

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

Moderator:

Marley Wynne, Tessitura

Presenters:

Blair Cresswell

Jixaw Technologies

Amanda Fugle

Calgary Zoo

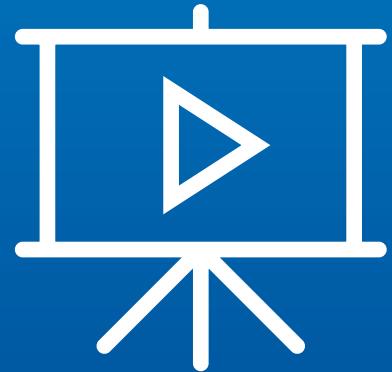
Melissa Katzin

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

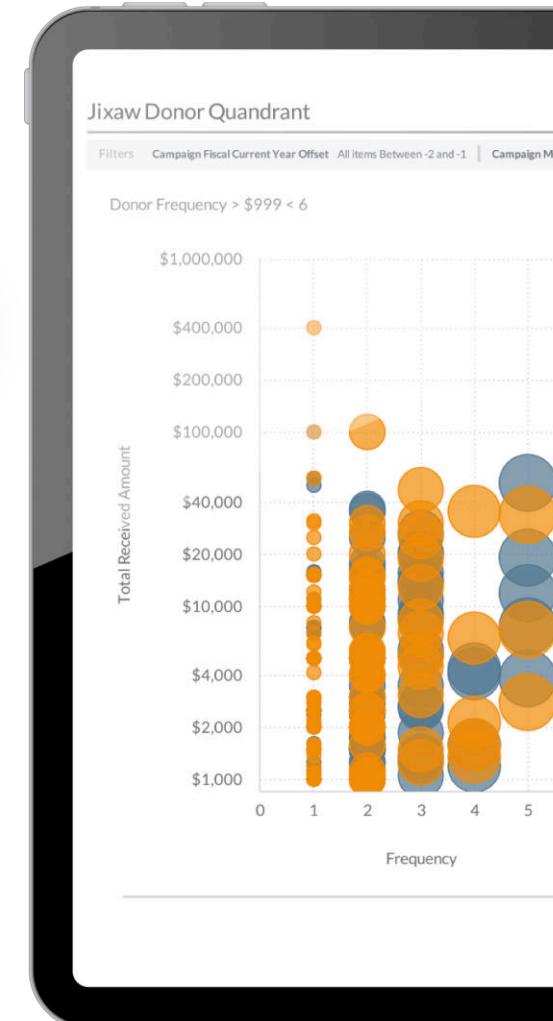
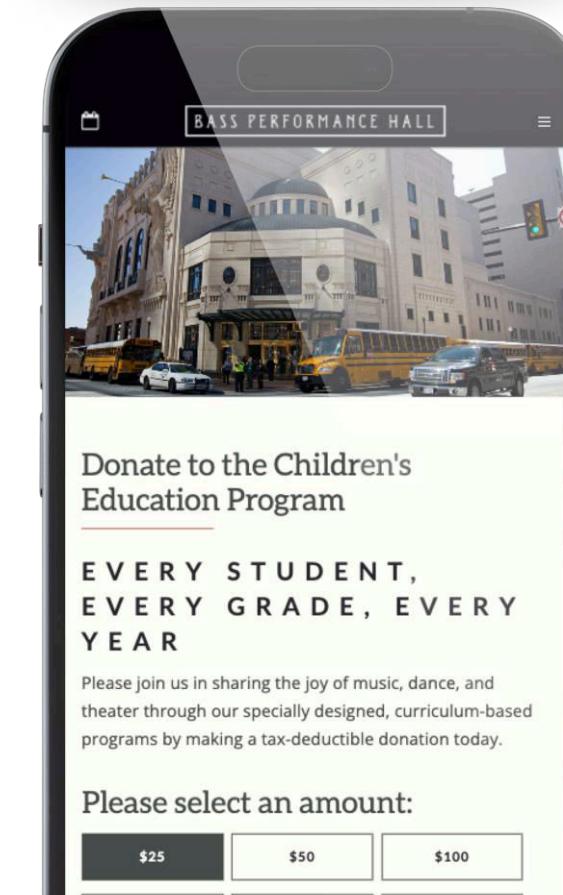
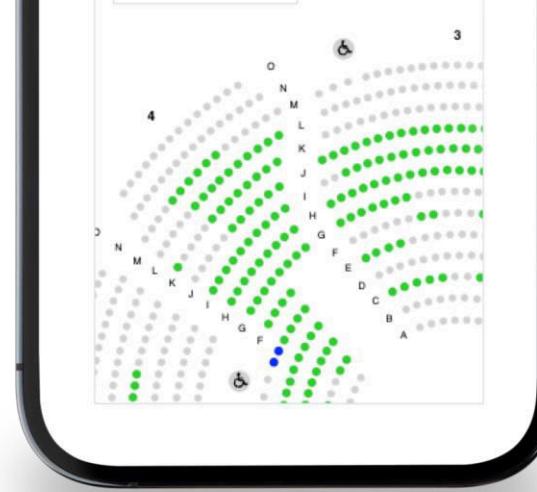
Agile. Collaborative. Here when you need us.



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

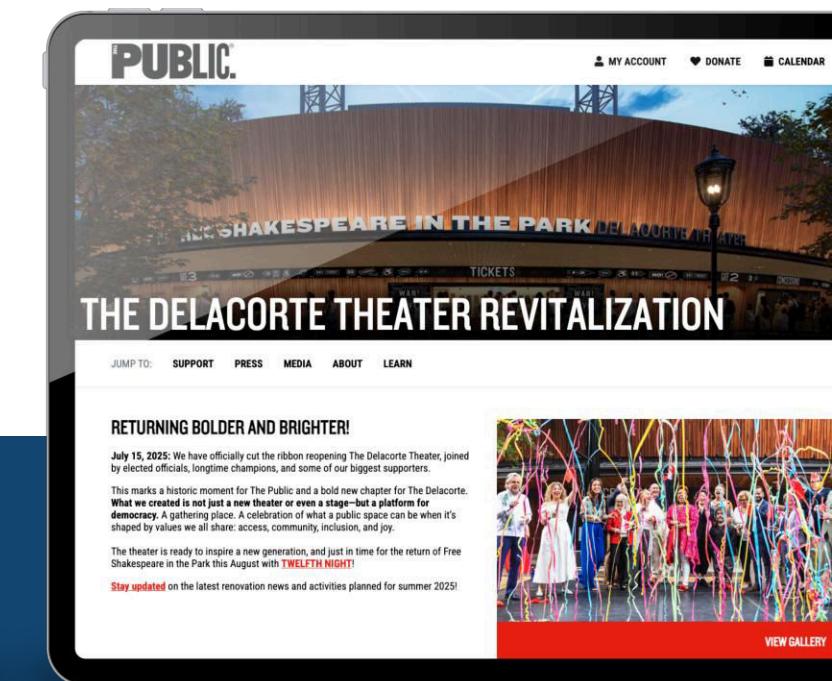
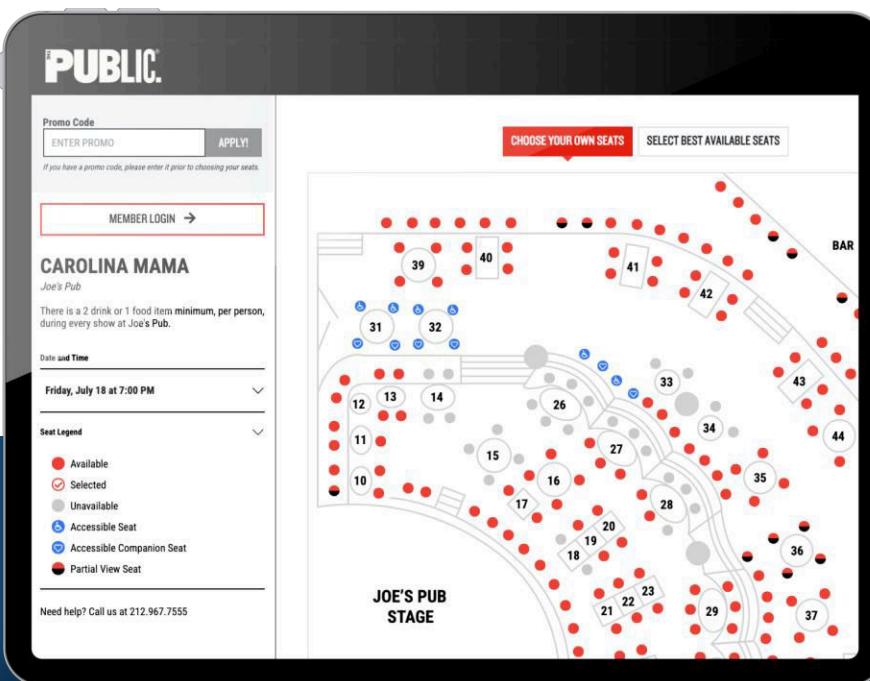
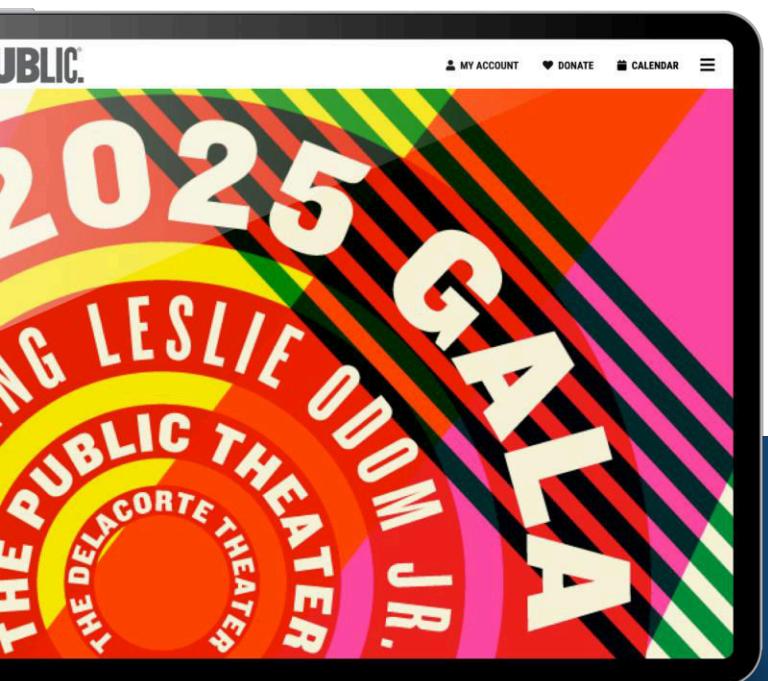


Who We Work With



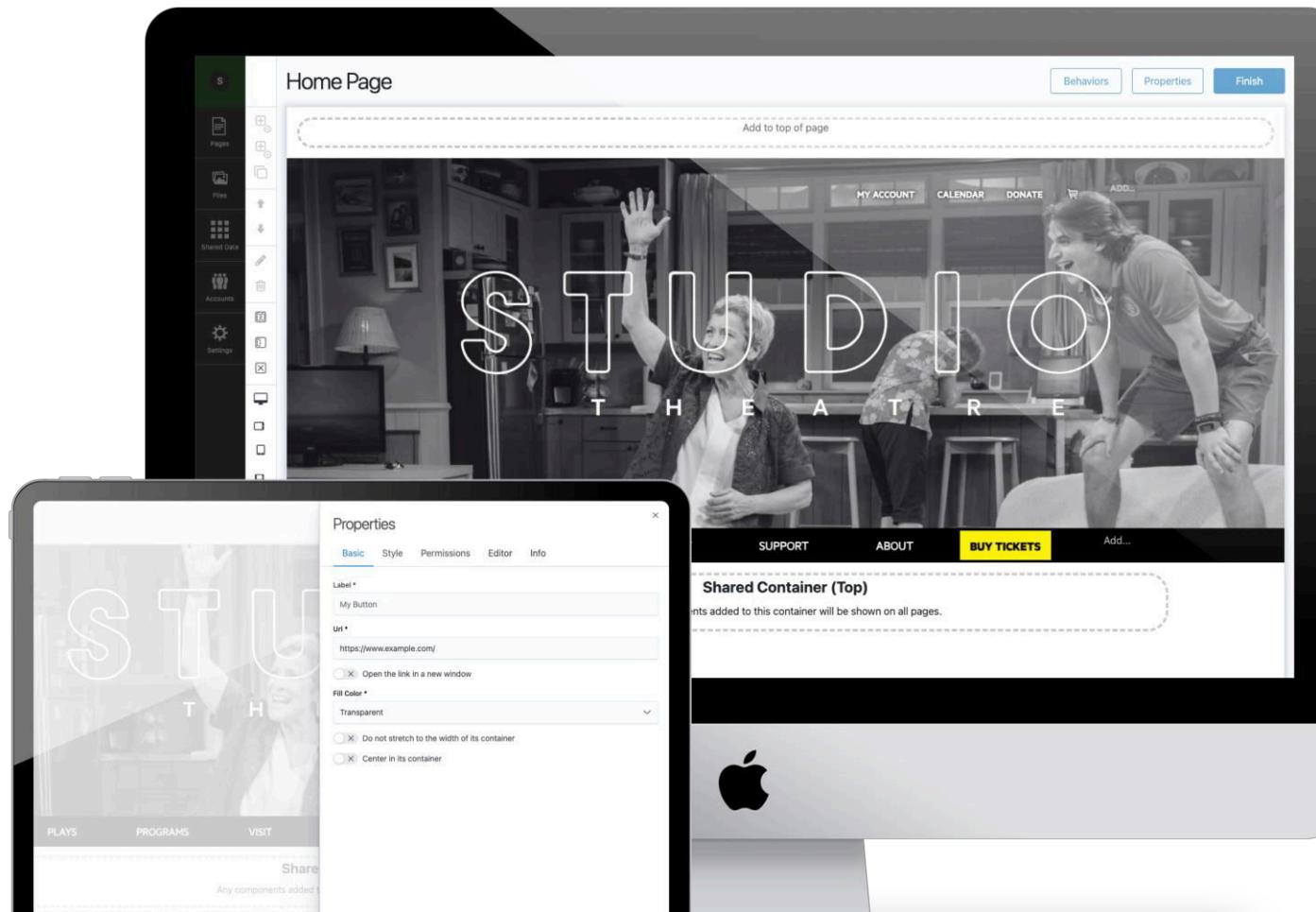
Who We Work With

THE **PUBLIC.**

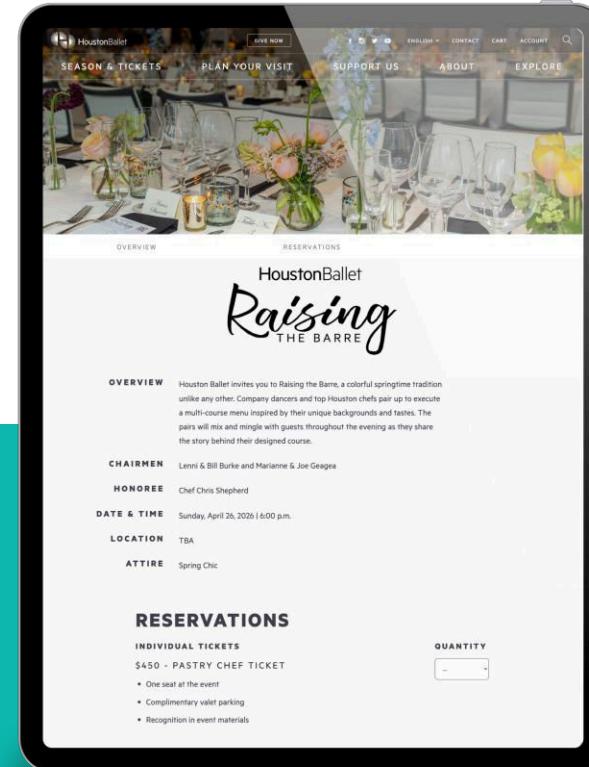
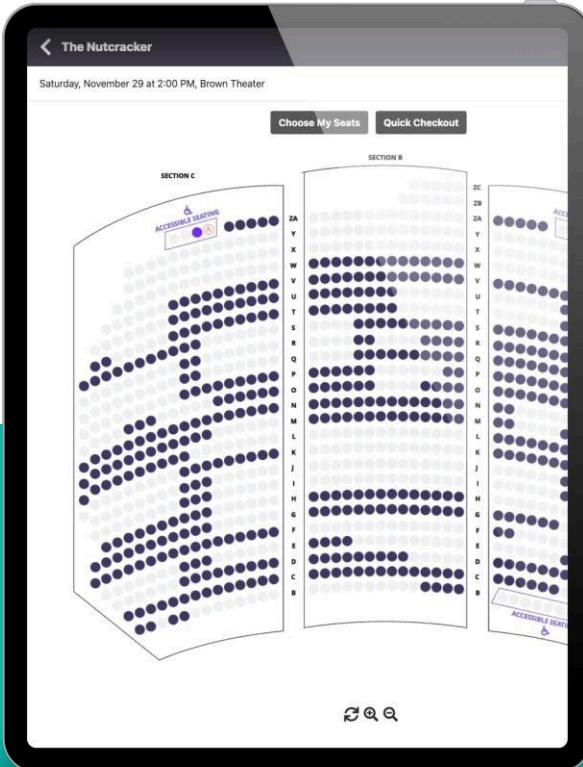
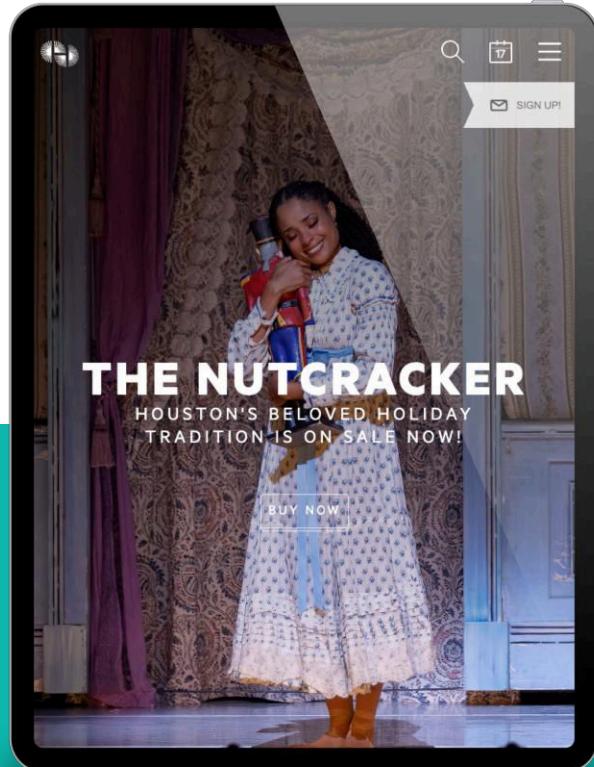


Who We Work With

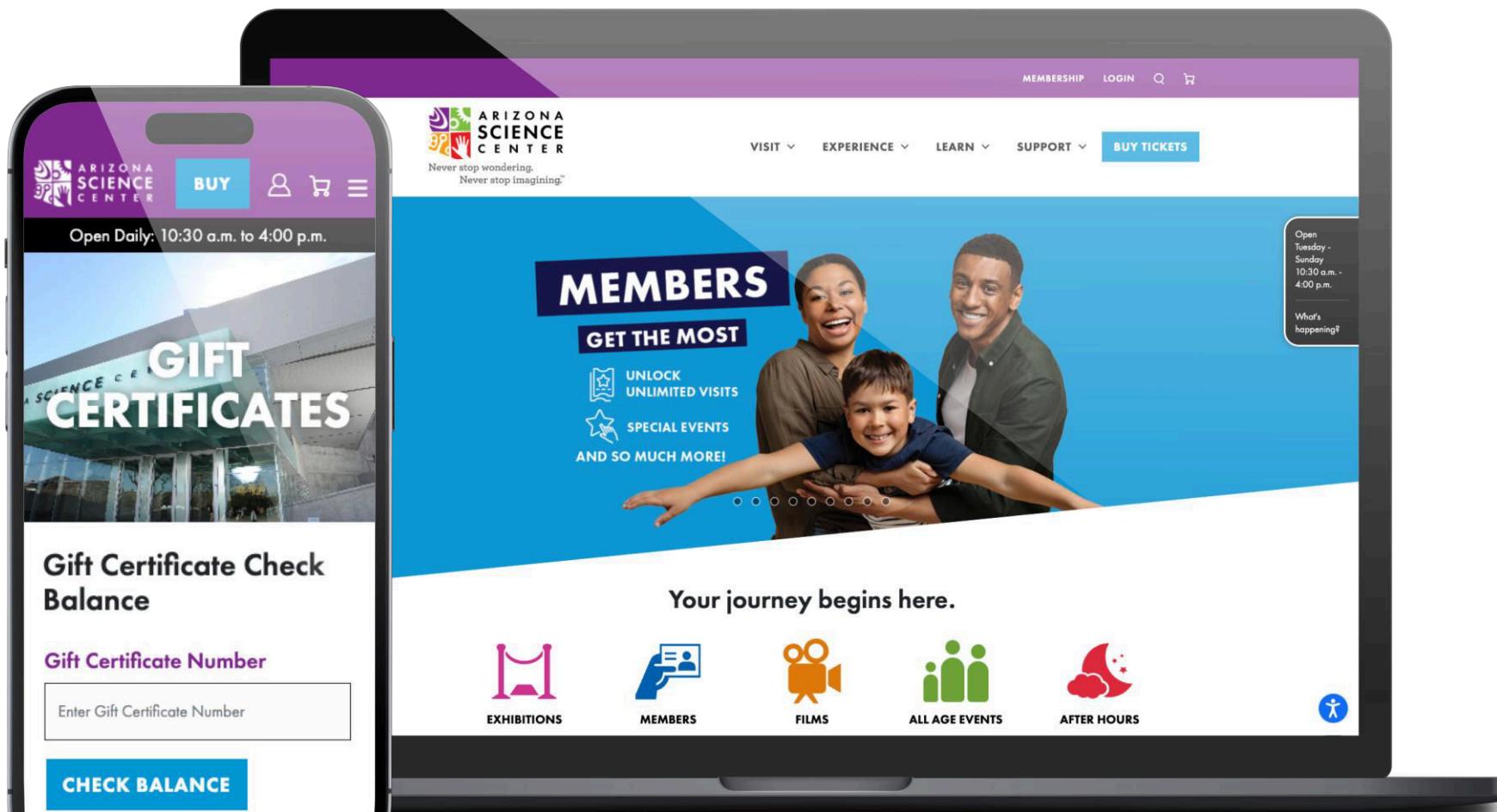
STUDIO
THEATRE



Who We Work With



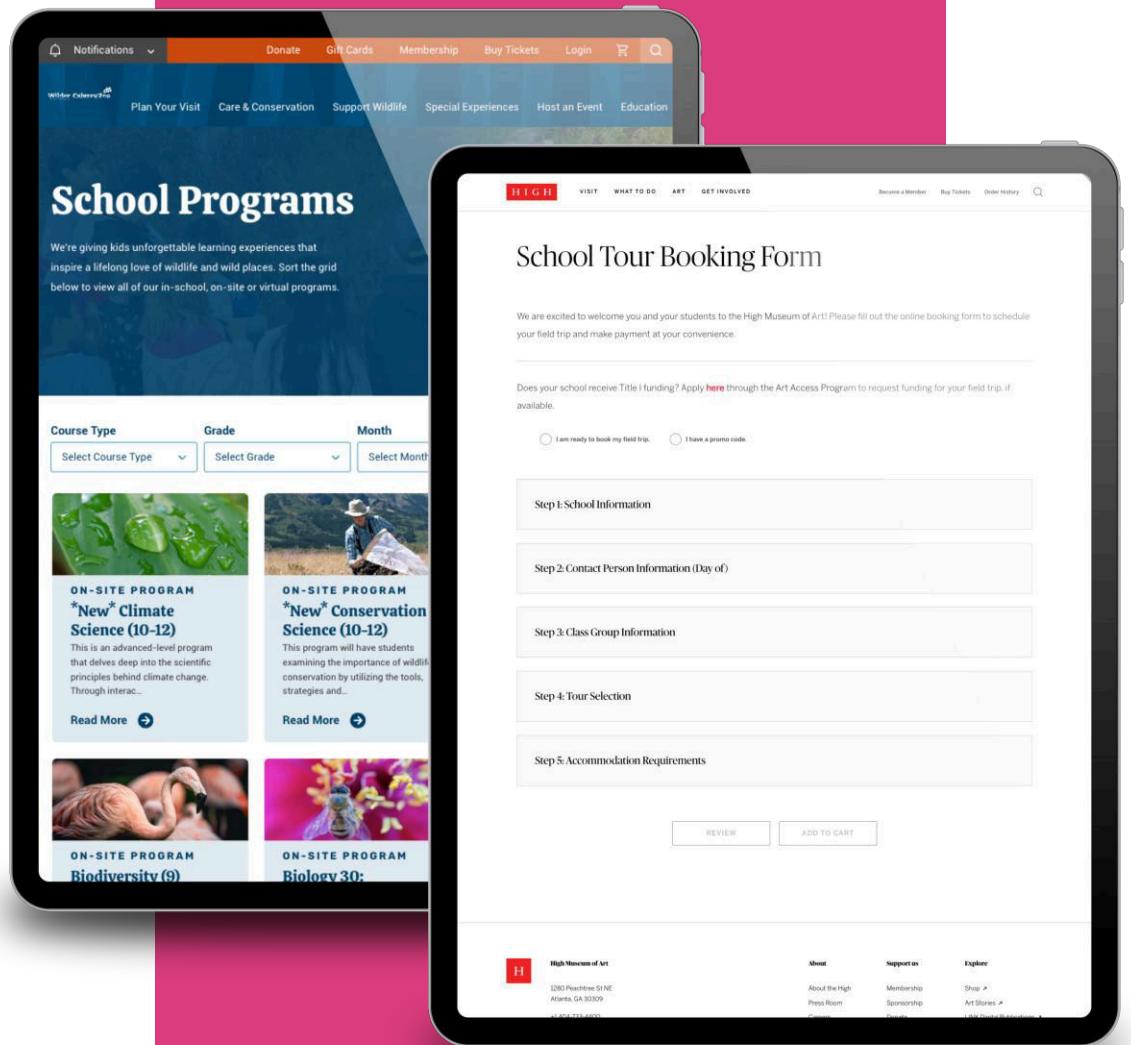
Who We Work With

A composite image showing a smartphone and a laptop displaying the Arizona Science Center's digital presence. The smartphone screen shows a gift certificate check balance page with a form to enter a gift certificate number and a "CHECK BALANCE" button. The laptop screen shows the main website homepage, which features a purple header with the science center's logo, a "BUY" button, and a "MEMBERSHIP" link. The main content area highlights "MEMBERS" benefits like "UNLOCK UNLIMITED VISITS" and "SPECIAL EVENTS". It also features a photo of a smiling family and the tagline "Your journey begins here." Below the main content are icons for "EXHIBITIONS", "MEMBERS", "FILMS", "ALL AGE EVENTS", and "AFTER HOURS".

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
- sales enquiries: 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

Melissa Katzin, Manager of Family Programs and Group Experience

Melissa Katzin

Manager of Family Programs and
Group Experience

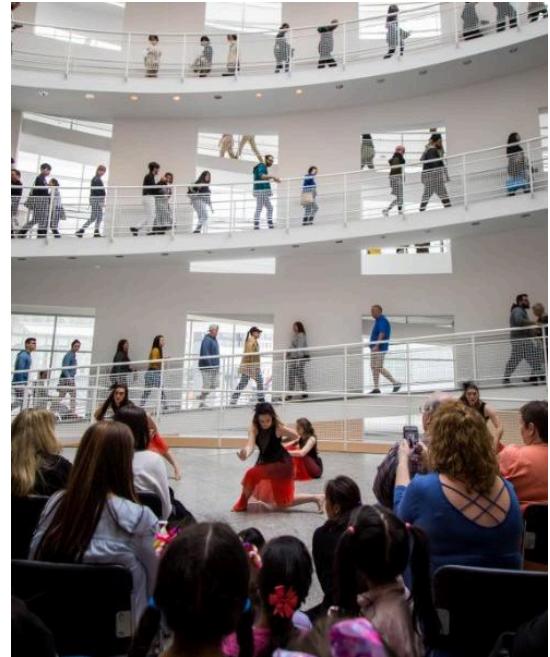
Melissa.katzin@high.org

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 Museum of Art

Atlanta, Georgia

H I G H

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"/> <input type="text" value="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 | <input checked="" type="radio"/> 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. * | <input checked="" type="checkbox"/> 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
5. HMA staff would send invoice to group
6. HMA staff would send KBYG info to group

Challenges:

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

2023 Docent-Led Tour Booking Form

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|--|---|
| Group/Organization Name * | Work Trip |
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| 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 |
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| Alternate Date | Thursday, March 16, 2023 |
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| Will your group be arriving by bus? * | No |
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| 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
5. HMA staff would send invoice to group
6. HMA staff would send KBYG info to group

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

| | |
|--|---|
| Group/Organization Name * | Work Trip |
| Address | <input type="checkbox"/> <input type="text" value="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 |
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| 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 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



H I G H

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

The image shows a screenshot of the HIGH online portal. At the top, there is a red navigation bar with the word "HIGH" in white. Below the navigation bar, the page header includes "HIGH", "VISIT", "WHAT TO DO", "ART", "GET INVOLVED", "Become a Member", and "Buy Tickets". The main content area is divided into five horizontal steps, each enclosed in a light gray box with an "EDIT" button on the right. The steps are: "Step 1: Group Information", "Step 2: Contact Person Information (Day of)", "Step 3: Visit Information", "Step 4: Tour Selection", and "Step 5: Additional Information". At the bottom of the page, there are two buttons: "REVIEW" and "ADD TO CART".

HIGH

VISIT WHAT TO DO ART GET INVOLVED

Become a Member Buy 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

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

The image shows a screenshot of the HIGH online portal. At the top, there is a red navigation bar with the word "HIGH" in white. Below the navigation bar, the page header includes "HIGH", "VISIT", "WHAT TO DO", "ART", "GET INVOLVED", "Become a Member", and "Buy Tickets". The main content area is divided into five horizontal steps, each enclosed in a light gray box with an "EDIT" button on the right. Step 1: Group Information. Step 2: Contact Person Information (Day of). Step 3: Visit Information. Step 4: Tour Selection. Step 5: Additional Information. At the bottom of the page, there are two buttons: "REVIEW" and "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
3. Groups pick their visit date and time based on availability

The screenshot shows a website layout for 'HIGH'. At the top, there is a red navigation bar with the word 'HIGH' in white. Below the navigation bar, the page title 'The Solution: August 2024 – Present' is displayed. The main content area is a form for group bookings, divided into five steps: 'Step 1: Group Information', 'Step 2: Contact Person Information (Day of)', 'Step 3: Visit Information', 'Step 4: Tour Selection', and 'Step 5: Additional Information'. Each step is enclosed in a light gray box with an 'EDIT' button in the top right corner. At the bottom of the form, there are two buttons: 'REVIEW' and 'ADD TO CART'.

HIGH

VISIT WHAT TO DO ART GET INVOLVED

Become a Member Buy 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

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
3. Groups pick their visit date and time based on availability
4. Groups pick their tour type (Highlights, special exhibition, self-guided)

The screenshot shows a user interface for a group booking process. At the top, there is a red header bar with the word 'HIGH' in white. Below the header, there is a navigation bar with links: 'VISIT', 'WHAT TO DO', 'ART', 'GET INVOLVED', 'Become a Member', and 'Buy Tickets'. The main content area is divided into five horizontal steps, each enclosed in a light gray box with an 'EDIT' button on the right. Step 1: Group Information. Step 2: Contact Person Information (Day of). Step 3: Visit Information. Step 4: Tour Selection. Step 5: Additional Information. At the bottom of the page, there are two buttons: 'REVIEW' and '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
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

The screenshot shows a website layout for 'HIGH'. At the top, there is a red navigation bar with the word 'HIGH' in white. Below the navigation bar, the page title 'HIGH' is displayed in a large, bold, black font. The main content area is titled 'Step 1: Group Information' and includes an 'EDIT' button. Below it is 'Step 2: Contact Person Information (Day of)', also with an 'EDIT' button. The third step, 'Step 3: Visit Information', is shown with an 'EDIT' button. The fourth step, 'Step 4: Tour Selection', is also with an 'EDIT' button. The fifth step, 'Step 5: Additional Information', is shown with an 'EDIT' button. At the bottom of the page, there are two buttons: 'REVIEW' on the left and 'ADD TO CART' on the right.

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
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

The screenshot shows a web-based booking system for a group visit. At the top, there is a red navigation bar with the word 'HIGH' in white. Below the navigation bar, the page header includes 'HIGH', 'VISIT', 'WHAT TO DO', 'ART', 'GET INVOLVED', 'Become a Member', and 'Buy Tickets'. The main content area is divided into five horizontal steps, each with an 'EDIT' button on the right:

- Step 1: Group Information**
- Step 2: Contact Person Information (Day of)**
- Step 3: Visit Information**
- Step 4: Tour Selection**
- Step 5: Additional Information**

At the bottom of the page, there are two buttons: 'REVIEW' and 'ADD TO CART'.

Filtering

H I G H

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

H I G H VISIT WHAT TO DO ART GET 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 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 Additional chaperones \$23.50 plus tax.

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

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 | |
| M-GS Adult Online Price | 490.05 | 707.85 | 980.10 | 1,415.70 | |
| 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 | | |
|---|---------------------|-----------------------|--------------------|-----------------|--------|
| Remove Filters 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 |

Pay Later

H I G H

- 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

The image shows a screenshot of the High Museum website. At the top, there is a red navigation bar with the word "HIGH" in white. Below it, the main navigation menu includes "VISIT", "WHAT TO DO", "ART", and "GET INVOLVED". On the right side of the header, there are links for "Become a Member" and "Buy 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 "Find My Order" button to enter the confirmation for your order number and enter it below.

Order Number*

FIND MY ORDER

Collection Tour: Animals in Art

| | | |
|--------------------|------------------------|-----------|
| Date : | Thursday, Dec 28, 2023 | |
| Time: | 10 a.m. | |
| <hr/> | | |
| Tour and Workshop: | 1 | \$1435.00 |
| Students: | 83 | |
| Free Chaperone(s): | 9 | |
| Paid Chaperone(s): | 1 | \$18.50 |

Subtotal

| | |
|-------------------|------------------|
| Tour and Workshop | \$1435.00 |
| Paid Chaperone(s) | \$18.50 |
| Subtotal: | \$1453.50 |

Fees/Taxes

| | |
|------------------|---------------|
| Subtotal: | \$0.00 |
|------------------|---------------|

Total

| | |
|---------------|------------------|
| Total: | \$1453.50 |
|---------------|------------------|

Payment Information

Credit Card Information

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

Credit Card Type *

Name On Credit Card*

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% |
| <hr/> | | | |
| 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

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| <hr/> | | | |
| Adult group attendance | 2,082 | 2,127 | 2% |
| 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

H I G H

Contact me!

Melissa Katzin, Manager of Family Programs and Group Experience
melissa.katzin@high.org

Your opinion matters!



Complete the short in-app survey

Give your feedback

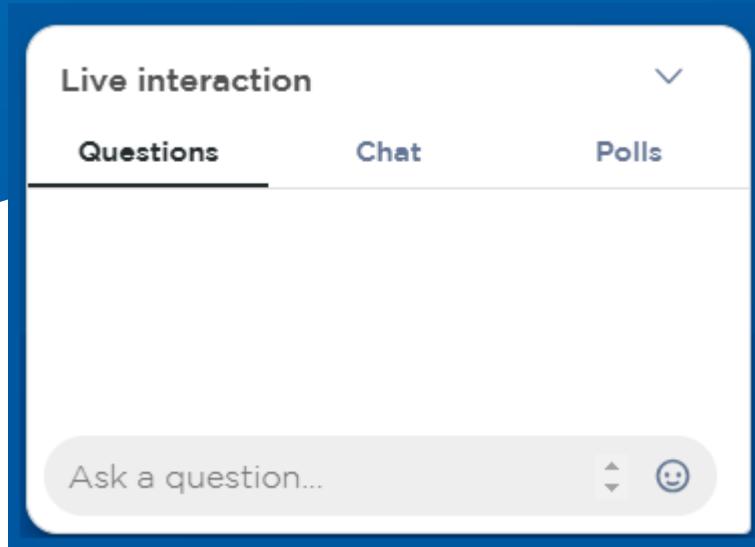
Rate and share your experience with the event organizer about this session.



Add a review (optional)

A large, empty text input field for adding a review, with a placeholder text "Add a review (optional)" above it.

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