

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 correctly created, with the appropriate links to price types, venues and packages?
 - Has the complete sales page been tested and are all pricing conditions correctly configured?
 - Has the full sales flow been tested:
 - was a ticket effectively purchased?
 - was the confirmation email received correctly and was the layout (including the ticket layout) checked?
 - does the ticket appear correctly in the ticketmatic app?
 - Are any presales periods or exclusive sales moments correctly set up?
 - Have all settings related to transaction fees, delivery options and payment channels been checked and tested?
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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

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)