



Must-Have Ticketing Features for a Successful Season

Looking to create an unforgettable performing arts season for your audience? It all begins with a first-class ticketing experience! The right tools keep operations seamless while ensuring your patrons want to keep coming back. Here are nine must-have features you'll want to make certain your ticketing platform has to ensure a seamless, profitable season.

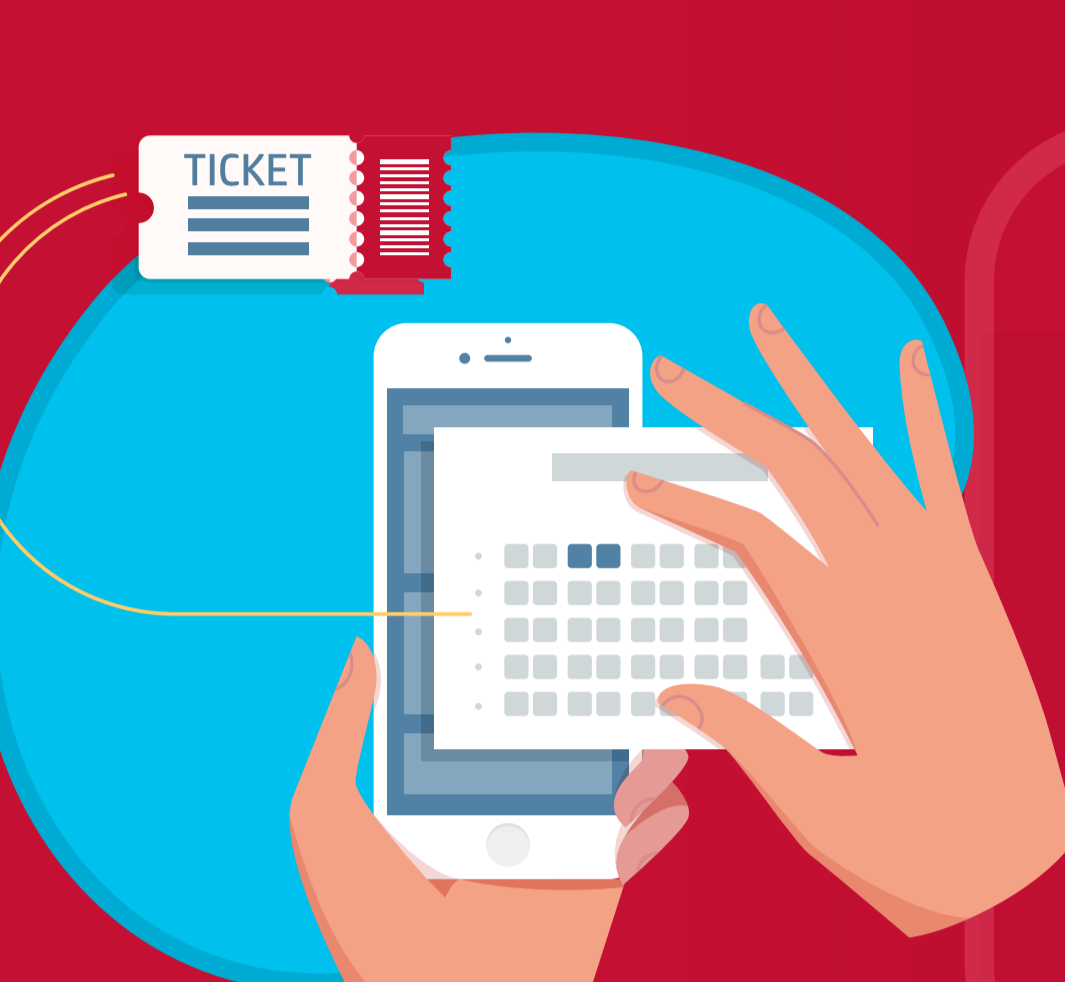
1 Real-Time, Detailed Seating Maps

Having an interactive seating map that accurately reflects your unique venue and up-to-date seat availability is a game-changer. It empowers your patrons to pick their favorite seats, showing them what's available as soon as tickets go on sale. No more guessing games! With an accurate seating chart that updates in real time, you'll make the whole process more enjoyable for everyone.



2 Comprehensive Range of Ticket Types

For a flexible ticketing experience, you'll want to be able to offer a variety of ticket types, such as General Admission, Reserved Seating, and/or a combo of both options. This customization lets you adapt to different event types and audience preferences. It's also important to have the flexibility to set your own pricing to ensure you can match ticketing to your audience's preferences and base prices on the demand of each event.



3 Digital and Printed Tickets

Patrons appreciate the convenience of purchasing and accessing tickets directly from their devices. Taking a digital-first approach not only streamlines their experience but also makes entry at the venue quick and easy. At the same time, some organizations prefer to stay with the tried and true printed tickets, which many patrons also appreciate as souvenirs of their experiences. To accommodate the various needs of your organization with the preferences of patrons, make sure your ticketing platform can accommodate both digital and hard copy tickets with options for presenting digitally, print-at-home or will-call. It's all about meeting your audience where they are. You'll also want to find a platform that doesn't require additional hardware to fulfill tickets.



4 Online and At-The-Door Sales

Give patrons the flexibility to purchase tickets when and how they prefer, whether it's online in advance or at the door on the day of the event. A seamless system should allow for both convenient online transactions and quick, efficient purchases at the venue. A seating chart updated in real-time ensures your front-of-house team can easily track seat availability and manage last-minute sales, keeping things organized and efficient at the door. This makes ticketing smoother for both your team and your audience, ensuring no one misses out on the event.



5 Flexible Subscriptions

Who doesn't love feeling like a VIP? Having the ability to offer flexible subscription packages is a great way to build loyalty, increase conversions, and keep your fans coming back. Choose a platform that allows you to create a variety of subscription packages, such as traditional passes, flex passes, and ticket packs that enable your audience to choose their shows, dates, and seats. Plus, discounts on multi-event tickets are a win-win for both you and your patrons!



Make sure you're not spending countless hours creating your subscription packages. With On The Stage you can build flexible subscriptions in just 90 seconds!



6 Integrated Marketing Tools

Promoting your events shouldn't feel like a chore. Imagine if you could promote directly through your website, email, and social media accounts, all from one place! Look for a comprehensive ticketing platform that allows you to do just that, plus create dynamic audience segments for targeted messaging. When you can boost ticket sales with limited-time offers, special deals, and access live sales data, you can optimize your strategy on the go. It's all about working smarter, not harder!



7 Intuitive Platform with 24/7 Support

Managing events can be hectic, so an easy-to-use platform is a lifesaver. Whether you're setting up virtual or in-person events, the process should be simple without compromising functionality for ease of use. And when things get tricky? Having 24/7 support can make a world of difference. Knowing help is just a call or message away means you can focus on what really matters—your show!



8 Pricing Options

Let's talk pricing! You want to make sure you have options that fit your audience's unique needs and various budgets. Whether it's early bird specials, dynamic pricing tiers, or VIP tickets, flexibility is key. It's best to have tools that let attendees personalize their experience with add-ons like merchandise, parking, or even making a donation while they're at it. Giving your audience choices makes their experience more personalized and memorable while making your events more profitable.



9 Immediate Payouts and Secure Payment Processing

You shouldn't have to wait around for revenue to come through—you want your funds for planning future events and managing expenses. Choose a system that uses secure payment processing tools, so your patrons feel safe while buying tickets. Plus, with systems like Stripe, immediate payouts mean you get access to funds as soon as sales happen.



Discover an all-in-one ticketing platform

When you put these features into play, you're setting your season for success, creating memorable Broadway-level experiences for your patrons, and making your job a whole lot easier. Founded by Tony Award-winning producer Hunter Arnold, On The Stage (OTS) is an all-in-one ticketing platform built on the same best practices used on Broadway and the West End, so you know you're getting tools designed for excellence.

From marketing and ticketing to box office management, fundraising, and reporting, OTS has you covered. It brings everything together in one easy-to-use platform, so you can focus on creating great experiences for your patrons while keeping everything organized and running smoothly behind the scenes. No more juggling different systems—just a simple, all-in-one solution!

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