10 New Ways to Use Your Ticket Printer

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President of Worldwide Ticketcraft

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V.P. of I.S. at Worldwide Ticketcraft

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Director of Marketing & Sales  
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About Worldwide Ticketcraft

• Successful Thermal and Digital printing company founded in 1999
• Manufacturer of over 700 million tickets annually
• Creative innovator of new production techniques
• Industry leader offering business-to-business solutions and end-user consumer products
• Worldwide Ticketcraft will remain on the leading edge of ticketing technology for delivering tickets in the digital age
10 New Ways to Use Your Ticket Printer

- Thermal Tickets
- Roll & Raffle Tickets
- Event Tickets
- Season Sheets
- Season Books
- Coupon Books
- Credentials
- Parking Hang Tags
- String Tags
- Scratch-Offs
- Ticket Envelopes
- Plastic Cards
- Wristbands
- Magnets
- Posters & Banners
- Personalized Products
- Fulfillment
- Ticket Printers
About Thrasher-Horne Center for the Arts

• It’s All About The Arts
• Season Eleven: Celebrating over ten years of success
• Dedicated to developing and nurturing the artistic potential and growth of the students, residents and visitors of the community
• Offers the very best of professional theater, dance, and music performances and visual art exhibits
• Includes a state-of-the-art Conference Center
10 New Ways to Use Your Thermal Ticket Printer [TECH]

Attendees will be led through hands-on participation of how to use Microsoft® Mail-merge and common thermal ticket printers to produce a wide variety of items such as coupons, vouchers, and gift certificates that are customized for your venue without any additional software or hardware to purchase. Presenters will explain how to use the items to reduce costs and increase revenue. And, will demonstrate how to design items that are great souvenirs for your patrons and effective advertisements for your sponsors.
10 New Ways to Use Your Ticket Printer (and 10 More)

- Mailing Labels
- Guest Name Tags
- Customer Loyalty Cards
- Gift Certificates
- Food & Beverage Vouchers
- Raffle Tickets
- Parking Hang-Tags
- Business Cards
- Coat Checks
- Price Tags

- Coupons
- Season Passes
- Group Sales Wristbands
- Back-Stage Passes
- Luggage Tags
- VIP Credentials
- Staff ID Cards
- Marketing Handouts
- Material Handling Tags
- Packing Labels
The General Concept

• Many Thermal Printers can perform similarly to Laser Printer
• Print using Microsoft-Word®
• Add Black and White Artwork
• Use Mail-Merge to Include Variable Information
• Add Sequential Numbering
• Add Barcodes
• Print On-Demand for VIPs, Group Sales, Sponsors, and more
Direct Thermal Ticket Printers

- 200 dpi or 300 dpi (dots per inch)
- Fan-folded and Rolls
- Paper, Plastic, and Adhesive Label
- Adjustable Paper Guide
- Black Mark Sensor
- Microsoft-Windows®

Microcom • 428TC Printer
Practical Automation • ITX Printer
Stimare • Stima CLS Printer
Datamax • ST3210 Printer
Boca Systems • Lemur Printer
What are STL, FGL, DPL, and the other printer programming languages?

- Standard Ticket Language (STL)
- Friendly Ghost Language (FGL)
- Datamax Programming Language (DPL)
- Every thermal printer manufacturer has their own language
- These legacy programming languages are still used in some box office systems

Microsoft-Word® does not work with these old style languages
Ask your software provider:

What type of printer do we have?
Microsoft-Windows® Printer Driver

Printer Properties

Test Page on a Ticket
Microsoft-Windows®
Printer Driver

Size and Orientation

“10 New Ways to Use Your Ticket Printer”
Tom Wopat Swings the Rat Pack

Saturday, November 15, 2014  7:30 PM

THCA Cabaret

Table: 1  Seat: 1
Create Designs Using Microsoft-Word®

- Set the size of the document (not 8.5 x 11)
- Bold, simple fonts print best
- Use Black and White Images (300dpi Line Art)
- Make Text Boxes for placing text
- What you see is what you get (WYSIWYG)
- Adjust the paper guide on the thermal printer (if applicable)
Page Setup:

Margins and Orientation
Page Setup:

Paper Size
Simple Fonts Print Clearly

Tom Wopat Swings the Bat
Saturday, November 15, 7
THCA Caba
Table: 1

THCA Caba
Simple Fonts Print Clearly

Wopat Swings the Rat Pack

Thursday, November 15, 2014  7:30 PM

THCA Cabaret

Table: 1   Seat: 1
Black & White Line Art Works Well
Insert Picture: Logos and Clip Art (300 dpi)
Add Multiple Text Boxes

- Match ticket stock
- Control text position
- Set text direction

Tom Wopat Swings the Rat Pack
Saturday, November 15, 2014  7:30 PM
THCA Cabaret

Table: 1  Seat: 1
A Couple of Tips About the Mouse

- “Mouse-over” to identify all the different pointers
- Right click for the short-cut menu
Tom Wopat Swings the Rat Pack

Saturday, November 15, 2014  7:30 PM

THCA Cabaret

Table: 1  Seat: 1
Tom Wopat Swing
Saturday, November 15, 2014  7:30 PM
THCA Cabaret
Table: 1   Seat: 1
Tom Wopat Swings the Rat Pack

Saturday, November 15, 2014  7:30 PM

THCA Cabaret

Table: 1    Seat: 1
Text Boxes: Text Wrapping – In front of text
Rotate Text Boxes
Microsoft Word

• Create Templates
• Re-Use Layouts
• When Using Mail-Merge, Update Excel List and Re-Print
10 New Ways to Use Your Ticket Printer (and 10 More)

- Mailing Labels
- Guest Name Tags
- Customer Loyalty Cards
- Gift Certificates
- Food & Beverage Vouchers
- Raffle Tickets
- Parking Hang-Tag
- Business Cards
- Coat Checks
- Price Tags

- Coupons
- Season Passes
- Group Sales Wristbands
- Back-Stage Passes
- Luggage Tags
- VIP Credentials
- Staff ID Cards
- Marketing Handouts
- Material Handling Tags
- Packing Labels
Increase Revenue and Reduce Costs

- Print your logo on items to increase brand recognition
- Print items with sponsor logos to increase exposure and value for your sponsors
- Personalize items for group sales to increase the souvenir value for attendees at parties and events
- Increase sales with coupons, vouchers, and gift certificates
- Use food and beverage tickets to simplify cash accounting
- Print wristbands and credentials to enhance security and facilitate crowd control
- Print exclusive items for sponsors and VIPs
10 New Ways to Use Your Ticket Printer (and 10 More)

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- VIP Credentials
- Staff ID Cards
- Marketing Handouts
- Material Handling Tags
- Packing Labels
Mailing Labels

- Seasonal Marketing Mailings
- Renewal Forms
- Fundraising Drives
- Sponsors’ Coupons
- Special Promotions

Place your information directly in your patron’s hands!
Mailing Address Labels

• Fan-folded adhesive label stock
• Set the size to 3.25” x 2.00”
• Create single label or Mail-merge mailing list

SHIP TO:
«Company»
Attn: «FirstName» «LastName»
«Title»
«Street»
«City», «State» «PostalCode»

SHIP TO:
Worldwide Ticketcraft
3606 Quantum Blvd
Boynton Beach, FL 33426
Microsoft Excel®
Mailings: Start Mail Merge
Mailings: Select Recipients
Mailings: Use Existing List

<table>
<thead>
<tr>
<th>Name</th>
<th>Date modified</th>
<th>Type</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Envelopes</td>
<td>8/27/2014</td>
<td>File folder</td>
<td></td>
</tr>
<tr>
<td>Erik letters</td>
<td>7/17/2014</td>
<td>File folder</td>
<td></td>
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<tr>
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<td>8/28/2014</td>
<td>File folder</td>
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<tr>
<td>MT SF 2014-08-01_files</td>
<td>8/1/2014</td>
<td>File folder</td>
<td></td>
</tr>
<tr>
<td>INTIX sample data</td>
<td>12/1/2014</td>
<td>Microsoft Excel 97-</td>
<td>27 KB</td>
</tr>
<tr>
<td>MT SF 2014-06-23</td>
<td>6/23/2014</td>
<td>Chrome HTML Doc...</td>
<td>26 KB</td>
</tr>
<tr>
<td>MT SF 2014-07-18</td>
<td>7/18/2014</td>
<td>Microsoft Excel Wor...</td>
<td>12 KB</td>
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<td>13 KB</td>
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<tr>
<td>MT SF 2014-08-01b</td>
<td>8/1/2014</td>
<td>Microsoft Excel Wor...</td>
<td>10 KB</td>
</tr>
</tbody>
</table>

File name: INTIX sample data

Tools: Open
Mailings: Insert Merge Fields
Mailings: Insert Merge Field

SHIP TO:

«Company»
Attn: «First_Name» «Last_Name»
«Title»
«Street»
«City», «State» «Postal_CODE»
Use Mail-Merge to Include Variable Information
Use Mail-Merge to Include Variable Info

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Title</th>
<th>Company</th>
<th>Street</th>
<th>City</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>John</td>
<td>Smith</td>
<td>User</td>
<td>Chamber South, South Shore Art Festival</td>
<td>123 Main St.</td>
<td>Boston</td>
<td>MA</td>
</tr>
<tr>
<td>Jane</td>
<td>Doe</td>
<td>Coordinator of Ticket Operations</td>
<td>Hobby Lobby</td>
<td>456 Market St.</td>
<td>New York</td>
<td>NY</td>
</tr>
<tr>
<td>Mike</td>
<td>Williams</td>
<td>President</td>
<td>XYZ Corporation</td>
<td>789 Central Ave.</td>
<td>Chicago</td>
<td>IL</td>
</tr>
<tr>
<td>Lisa</td>
<td>Brown</td>
<td>Vice President</td>
<td>ABC Inc.</td>
<td>101 West Ave.</td>
<td>Los Angeles</td>
<td>CA</td>
</tr>
<tr>
<td>Sarah</td>
<td>Lee</td>
<td>Director of Marketing</td>
<td>DEF Corp.</td>
<td>222 East Rd.</td>
<td>Houston</td>
<td>TX</td>
</tr>
</tbody>
</table>

**Field Names Used:**
- Company
- Street
- City
- State

**Example:**
```
{{Company}}, {{Street}}, {{City}}, {{State}}
```

**Variable Info:**
- **FirstName**
- **LastName**
- **Title**
- **Street**
- **City**
- **State**
- **PostalCode**
Mail Merge: Preview Results

- Company: "Account"
- Address: "First_Name" "Last_Name"
- Title: "Street" "City", "StateProvince" "ZipPostal_Code"

Arts Garage
Attn: Mark Kirschenbaum
Production Manager
180 NE First Street
Delray Beach, FL 33444
Mail Merge: Preview Results

<table>
<thead>
<tr>
<th>Number</th>
<th>First Name</th>
<th>Last Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Aralis</td>
<td>Prada</td>
<td>Revenue Coordinator</td>
</tr>
<tr>
<td>2</td>
<td>Joe</td>
<td>Ising</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Celia</td>
<td>Alvuth</td>
<td>Guest Services Manager</td>
</tr>
<tr>
<td>4</td>
<td>Bill</td>
<td>McDaniel</td>
<td>Athletic Director</td>
</tr>
<tr>
<td>5</td>
<td>Lauren</td>
<td>Mayfield</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Donny</td>
<td>Zabel</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Robert</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Natasha</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Marissa</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Mark</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Ramona</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Vicki</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Arts Garage  
Attn: Mark Kirschenbaum  
Production Manager  
180 NE First Street  
Delray Beach, FL 33444
Finish & Merge

```plaintext
«Company__Account»
Attn: «First_Name» «Last_Name»
«Title»
«Street»
«City», «StateProvince»
«ZipPostal_Code»
```
Finish & Merge: All or Part of the Excel List

• Company__Account
  Attn: «First_Name» «Last_Name»
  «Title»
  «Street»
  «City», «StateProvince»
  «ZipPostal_Code»
Mail Merge the Labels

- Merge into a new Word doc (named “Letters1.doc”)
- Merge directly to the printer
Mailing Address Labels

- Increase sales by placing info directly in the patron’s hands
- Reduce costs by easily producing labels without wasting a whole sheet of laser printer labels
Time for a raffle drawing!

Does everyone have a ticket?
10 New Ways to Use Your Ticket Printer (and 10 More)

- Mailing Labels
- Guest Name Tags
- Customer Loyalty Cards
- Gift Certificates
- Food & Beverage Vouchers
- **Raffle Tickets**
- Parking Hang-Tags
- Business Cards
- Coat Checks
- Price Tags

- Coupons
- Season Passes
- Group Sales Wristbands
- Back-Stage Passes
- Luggage Tags
- VIP Credentials
- Staff ID Cards
- Marketing Handouts
- Material Handling Tags
- Packing Labels
Raffle Tickets

• Winners generate excitement
• Fundraising 50/50 Drawings
• Sponsor’s and Charity’s logos
• Images of the prizes
• Special promotions

Patrons win while helping raise funds for the community!
Use Mail-Merge to Include Sequential Numbering
Use Mail-Merge to Include Sequential Numbering
Raffle Tickets

• Increase revenue by customizing raffle tickets for every event
• Decrease costs by printing your own custom designs in just the quantity needed
Time for a raffle drawing!

Does everyone have a ticket?
10 New Ways to Use Your Ticket Printer (and 10 More)

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- Material Handling Tags
- Packing Labels
Group Sales Wristbands

- Print the guest of honor’s name on every wristband
- Easily identify separate groups with different colors
- Customize for corporate events, birthday parties, or school tours
- Show meal-plans
- Indicate 21+ Age status
- Include safety information

Keep group sales well organized!
Create Designs Using Microsoft-Word®

• Set the size of the document (1 x 11)
• Save different versions as templates
Wristbands Help Secure Lost Children
Wristbands Help Secure Lost Children

- Print the group name on every band
- Print matching wristbands for parent and child
- Indicated restricted area access
- Show travel pick-up times
- List field trip bus number
- Include contact information
Wristbands Help Secure Lost Children

- Print the group name on every band
- Print matching wristbands for parent and child
- Indicated restricted area access
- Show travel pick-up times
- List field trip bus number
- Include contact information

Keep groups secure and well organized!
Group Sales Wristbands

- Increase revenue by personalizing for patrons and sponsors
- Decrease costs by keeping groups safe and organized
Time for a raffle drawing!

Does everyone have a ticket?
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- Packing Labels
VIP Credentials ensure your staff will be able to quickly identify who gets in, where, and when
Treat your VIPs to exclusive privileges, reserved access, special offers, superior service, private shows, and more!
VIP Credentials

- Increase revenue by expanding VIP sales and enhancing the experience
- Decrease costs by producing items on your own printer
Add Barcodes

West Boca Soccer Championship
VIP Ticket
Nov. 10, 20XX
Ticket No.: «number»
Add Barcodes: Free 3 of 9 Barcode Font
Add Barcodes

West Boca Soccer Championship
VIP Ticket
Nov. 10, 20XX
Ticket No.: 100001
Time for a raffle drawing!

Does everyone have a ticket?
10 New Ways to Use Your Ticket Printer (and 10 More)

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• VIP Credentials
• Staff ID Cards
• Marketing Handouts
• Material Handling Tags
• Packing Labels
Guest Name Tags

- Set the size to 3.25 x 2
- Print as needed
- Mail-merge with list of names
Customer Loyalty Cards

- Set the size to 2.11 x 3.325
- Print as needed
- Mail-merge with list
10 New Ways to Use Your Ticket Printer

Gift Certificates

- Set the size to 3.25 x 5.5
- Print as needed
- Add numbering with mail-merge
Food & Beverage Vouchers

- Set the size to 2 x 5.5
- Print as needed
- Add numbering with mail-merge

Annual Charity Event
1/13/15  @  1:23 PM  00001

Meal Ticket

Drink Coupon
Parking Hang-Tags

- Set the size to match die-cut stock
- Use custom designed stock
- Include sponsor logos
- Print as needed
- Mail-merge with list
Business Cards

- Set the size to 2.11 x 3.375
- Print as needed
- Mail-merge with list of names
Coat Checks

- Set the size
- Print as needed
- Add numbering with mail-merge
Price Tags

• Set the size
• Print as needed
• Add barcodes for scanning
Coupons

• Set the size
• Print as needed
Season Passes

- Set the size
- Print as needed
- Mail-merge with list of names
Back-Stage Passes

- Set the size
- Print as needed
- Add numbering with mail-merge
Luggage Tags

- Set the size
- Print as needed
- Mail-merge with list
Staff ID Cards

- Set the size
- Print as needed
- Mail-merge with list

Sunshine Events
Staff ID Card

NAME: John Doe
DEPT: Security
EXPIRES: 6/1/20XX

1234005678901
Marketing Handouts

- Set the size 3.25 x 5.5
- Print as needed
Material Handling Tags

- Set the size
- Print as needed
- Mail-merge with list
Packing Labels

- Set the size
- Print as needed
- Mail-merge with list
Print small quantities on demand

Company Name
Address Line 1
Address Line 2
City, State Zip Code
Country

Sunshine Theatre
SEASON SUBSCRIBER
Name: John Doe
Sex: Adult
Expires: 6/1/20XX

Sunshine Fund-raiser
$1 Charity Drawing
10001
KEEP THIS PORTION

Sunshine Gift Shop
XL TEE SHIRT
(Sizes)
$15.95

COAT CHECK
Sponsor Logo

Performing Arts

CLAIM CHECK
Claim any item before leaving.
Do not loose items

“The Main Event”
General Admission
Adult $10
June 1, 20XX

“The Main Event”
GROUP SALE
June 1, 20XX

“Billy’s 12th Birthday Party”

Sponsor Logo

Sunshine Fund-raiser
$1 Charity Drawing
10002
KEEP THIS PORTION

Sunshine Fund-raiser
$1 Charity Drawing
10003
KEEP THIS PORTION

Sunshine Fund-raiser
$1 Charity Drawing
10004
KEEP THIS PORTION

Sunshine Fund-raiser
$1 Charity Drawing
10005
KEEP THIS PORTION

“10 New Ways to Use Your Ticket Printer”
Rewind Machines are available to produce your own roll tickets and wristbands
Highlighted Benefits

• Get more value from expensive thermal printer
• Increase brand recognition with logo placement
• Provide personalized souvenirs for attendees
• Process groups of patrons more efficiently
• Enhance cash control with coupons and vouchers
• Identify access-level permissions and privileges
• Recognize and promote sponsors
A Case Study:
Thrasher-Horne Center for the Arts

Tom Wopat Swings the Rat Pack
Saturday, November 15, 2014 7:30 PM
THCA Cabaret

Table: 1  Seat: 1
Anna Zirbel, Director of Marketing & Sales, has been with the Thrasher-Horne Center for the Arts in Orange Park, Florida since 2005.

Anna founded the Florida Association of Ticketing (FLOAT) in 2007 and also chaired the INTIX Orlando Conference in 2013.
A Case Study:
Thrasher-Horne Center for the Arts

- First contact Wednesday afternoon around 5pm
- Request to print tickets for special performance
- Cabaret venue not already set up in box office software with seating chart (tables)
- Confirmed with Worldwide Ticketcraft printing was possible
- Needed Word document with ticket layout asap
- Needed Excel spreadsheet with table seating asap
A Case Study:
Thrasher-Horne Center for the Arts
A Case Study: 
Thrasher-Horne Center for the Arts

- Seating chart finalized late Thursday afternoon
- Ticket layout finalized early Friday morning
- Tickets mail-merged into new Word document
- Word document saved as PDF file
- PDF file emailed and printed Friday morning for Saturday event

“This has turned out very nicely. Thank you so much!!”

Araina Eber, Box Office Manager
Thrasher-Horne Center for the Arts
Thank You!

Questions for Anna?
Increase Revenue and Reduce Costs
Increase Revenue and Reduce Costs

- Print your logo on items to increase brand recognition
Increase Revenue and Reduce Costs

- Print items with sponsor logos to increase exposure and value for your sponsors
Increase Revenue and Reduce Costs

- Personalize items for group sales to increase the souvenir value for attendees at parties and events
Increase Revenue and Reduce Costs

• Increase sales with coupons, vouchers, and gift certificates
Increase Revenue and Reduce Costs

• Use food and beverage tickets to simplify cash accounting
Increase Revenue and Reduce Costs

- Print wristbands and credentials to enhance security and facilitate crowd control
Increase Revenue and Reduce Costs

- Print exclusive items for sponsors and VIPs
Thrasher-Horne Center for the Arts
283 College Drive
Orange Park, FL 32065
(904) 276-6815

Anna Zirbel
Director of Marketing & Sales
Please visit us in Booth # 619