

season launch checklist

1

Program delivery

(at least 5 weeks before launch)

- ☐ Has the full program been delivered with correct dates, titles, price types, and packages?
 - ☐ Have all contractual and financial agreements been confirmed (rights, fees, co-productions...)?
 - ☐ Have any technical or programming exceptions been clearly identified?
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2

System check

(at least 5 weeks before launch)

- ☐ Are all **seating plans** up to date and aligned with the production (including adapted stands or special layouts)?
 - ☐ Have **price types, discounts, and price lists** been reviewed and cleaned up (old types removed)?
 - ☐ Has it been decided which **packages** will be offered (e.g. friends passes, subscriptions, or series)?
 - ☐ Have options such as **early-bird discounts** or **combination deals** been configured if applicable?
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3

Partner alignment

(at least 3 weeks before launch)

- ☐ Has ticketmatic been informed in time about your sales schedule and technical requirements?
- ☐ Is a point of contact available for last-minute questions or support?
- ☐ Is the web developer informed about:
 - ☐ the launch date
 - ☐ the sales link(s)
 - ☐ expected peak load
 - ☐ the desired display or integration?

4

Creation and testing

(at least 2 weeks before launch)

- ☐ Have all events been created correctly, with the right links to price types, venues, and packages?
 - ☐ Has the entire sales page been tested, including:
 - ☐ price progression per category
 - ☐ ticket quantity limits (if needed)
 - ☐ exceptional conditions per production
 - ☐ Have any priority periods or exclusive sales windows been set correctly?
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5

Website and traffic

(at least 1 week before launch)

- ☐ Has the technical stability of the website been tested (including load testing if a major sales wave is expected)?
- ☐ Is anything in place to manage heavy traffic (e.g. a splash page)?
- ☐ Have sales links been activated and tested from communication channels (such as newsletters, social media, homepage)?

6

Sales launch day

- ☐ Monitor sales in real time via dashboards or reporting tools
- ☐ Manually enable the waiting list for sold-out shows where needed
- ☐ Answer or monitor questions and error reports via box office, phone, or email
- ☐ Check that settings related to transaction fees, shipping options, or payment channels work correctly

7

Post-launch analysis

- ☐ Analyze sales: who bought? when? for what?
- ☐ Compare sales by production, target group, or price type
- ☐ Detect slow-selling productions and decide whether extra marketing actions such as retargeting campaigns are needed
- ☐ Segment audiences for targeted follow-up campaigns or newsletters
- ☐ Report initial insights internally (e.g. to programmers or the marketing team)

