

# Modernizing group bookings: Empowering access with Tessitura-integrated custom solutions

## **Moderator:**

Marley Wynne, Tessitura

## **Presenters:**

**Blair Cresswell**

Jixaw Technologies

**Amanda Fugle**

Calgary Zoo

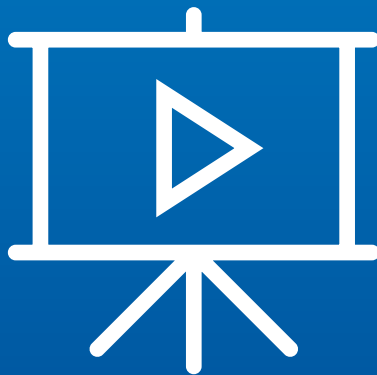
**Melissa Katzin**

High Museum of Art



## **Distraction-free zone**

Please keep keyboard and other  
distractions to a minimum



## **Virtual broadcast**

This presentation is streaming  
live to our virtual attendees

# MODERNIZING GROUP BOOKINGS: EMPOWERING ACCESS WITH TESSITURA-INTEGRATED CUSTOM SOLUTIONS

PRESENTED BY:

**Blair Cresswell**

Principal, Jixaw Technologies

# Who We Are

## **A trusted Tessitura partner**

Based in Vancouver, BC | 20+ years supporting arts & non-profit orgs.

## **We know your world**

Fundraising • Ticketing • Memberships • Events

## **Smart, sustainable solutions**

Reduce staff workload • Improve user experience • Drive results

## **Full-cycle support**

Strategy • Design • Implementation • Ongoing Consulting & Optimization

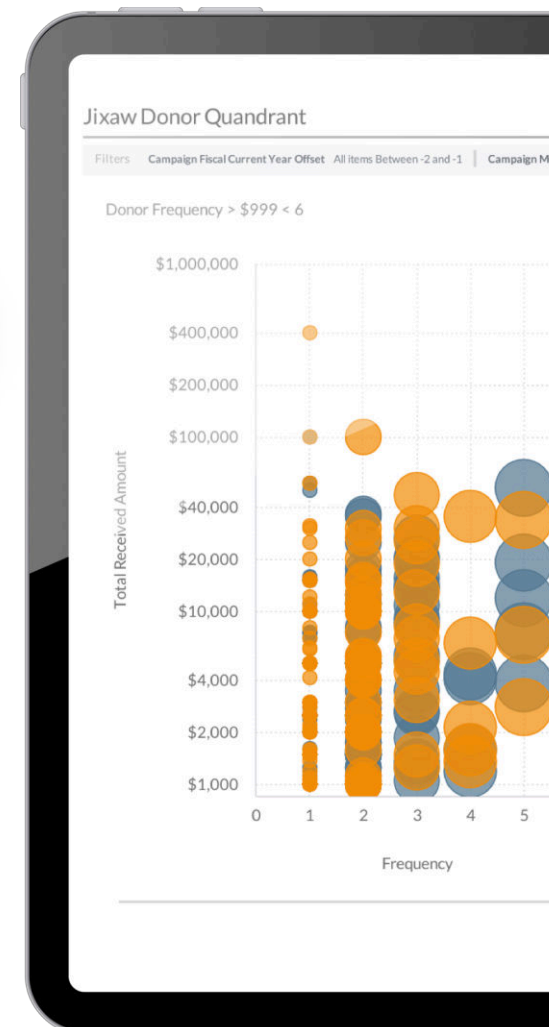
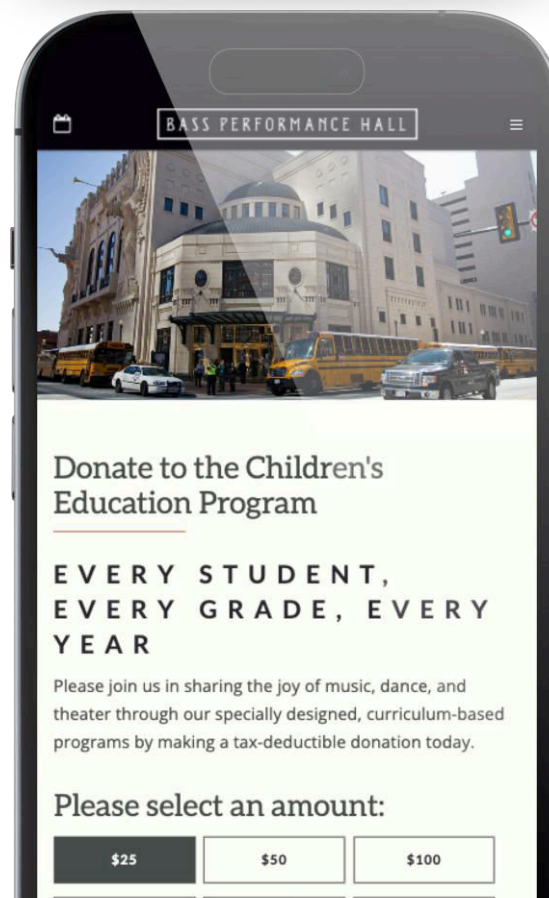
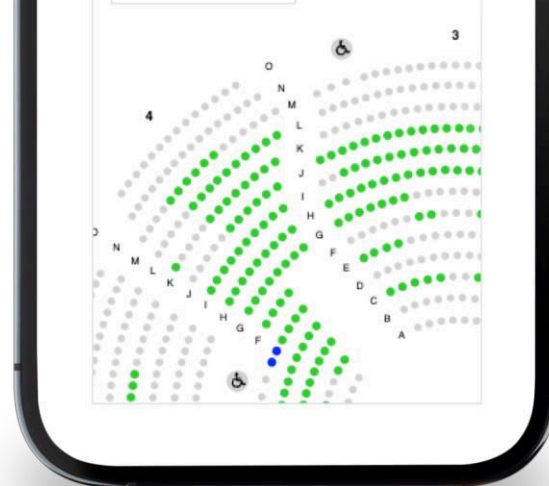
**Agile. Collaborative. Here when you need us.**



# What We Do

**Solutions that save time, strengthen audience relationships, and support your team behind the scenes.**

- Tessitura-integrated websites & rebuilds
- Custom, stand alone Select Your Own Seat maps
- Class & camp booking mini-sites
- Reserve-now/pay-later tools
- Express donation forms
- Subscriptions & memberships
- Dashboards, analytics, and data visualizations
- Calendar filtering & content widgets
- Staff tools, kiosks, and mobile experiences
- API integrations & custom forms





# Who We Work With



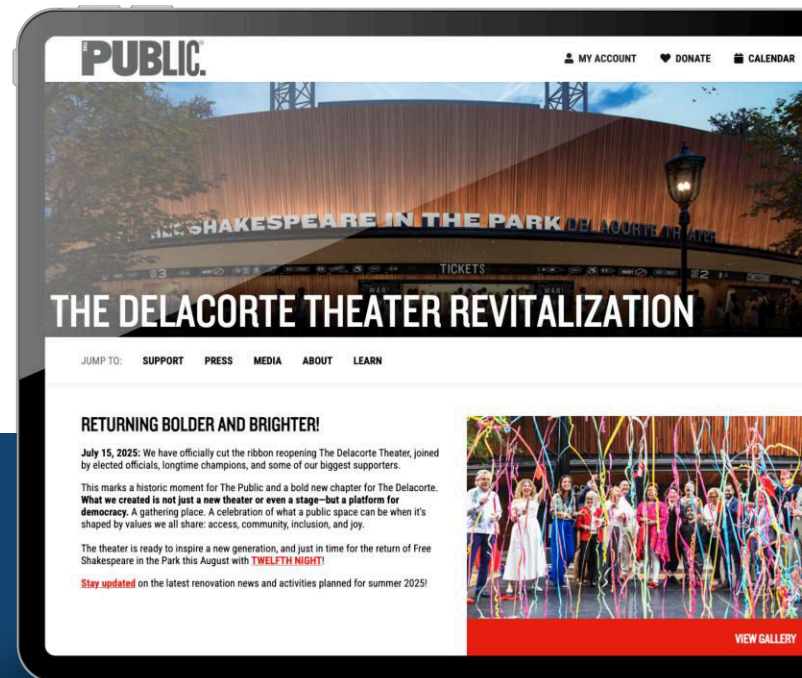
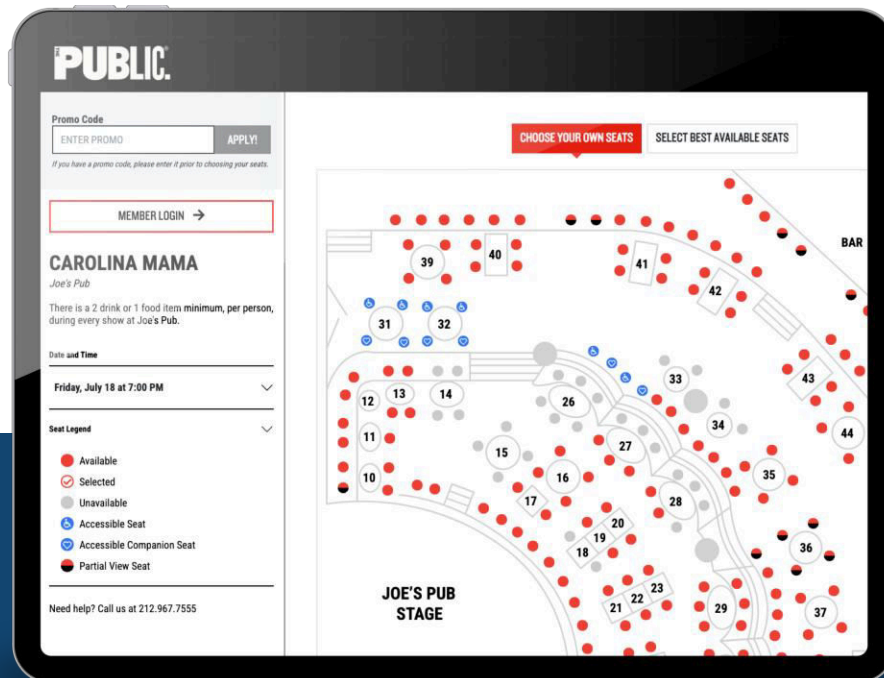
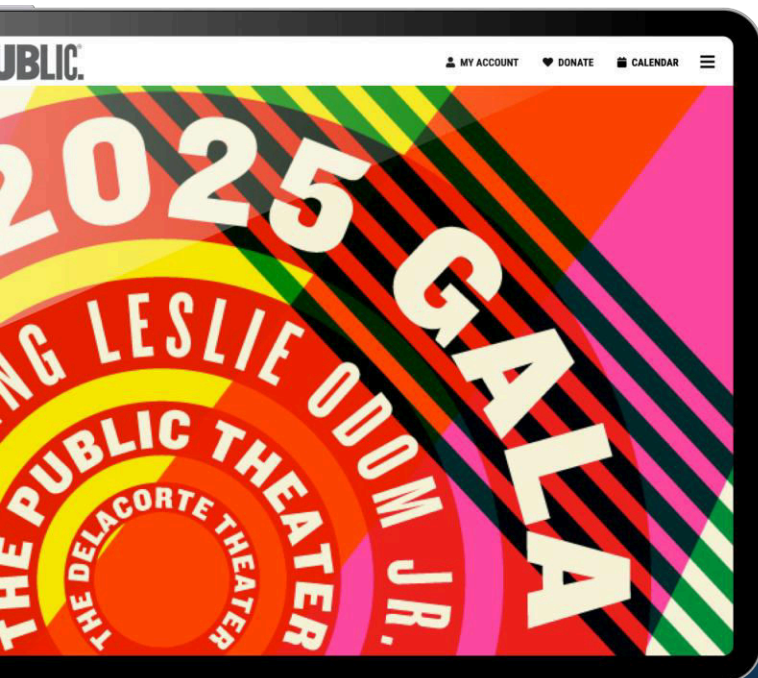
**San Diego  
Symphony.**

Rafael Payare | Music Director



# Who We Work With

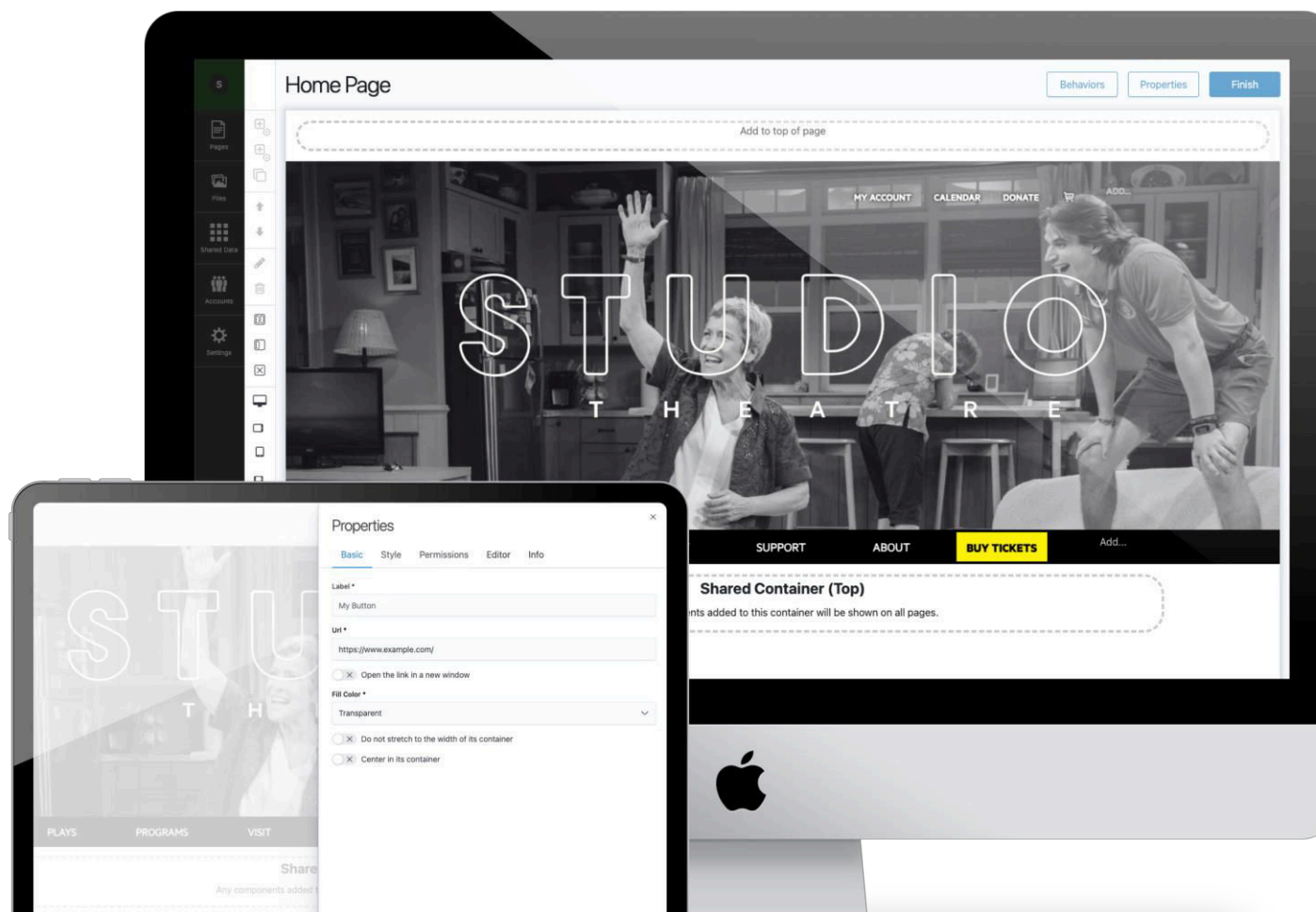
THE **PUBLIC.**



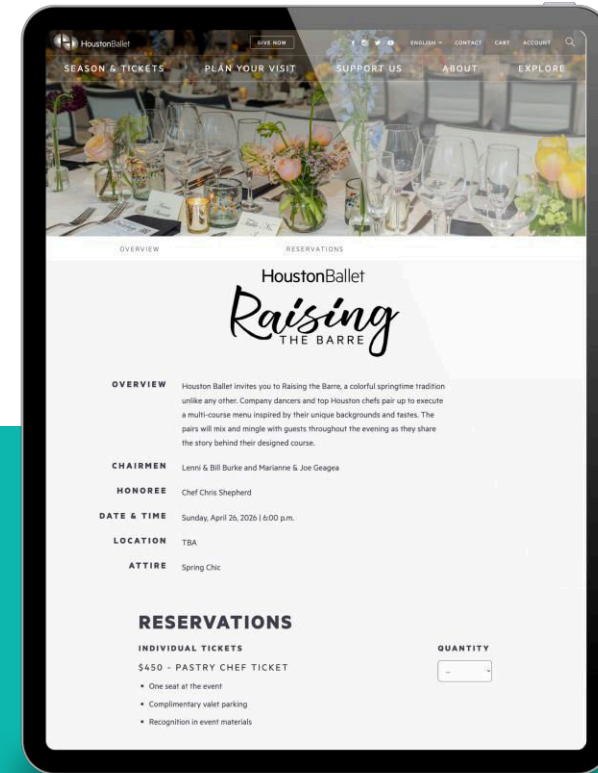
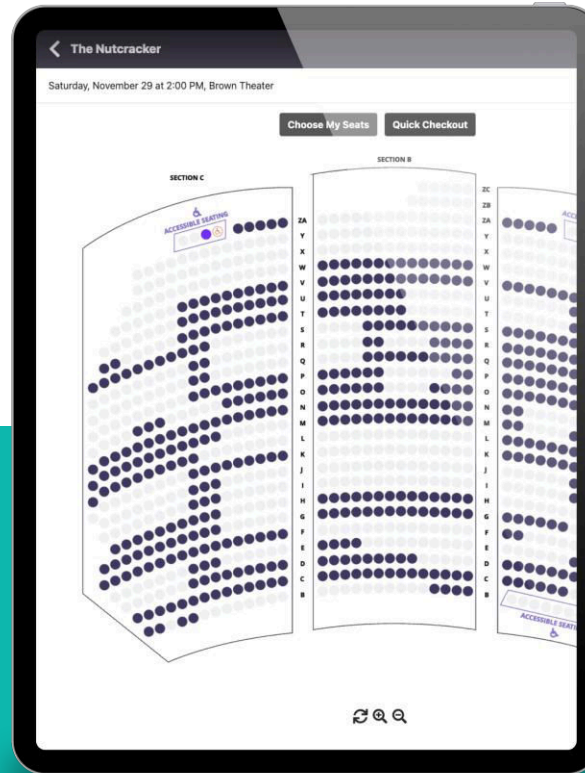
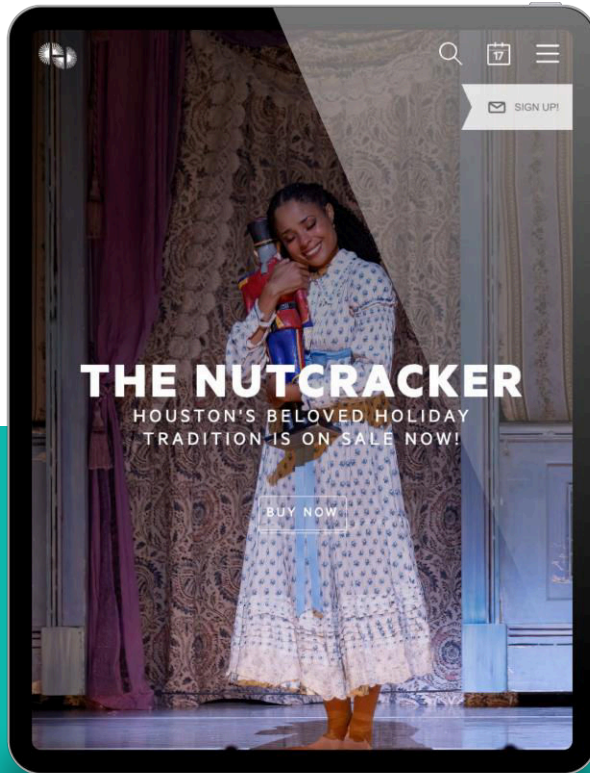


# Who We Work With

**STUDIO**  
T H E A T R E



# Who We Work With



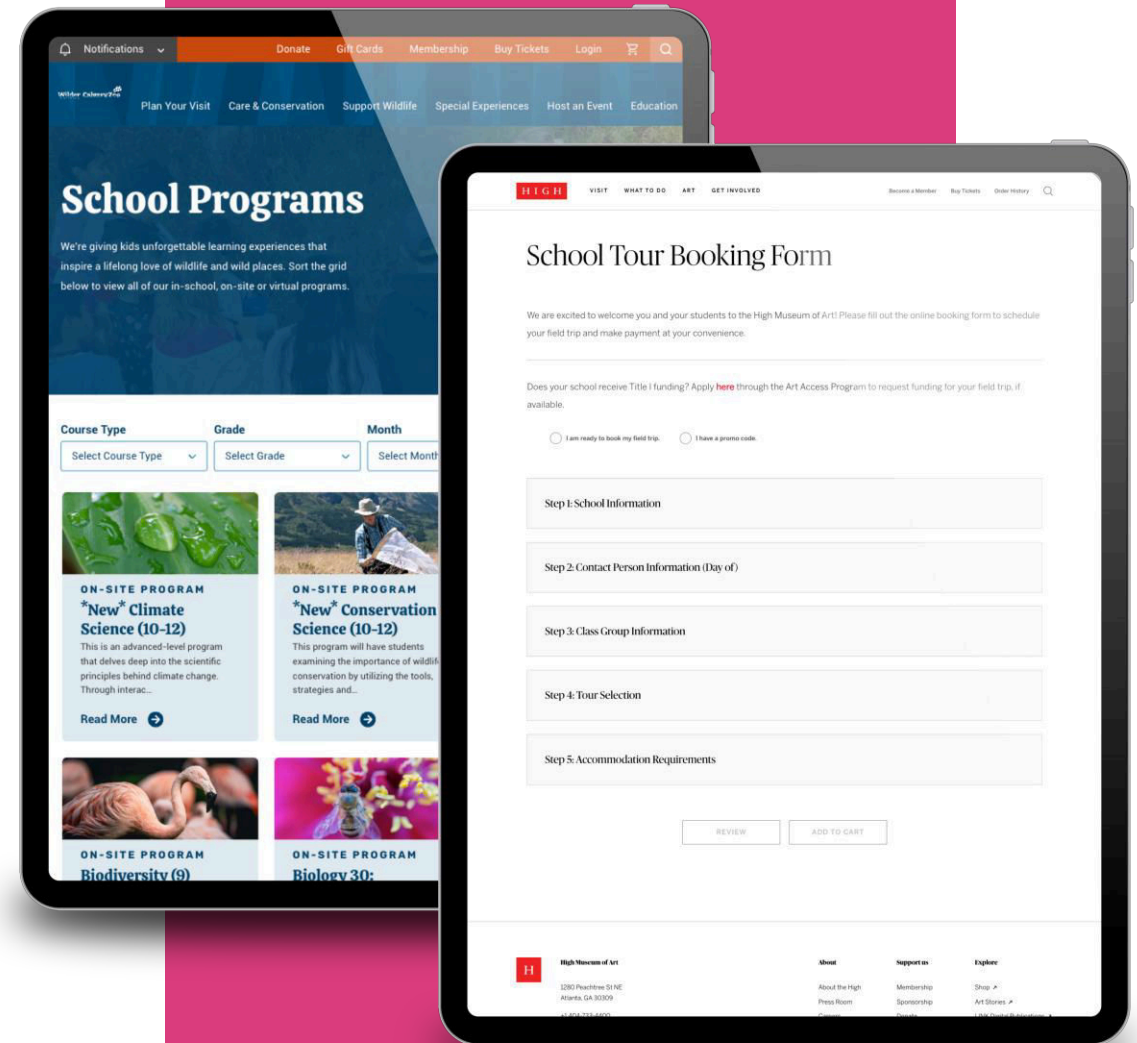
# Who We Work With



# Why We're Here Today

Key features from today's session:

- Group/class filtering by age, time, or category
- Shared session logic
- Reserve-now, pay-later
- Mobile-first UX



# Where to Find Us

- Booth 50 – Sponsor Zone
- Room 262B – Jixaw Sponsor Meeting Room
- Jixaw.com
- 604-324-1771

## Email

- general: [info@jixaw.com](mailto:info@jixaw.com)
- sales enquiries: [sales@jixaw.com](mailto:sales@jixaw.com)





# THANK YOU

***With gratitude to our partners and collaborators***

## **Client presenters**

Amanda Fugle – Wilder Institute / Calgary Zoo

Melissa Katzin – High Museum of Art

## **Tessitura Network**

Courtney Lamb – Senior Director, Partnerships

Idalis Payne – Learning Events and Content Manager

Marley Wynne – Lead Content Planner

# Using Tessitura for School Program Bookings

Amanda Fugle



# Group Bookings at the High Museum of Art

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Melissa Katzin, Manager of Family Programs and Group Experience



## Melissa Katzin

Manager of Family Programs and  
Group Experience

[Melissa.katzin@high.org](mailto:Melissa.katzin@high.org)

### Who am I?

- Atlanta native
- Background in art history and education
- Eight years at the High

### Programs:

- Intergenerational programs
- Teen and youth programs
- Group bookings



HIGH





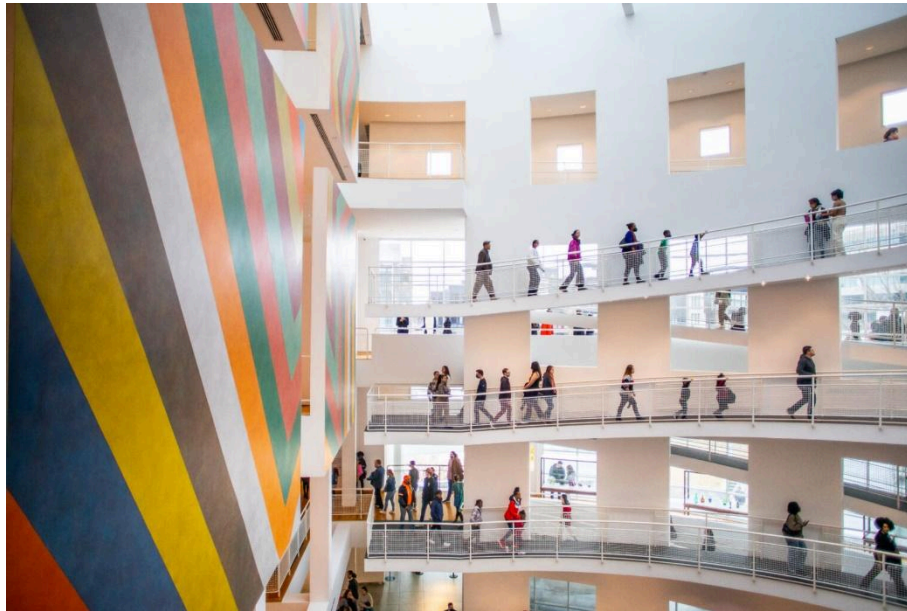
# High Museum of Art

Atlanta, Georgia

HIGH

Located in the heart of Atlanta, the High Museum of Art features a collection of more than 20,000 works of art, a dynamic schedule of special exhibitions and engaging community-focused programs. We invite you to find inspiration at the High today.

- Leading art museum in the Southeast
- Began using Tessitura in 2004
- Annual attendance of 400,000+





## The Problem: November 2022

1. Prospective groups would fill out form
2. HMA staff would contact group for more information
3. HMA staff would enter tickets into Tessitura
4. HMA staff would book docents
5. HMA staff would send invoice to group
6. HMA staff would send KBYG info to group

### 2023 Docent-Led Tour Booking Form

|  |   |
|--|---|
| Group/Organization Name *  | Work Trip                               |
| Address  | <input type="checkbox"/> Address        |
| Group Type *   | Corporation                             |
| Please designate a point of contact for your group. *  | I am the point of contact for my group. |
| First Name *   | Alexis                                  |
| Last Name *  | <input type="text" value="Name"/>       |
| Primary Contact Phone *  | <input type="text" value="Phone"/>      |
| Primary Contact Email *  | <input type="text" value="Email"/>      |
| Are you a High Museum member?  | No                                      |
| Tour Type *  | Highlights from the Collection          |
| Preferred Date *   | Thursday, March 16, 2023                |
| Preferred Time   | 2 p.m.                                  |
| Alternate Date   | Thursday, March 16, 2023                |
| Alternate Times  | • 2 p.m.                                |
| Will your group be arriving by bus? *  | No                                      |
| Docent Fee *   | \$150 docent fee for up to 15 guests    |
| Is anyone else in your group a High Museum member?   | No                                      |
| I understand that, in addition to the initial docent fee paid today, my group will be invoiced for general admission for each guest. * | • Yes, please proceed with my booking.  |

## The Problem: November 2022

1. Prospective groups would fill out form
2. HMA staff would contact group for more information
3. HMA staff would enter tickets into Tessitura
4. HMA staff would book docents
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### Challenges:

- Multiple staff in different departments booking groups; unclear internal policies
- No dedicated group booking staff
- Duplicate records in Tessitura

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## The Problem: November 2022

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### Challenges:

- Multiple staff in different departments booking groups; unclear internal policies
- No dedicated group booking staff
- Duplicate records in Tessitura

### Questions:

- How could we make the process more efficient?
- How could we improve the user experience?
- How could we ensure our data is clean?

## 2023 Docent-Led Tour Booking Form

|  |   |
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| I understand that, in addition to the initial docent fee paid today, my group will be invoiced for general admission for each guest. * | • Yes, please proceed with my booking.  |

## The Process: November 2022 – August 2024

- **November 2022 through April 2023** – research and development of group booking processes for other museums using Tessitura
- **April 2023** – found Amanda's post on the Tessitura Forums about using Jixaw for group bookings
- **August 2023** – work with Jixaw began
- **August 2024** – new booking system premiered



## Wish List

- Fully integrated into Tessitura
- Self-service
- Age filtering and group type filtering for tours
- Pay later option





## Wish List

- Fully integrated into Tessitura ✓
- Self-service ✓
- Age filtering and group type filtering for tours ✓
- Pay later option ✓



## Wish List

- Fully integrated into Tessitura ✓
- Self-service ✓
- Age filtering and group type filtering for tours ✓
- Pay later option for anyone to pay with order # ✓
- Tax-exempt pricing ✓
- Editable interface (CMS) ✓



# The Solution: August 2024 – Present

- 1. All groups log in to the online portal using their username and password that links to their Tessitura constituent ID

Step 1: Group Information

EDIT

Step 2: Contact Person Information (Day of)

EDIT

Step 3: Visit Information

EDIT

Step 4: Tour Selection

EDIT

Step 5: Additional Information

EDIT

REVIEW

ADD TO CART

## The Solution: August 2024 – Present

1. All groups log in to the online portal using their username and password that links to their Tessitura constituent ID
2. Groups can choose their group type (College/University, Religious Organization, Corporation, etc.) and group names will filter alphabetically

HIGH

VISITWHAT TO DOARTGET INVOLVED

Become a MemberBuy Tickets

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3. Groups pick their visit date and time based on availability

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HIGH

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5. Groups can include any special requests or accommodations

HIGH

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1. All groups log in to the online portal using their username and password that links to their Tessitura constituent ID
2. Groups can choose their group type (College/University, Religious Organization, Corporation, etc.) and group names will filter alphabetically
3. Groups pick their visit date and time based on availability
4. Groups pick their tour type (Highlights, special exhibition, self-guided)
5. Groups can include any special requests or accommodations
6. Can pay now or pay later through the online portal

HIGH

VISITWHAT TO DOARTGET INVOLVED

Become a MemberBuy Tickets

Step 1: Group Information

EDIT

Step 2: Contact Person Information (Day of)

EDIT

Step 3: Visit Information

EDIT

Step 4: Tour Selection

EDIT

Step 5: Additional Information

EDIT

REVIEW

ADD TO CART

## Filtering

- Only shows tours available for the ages, capacities determined in earlier step

HIGH

HIGH

VISITWHAT TO DOARTGET INVOLVED

Step 3: Class Group Information

Please note the capacity for each **tour**. If you have more than 120 students, please reach out to [schooltours@high.org](mailto:schooltours@high.org) for assistance.

Grade(s) of Students Attending \*

☐ Pre-K

☒ Kindergarten

☒ 1st Grade

☐ 2nd Grade

☐ 3rd Grade

☐ 4th Grade

☐ 5th Grade

☐ 6th Grade

☐ 7th Grade

☐ 8th Grade

☐ 9th Grade

☐ 10th Grade

☐ 11th Grade

☐ 12th Grade

# of Students\*

Minimum of 10 students. If you have less than 10, please contact us.

How many classes?\*

Minimum value of 1.

# of Chaperones\*

One chaperone required per 10 students. Auto-filled based on number of students.  
Additional chaperones \$23.50 plus tax.

Additional Chaperones

### Step 4: Tour Selection

#### Select Tour Type \*

- ☐ Summer Art Excursions (June 10–July 30)
- ☐ Self-Led Visit (max 120 students)
- ☒ Collection Tours (1 hour) \*available 2025-2026 school year

☐ HIGHlights (grades K-12, max 120 students)

☐ Celebrate Black Art and History (grades K-12, max 120 students)

☐ Animals in Art (grades K-5, max 120 students)

☐ STEAM (grades K-8, max 120 students)

☐ I See Literacy (grades 3-5, max 120 students)

☐ Preview (Pre-K, 90 minutes, max 45 students)  
This guided experience is for budding artists in preschool, pre-K, Head Start, and homeschool programs. Children will explore color, line, and shape through story time, gallery activities, and art making.



## Tax Exemption

- For public schools, non-profits, colleges/universities, etc. – automatically applies tax-free rate
- In Tessitura: created using pricing layers

### Step 1: Group Information

Please select your group below!

Group Type\*

College

Tax ID Number (EIN)

4444444

If your group is tax-exempt please enter your Tax ID number above. Not sure what your tax ID number is? Try searching on the following website: [apps.irs.gov/app/eos](https://apps.irs.gov/app/eos)

Search for your group...

m

**Morehouse College**  
830 Westview Dr SW

| General                                 | Pricing                                     | Modes of Sale | Segments      | Credits                                | Keywords |
|---|---|---------------|---------------|--|----------|
| All                                     | Ticket Price 1                              | Sales Tax 1   | +             |  |          |
| <input checked="" type="radio"/> Prices | <input type="radio"/> Price Type Properties |               |               | <input type="checkbox"/> Detailed View |          |
|   | 1-12 T                                      | 1-12 TW       | 13-24 T       | 13-24 TW                               |          |
| <b>M-GS Adult Online Price</b>          | <b>490.05</b>                               | <b>707.85</b> | <b>980.10</b> | <b>1,415.70</b>                        |          |
| M-GS Adult Online Price Tax EX          | 450.00                                      | 650.00        | 900.00        | 1,300.00                               |          |
|   |   |               |               |  |          |

## Workshops

- Optional add-on for school groups (coming soon for adult groups!)
- Workshops built for each room, each tour type, each day
- Capacity of 25 per workshop – workshop reaches capacity if just one person is seated in it [e.g.: 26 students]

| Titles   | Productions         | Production Seasons    | Performances       |                 |        |  |
|--|---------------------|-----------------------|--------------------|-----------------|--------|--|
| <div>Remove Filters</div> Filter: Production Season = M-26 School Groups Workshops |                     |                       |                    |                 |        |  |
| Performance Code   | Description         | Performance Date      | Performance Status | Facility        | ID     |  |
| 260102WSBL   | SCH Workshop Blue   | Fri 1/2/2026 10:00 AM | On Sale            | HMA timed admis | 160746 |  |
| 260102WSGR   | SCH Workshop Green  | Fri 1/2/2026 10:00 AM | On Sale            | HMA timed admis | 160885 |  |
| 260102WSPU   | SCH Workshop Purple | Fri 1/2/2026 10:00 AM | On Sale            | HMA timed admis | 161015 |  |
| 260102WSRE   | SCH Workshop Red    | Fri 1/2/2026 10:00 AM | On Sale            | HMA timed admis | 160607 |  |
| 260106WSBL   | SCH Workshop Blue   | Tue 1/6/2026 10:00 AM | On Sale            | HMA timed admis | 160747 |  |
| 260106WSGR   | SCH Workshop Green  | Tue 1/6/2026 10:00 AM | On Sale            | HMA timed admis | 160886 |  |
| 260106WSPU   | SCH Workshop Purple | Tue 1/6/2026 10:00 AM | On Sale            | HMA timed admis | 161016 |  |
| 260106WSRE   | SCH Workshop Red    | Tue 1/6/2026 10:00 AM | On Sale            | HMA timed admis | 160608 |  |
| 260107WSBL   | SCH Workshop Blue   | Wed 1/7/2026 10:00 AM | On Sale            | HMA timed admis | 160748 |  |
| 260107WSGR   | SCH Workshop Green  | Wed 1/7/2026 10:00 AM | On Sale            | HMA timed admis | 160887 |  |
| 260107WSPU   | SCH Workshop Purple | Wed 1/7/2026 10:00 AM | On Sale            | HMA timed admis | 161017 |  |
| 260107WSRE   | SCH Workshop Red    | Wed 1/7/2026 10:00 AM | On Sale            | HMA timed admis | 160609 |  |

- Groups can use confirmation as an invoice to submit to their institution for approval
- Exponential decrease of staff time
- No phone tag to get credit card information

HIGH

VISITWHAT TO DOARTGET INVOLVED

Become a MemberBuy Tickets

# Pay Your Invoice

If you previously booked an educational tour and opted to pay later, you can finish payment here. Please click on the link below for confirmation for your order number and enter it below.

Order Number\*

Enter Order Number

FIND MY ORDER

Collection Tour: Animals in Art

Date : Thursday, Dec 28, 2023  
Time: 10 a.m.

Tour and Workshop:

Students:

Free Chaperone(s):

Paid Chaperone(s):

18391

\$1435.00\$18.50

Payment Information

Credit Card Information

A credit card is required for the balance of \$1453.50

Credit Card Type \*

Select Card

Name On Credit Card\*

Subtotal

Tour and Workshop

Paid Chaperone(s)

Subtotal:

\$1435.00\$18.50\$1453.50

Fees/Taxes

Subtotal:

\$0.00

Total

Total:

\$1453.50

## By the Numbers

|                         | FY24 (June 2023-May 2024) | FY25 (June 2024-May 2025) | Percent Increase |
|-------------------------|---------------------------|---------------------------|------------------|
| School group attendance | 34,122                    | 46,201                    | 35%              |
| School group revenue    | -                         | -                         | 41%              |
| Average ticket price    | \$3.33                    | \$3.48                    | 4.5%             |
|                         |                           |                           |                  |
| Adult group attendance  | 2,082                     | 2,127                     | 2%               |
| Adult group revenue     | -                         | -                         | 57%              |
| Average ticket price    | \$16.65                   | \$25.54                   | 53.4%            |

### Notes:

- Jixaw implemented August 2024
- General admission increased from \$16.50 in FY23 - \$18.50 in FY24 - \$23.50 in FY25



## By the Numbers

|                         | FY24 (June 2023-<br>May 2024) | FY25 (June 2024-<br>May 2025) | Percent Increase |
|-------------------------|-------------------------------|-------------------------------|------------------|
| School group attendance | 34,122                        | 46,201                        | 35%              |
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|                         |                               |                               |                  |
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| Adult group revenue     | -                             | -                             | 57%              |
| Average ticket price    | \$16.65                       | \$25.54                       | 53.4%            |

**“We just made the reservation through the new booking system-- amazing! It was extremely easy, thank you!”**

Sabrina Grossman, Program Director - Science Education, Georgia Institute of Technology

Contact me!

---

Melissa Katzin, Manager of Family Programs and Group Experience  
[melissa.katzin@high.org](mailto:melissa.katzin@high.org)

# Your opinion matters!



## Complete the short in-app survey

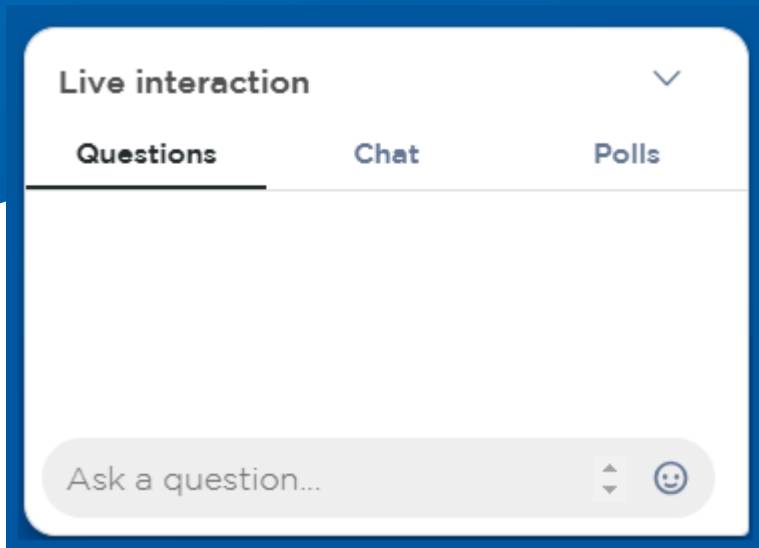
### Give your feedback

Rate and share your experience with the event organizer about this session.

★ ★ ★ ★ ★

Add a review (optional)

Send



# Q&A

Please use a microphone so that everyone can be part of the conversation

## Virtual attendees:

Use the Live Interaction panel at the bottom of this session's page