... continued*

### *Summary Exports*

✔ **Orders by User & Payment Method**
This report shows the breakdown of number of tickets sold, transactions and value by cash, credit card types, checks and other payment types.



✔ **Tickets & Revenue by Price Level of Section per Event**
This report shows the breakdown of tickets sold and revenue by cash, credit cards, checks and other payment types for each price level or section.



✔ **Event Audit**
This report shows the breakdown of tickets and revenue by price level and payment method and includes discounts, refunds, service fees, delivery fees, custom fees and donations. If the report is generated across multiple events, each event will download as its own page with a Grand Totals page at the end.



✔ **Refunds**
This report shows refund information.

# Operating the Admin System
## *Adding an Event*

## How do I add an event?

A single event is an event that takes place one time, whether that's on a single day or over the course of several days, like a festival. Pop-up help side bars appear next to important fields to help guide you through the process.

> After you've logged in to your account:

> Select **EVENTS** from the left navigation bar.

> Click **ADD EVENT** from the top navigation bar or button in the upper left hand corner of page.

### Event Details

✔ Next to "Type of Event," select **SINGLE**.

✔ Enter **Event Name**.

✔ Enter the remaining event details in blank fields (date, onsale date, etc).

✔ Click **SAVE & CONTINUE** to move to the next step

### Event Pricing

✔ Enter the details of the **price level** (price level name, online price, limit).

✔ Click **SUBMIT** to save the price level and continue.

✔ If you need to add multiple price levels, continue to do so until they've all been created.

✔ Click **SAVE & CONTINUE** to save price levels and continue.

# Operating the Admin System
## *Adding an Event - Additional Options*

### *Event Options*

✔ Setup **Delivery Method** preferences: Print At Home & Will Call.

✔ If needed, **ADD A DESCRIPTION** to a Delivery Method. Descriptions appear next to the delivery method during the checkout process.

✔ Choose whether or not to collect **Donations** during the checkout process. If yes, enter the name of the organization benefiting from the donation.

✔ Choose whether or not to collect a **Custom Fee** during the checkout process. If yes, enter the Name of the Fee, which is seen by ticket buyers during checkout. Enter the per order fee Type, which is either a fixed dollar amount or a percentage of the total order. Then, enter the per order fee Amount.

✔ Define what percentage of the **MIDWESTIX Service Fee** will be covered by you. The remaining percentage will be paid by ticket buyers. If the entire service fee is being passed on to the ticket buyer, enter "0" in the box.

✔ Fill in a **Ticket Note**. This note will be printed on the buyer's print at home ticket.

✔ Click **SAVE & CONTINUE** to save information and continue.

### *Launch Event*

Review all of the event details.

To make a change to any of the details, return to the step where it was created by clicking the appropriate step up top.

If all of the details are correct, click **LAUNCH THE EVENT** to finish the setup process.

# Operating the Admin System
## *Adding a Venue to your account.*

### How do I add a venue?
If you need to add multiple venues to your account, it's a piece of cake! Follow the steps below.

After you've logged in to your account:

Select **EVENTS** from the left navigation bar.

Click **ADD VENUE** from the top navigation bar or under the venue dropdown when adding an event.

### *Venue Details*

✓ Enter appropriate details in blank fields (venue name, address, phone, etc). Required fields are marked with an *

✓ Click **SAVE** to save venue information.

✓ Under **ADD A VENUE**, the status dropdown allows you to identify the type of seating associated with your venue (General Admission or Assigned). If your venue is assigned seating, you can input the basic details for your venue, but your seating chart must be created and added to the ticketing system by MIDWESTIX. Contact us at info@midwestix.com to request a reserved seating chart.

*If you need any help with reserved seating, please give us a call.*