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SeatAdvisor™
BOX OFFICE INTELLIGENCE

Case Study: Arts





THE FORUM WATERFORD, IRELAND

SEATADVISOR PRODUCT: SABO ARTS

“WE HAVE BEEN RESEARCHING ALL OF THE AVAILABLE TICKETING AND DATABASE SYSTEMS FOR THE PAST YEAR, AND SABO’S WEB-BASED EASY TO USE SYSTEM IS THE ONE THAT MEETS OUR NEEDS.”

*Ciaran O’Neill
Managing Director,
The Forum Waterford*

THE FORUM WATERFORD will use SABO - a powerful & feature rich feature rich web based ticketing system to manage all aspects of their venue from the box office to the marketing department.

THE FORUM WATERFORD is a theatre located in Waterford, Ireland. The Forum Waterford is catering to both young and old. The Forum Waterford will use the SABO system to handle ticketing, fundraising, customer relationship management (CRM) and access control solution.

“We have researched available ticketing and database systems for the past year, and SABO’s web-based easy to use system is the one that meets our needs,” said Mike Stevens, Theatre Manager of The Crossing Theatre. “We are in the very beginning stages of a marketing campaign, and SABO’s seamless view of our customers and clients, coupled with the management tools that we can now place in the hands of the many organizations that call The Crossing Theatre home, convinced us that now was the time to make the jump”.

Using SABO’s integrated, single database solution, The Forum Waterford will have access to ticketing, fundraising, marketing tools, crm and access control functionality allowing all departments manage their operation from one live real time system.

While the venue has a core focus on ticketing they make extensive use of all the ancillary facilities at the venue to provide a richer customer experience.

The SABO system provides the data management and analysis tools necessary to improve relationships with existing customers, and marketing tools to attract new ones.

Key Facts

Client

The Forum Waterford

Location

Waterford, Ireland

SABO Solution

SABO ARTS

Organization Profile

The Forum Waterford offers diverse entertainment weekly. It has been host to the very best of Irish and International Musicians, DJ’s, Comedians, Theatrical Productions as well as running Bingo Sessions. Forum Waterford is the premier Live Venue in SouthEast Ireland and is renowned as one of the leading entertainment venues in the country. It is owned and operated by a private company, Coherent Enterprises Ltd



CASE STUDY - THE FORUM WATERFORD

SEATADVISOR PRODUCT: SABO ARTS

Implementing the solution

“The Forum Waterford is a great example of an organization dedicated to getting the most out of our system,” said SeatAdvisor Europe MD Hugh O’Morain. “They’ve realised it’s not just about ticketing anymore. They work with many groups, and have many different departments within their organization. Replacing the multiple systems they currently use to manage marketing, fundraising and ticketing initiatives with one unified system will be vital to their success.”

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About SeatAdvisor

SeatAdvisor provides a fully integrated ticketing, customer relationship management, and fundraising software system for the sports, arts, live event and family attraction industries.

The SABO web-based system has been built on the latest technology, for entertainment industry professionals.



At the core of this powerful solution is a single, real-time view of the customer’s data across all organizational levels, combined with business intelligence analytic tools that will ultimately deliver more revenue and profits. SABO currently serves clients in America, Europe and Australia, including: The Troxy (UK), The Fires tation (UK), The Alex Theatre (USA) and The Crossing Theatre (Australia)

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For Further Information:

You might also like to watch some video demonstrations of our system or to download further case studies. To see an online presentation about SeatAdvisor and the SABO ticketing system, go to the following link and make sure you have Flash Player 8 as a minimum loaded on your PC.

http://www.seatadvisor.com/DEMO/SABO_presentation_new/player.html

SeatAdvisor has offices in the United States, Europe, and Australia.

SeatAdvisor Europe MD
Hugh O’Morain