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 the Ticketsolve Box Office System, there is a field called '**Event Category**', that you may already use which has comparable categories, to the Art Form type (e.g. Theatre, Jazz, Ballet – see the table below).

  ▶ If your Ticketsolve Event Category field includes the kinds of art forms shown in the table below, there is no requirement to change your current process. Anything that is in the right-hand column, will be categorised by the more general left-hand column in the 2020 reports.

  ▶ 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 Ticketsolve Event Category field, and apply an Event Category to all shows.

EVENT CATEGORY	DETAILED EVENT 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 tags to use.
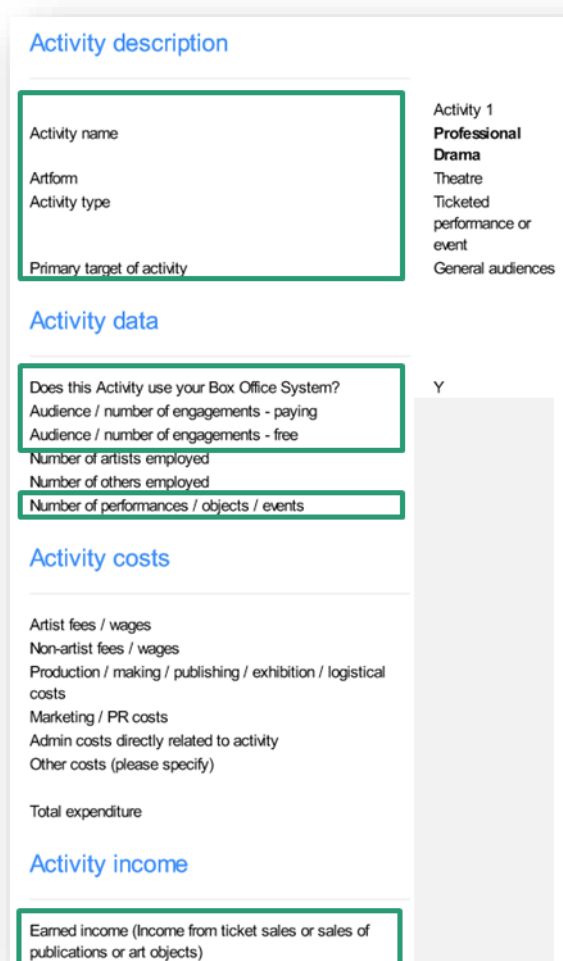
- If a show or event meets the descriptions outlined below, please apply the corresponding tag to the show in your box office system.
- Not all shows and events will need a Supplementary Tag.
- Shows and events can have one or many tags.

TAG	TAG DESCRIPTION
ac_community	Use the Community tag to identify amateur events including local arts and events where there is a mix of community and professional participants.
ac_youngpeople	Use the YoungPeople tag to identify events of any art form / event type aimed at younger audiences.
ac_inhouse	Use the 'InHouse' tag 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' tag to identify events workshops and talks for Adults and Children
ac_3party	Use the '3rdParty' tag to identify events that are run on behalf of another organisation, e.g. Festivals, local drama groups etc.
ac_commercial	Use the 'Commercial' tag 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). By tagging shows with your AAR Activity Name, a summary report will be produced that will assist with your next AAR report. AAR tags should be manually added to your Box Office system.

- To avail of this report, simply add the Activity Name that you would use in your AAR as a tag to each relevant show. The Activity Name should be prefixed with "**aar_**", followed by your Activity Name with 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.

- Figure 1 highlights where the Box Office Insights & Reporting project can provide information that will help with Arts Council Reporting.

- The reporting outputs you will get from this include:

  ▶ The Art form types, and the number of shows for each AAR Activity Name type.

  ▶ Total Audience numbers, broken down by:

    i. The total number of paid tickets for each AAR Activity Name.

    ii. The total number of free tickets for each AAR Activity Name.

  ▶ Earned income, calculated as (tickets sold * ticket price)

Figure 1 Overlaps between AAR and Box Office Reports