

1. Event Categories & Art Forms

- In the Box Office reports for 2020, we want to compare data by Art Form types (e.g. Theatre, Music, Dance etc.)
- In your Box Office System, you may already have a field called **'Event Category'** or similar, that you use to categorize shows and events. These categories are probably similar to the Art Form type (e.g. Theatre, Jazz, Ballet – see the table below).
 - ▶ If your Category field includes the kinds of art forms shown in the table below, there is no requirement to change your current process.
 - ▶ If you use additional category types, please let us know, so we can include them in the reports.
- If you do not use the Event Category field currently, for 2020 please include the list shown in the left-hand column of the table below in your Category field, and apply an Art Form Category to all shows.
- If you do not have a Category field in your Box Office system, please label the Show with the relevant Art Form type in the left hand column.

ART FORMS	DETAILED ART FORM CATEGORY EXAMPLES
THEATRE	Children's theatre Drama / Musical / Other theatre / Performing Arts school / School production Talk / Youth theatre
MUSIC	Children's concert / Classical Music / Community Music / Country Music / Eclectic / Jazz / Opera & music theatre / Other music or No Genre / Performing Arts school / Popular music / Rock & Pop / School production / Traditional music or folk / Youth music
FILM	Arthouse / Mainstream
DANCE	Ballet / Community dance / Contemporary dance / Culturally specific dance / Performing Arts school / Youth dance
VISUAL ARTS	Fine arts / Photography / Other exhibitions
COMBINED ARTS	Combined Arts / Storytelling
LITERATURE	Literary events & activities
CIRCUS	Circus / street arts / spectacle
ENTERTAINMENT	Pantomime / Comedy / Variety / Magic / Illusion / Celebrity event
OTHER	All other events, shows and exhibits, including Architecture

2. Supplementary Tags

In the Box Office reports for 2020, we want to be able to gain a deeper understand of Audiences and the valuable work carried out by Arts Organisations. We also want to make sure we are comparing 'like with like'. To do this, we have identified a number of supplementary labels to use.

- If a show or event meets the descriptions outlined below, please apply the corresponding label to the show in your box office system.
- Not all shows and events will need a Supplementary Label.
- Shows and events can have one or many labels.

LABEL	LABEL DESCRIPTION
AC_COMMUNITY	Use the Community label to identify amateur events including local arts and events where there is a mix of community and professional participants.
AC_YOUNGPEOPLE	Use the YoungPeople label to identify events of any art form / event type aimed at younger audiences.
AC_INHOUSE	Use the 'InHouse' label to identify events that are produced by your own organisation.
AC_LIMITEDCAPACITY	Where the number of tickets available for sale is significantly lower than the capacity of the performance space used, the limited capacity label should be used.
AC_WORKSHOPS	Use the 'Workshops' label to identify events workshops and talks for Adults and Children
AC_3PARTY	Use the '3rdParty' label to identify events that are run on behalf of another organisation, e.g. Festivals, local drama groups etc.
AC_COMMERCIAL	Use the 'Commercial' label to identify entertainment events such as Comedy, Pantomime, Celebrity talks, Magic, Illusion etc.

3. AAR Activity Name

The reports generated by the Box Office Reporting and Insights project can help with your Arts Council reporting (e.g. the AAR – Arts Activity Report). If you label shows and events with your AAR Activity Name, a summary report can be produced that will assist with your next AAR report.

- To avail of this report, simply add the Activity Name that you would use in your AAR as a label to each relevant show or event. The Activity Name should be prefixed with AAR_ and should contain no spaces. For example, AAR_ProfessionalDrama or AAR_Opera
- The Activity Name is left entirely to the discretion of your organisation. The Director and the Box Office Manager (or equivalent roles), may need to work together to define a list of useful Activity Names for your organisation.
- The reporting outputs you will get from this include:
 - ▶ The Art form types, and the number of shows for each type.
 - ▶ Total Audience numbers, broken down by:
 - i. The total number of paid tickets for each event.
 - ii. The total number of free tickets for each event.
 - ▶ Earned income, calculated as (tickets sold * ticket price)

Activity description	
Activity name	Activity 1
Artform	Professional Drama
Activity type	Theatre
Primary target of activity	Ticketed performance or event
	General audiences
Activity data	
Does this Activity use your Box Office System?	Y
Audience / number of engagements - paying	
Audience / number of engagements - free	
Number of artists employed	
Number of others employed	
Number of performances / objects / events	
Activity costs	
Artist fees / wages	
Non-artist fees / wages	
Production / making / publishing / exhibition / logistical costs	
Marketing / PR costs	
Admin costs directly related to activity	
Other costs (please specify)	
Total expenditure	
Activity income	
Earned income (Income from ticket sales or sales of publications or art objects)	