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GALAXY USER GROUP MEETING

2019

September 29 - October 4

CINCINNATI

Gateway TICKETING SYSTEMS®

#GalaxyUGM

UGM 2019 PROGRAM BOOK

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UGM SCHEDULE AT-A-GLANCE

Asian Elephant

From trunk to toe, Asia's largest land mammal displays some amazing adaptations to life as a forest-dwelling herbivore. It is most famous for its trunk, which is indespensable for feeding, drinking, smelling, touching, communicating and bathing. Asian elephants live in family groups called herds that are led by older, experienced females.

MONDAY, SEPTEMBER 30

REGISTRATION › 7:30 – 9:30 A.M.
Outside Pavillion Ballroom

SOLUTIONS CENTER › 7:30 A.M. – 5:30 P.M.
Rookwood

BREAKFAST › 8:00 – 9:00 A.M.
Served in Caprice

*1st Time Attendee Breakfast
Held in Solutions Center

MAIN SESSIONS FROM
9:00 A.M. – 5:00 P.M.
IN PAVILLION BALLROOM

Welcome & Introductions
› 9:00 – 9:45 A.M.

The Week Ahead
› 9:45 – 10:15 A.M.

BREAK › 10:15 – 10:45 A.M.
SPONSOR EXHIBITS OPEN

Measuring Success - Customer Spotlight
› 10:45 – 11:00 A.M.

Pricing and the Guest Experience
› 11:00 – 11:30 A.M.

The Dynamics of Admission and Special Event Pricing
› 11:30 A.M. – 12:00 P.M.

★ **LUNCH & FLEX** › 12:00 – 1:30 P.M.
Served in Caprice
SPONSOR EXHIBITS OPEN

*How New Dynamic Pricing Strategies Can Help Solve Age-Old Problems for Attractions
Sponsored by Digonex
Held in Salon B&C › 12:00 – 1:00 P.M.

*SQL Tips and Tricks
Held in Salon D&E › 12:00 – 1:00 P.M.

*Training: Using Price Schedules to Maximize Your Revenue
Held in Learning Lab › 1:00 – 1:30 P.M.

Pacific Visions Expansion at the Aquarium of the Pacific
› 1:30 – 1:45 P.M.

Measuring Your Most Loyal Customers
› 1:45 – 2:00 P.M.

Business Intelligence - Measuring Galaxy Data Alongside Other Systems
› 2:00 – 2:15 P.M.

My Experience Becoming Galaxy Certified
› 2:15 – 2:45 P.M.

BREAK › 2:45 – 3:15 P.M.
SPONSOR EXHIBITS OPEN

LATE AFTERNOON BREAKOUTS
› 3:15 – 5:00 P.M.

*Sales Discussion
Held in Salon D&E

*Reporting & Finance Discussion
Held in Salon F&G

*Galaxy T-Time! [Tips, Tricks & Training]
Held in Learning Lab

* Optional breakout sessions

★ Flex - time dedicated just for you to get the most out of UGM.

TUESDAY, OCTOBER 1

REGISTRATION › 7:30 – 9:30 A.M.
Outside Pavillion Ballroom

SOLUTIONS CENTER › 7:30 A.M. – 12:00 P.M.
Rookwood

BREAKFAST › 8:00 – 9:00 A.M.
Served in Caprice

*Tech Time - New Hardware!
› 8:30 – 9:00 A.M.
Held in Solutions Center

MAIN SESSIONS FROM
9:00 A.M. – 12:00 P.M.
IN PAVILLION BALLROOM

Experience the Galaxy Suite
› 9:00 – 9:15 A.M.

The Case for Kiosks
› 9:15 – 9:45 A.M.

Stories from the Road - Access Control Replacements and Photo Capture
› 9:45 – 10:15 A.M.

BREAK › 10:15 – 10:45 A.M.
SPONSOR EXHIBITS OPEN

Intro to the Annual Release of Galaxy
› 10:45 – 11:45 A.M.

Celebrating the 50th Anniversary of Apollo 11 at Space Center Houston
› 11:45 A.M. – 12:00 P.M.

★ **LUNCH & FLEX** › 12:00 – 1:00 P.M.
Served in Caprice
SPONSOR EXHIBITS OPEN

Tour of Galaxy at the Cincinnati Zoo & Botanical Garden
› 1:00 – 8:30 P.M.

We're ending our sessions early today and heading to the Cincinnati Zoo & Botanical Garden for a structured self-guided tour of the innovative ways they are leveraging the Galaxy software. Then, enjoy an evening at the Africa Overlook Deck with dinner and drinks and special animal visits including a 30-minute visit from the cheetahs.

Bus transportation is provided. Meet at the hotel's 5th Street entrance at 1:15 P.M. Buses will depart promptly at 1:30 P.M.

* Optional breakout sessions

★ Flex - time dedicated just for you to get the most out of UGM.

WEDNESDAY, OCTOBER 2

REGISTRATION › 7:30 – 9:30 A.M.
Outside Pavillion Ballroom

SOLUTIONS CENTER › 7:30 A.M. – 5:30 P.M.
Rookwood

BREAKFAST › 8:00 – 9:00 A.M.
Served in Caprice

*Tech Time - Hands on with the Galaxy Kiosk
› 8:30 – 9:00 A.M.
Held in Solutions Center

MAIN SESSIONS FROM
9:00 A.M. – 5:00 P.M.
IN PAVILLION BALLROOM

One Ticket to Rule Them All! It's Not Simply a Ticket at the Cincinnati Zoo...
› 9:00 – 9:15 A.M.

Cut the Clutter: Simplify Galaxy for the End User
› 9:15 – 9:45 A.M.

Galaxy Connect: Best Practices for Building and Simplifying Your Distribution Channel
› 9:45 – 10:15 A.M.

BREAK › 10:15 – 10:45 A.M.
SPONSOR EXHIBITS OPEN

Quick and Simple Order Entry Bookings
› 10:45 – 11:00 A.M.

Pass Processing Made Simple
› 11:00 – 11:30 A.M.

Simplify Special Events - Deep Linking and Anchors
› 11:30 A.M. – 12:00 P.M.

★ **LUNCH & FLEX** › 12:00 – 1:30 P.M.
Served in Caprice
SPONSOR EXHIBITS OPEN

*Galaxy Connect - Show Me the Money!
Sponsored by Groupon
Held in Salon B&C › 12:00 – 1:00 P.M.

*Training: Top 10 Ways to Simplify Order Entry
Held in Learning Lab › 1:00 – 1:30 P.M.

Simplifying Employee Benefits and Comp Ticket Requests
› 1:30 – 2:00 P.M.

Everything You Wanted to Know About Sales Programs But Were Afraid to Ask
› 2:00 – 2:15 P.M.

Driving Online Sales Using Packages
› 2:15 – 2:30 P.M.

Special Pricing for Local Guests Made Easy
› 2:30 – 2:45 P.M.

BREAK › 2:45 – 3:15 P.M.
SPONSOR EXHIBITS OPEN

LATE AFTERNOON BREAKOUTS
› 3:15 – 5:00 P.M.

*Groups Discussion
Held in Salon D&E

*Pass/Membership Discussion
Held in Salon F&G

*Galaxy T-Time! [Tips, Tricks & Training]
Held in Learning Lab

EVENING EVENT › 6:00 – 9:00 P.M.
Rhinegeist Brewery | 1910 Elm Street

Sip a flight of local beer with dinner, then take a half hour tour of the brewery.

* Optional breakout sessions

★ Flex - time dedicated just for you to get the most out of UGM.

THURSDAY, OCTOBER 3

REGISTRATION › 7:30 – 9:30 A.M.
Outside Pavillion Ballroom

SOLUTIONS CENTER › 7:30 A.M. – 5:30 P.M.
Rookwood

BREAKFAST › 8:00 – 9:00 A.M.
Served in Caprice

*Tech Time - Photos at Access Control
› 8:30 – 9:00 A.M.
Held in Solutions Center

MAIN SESSIONS FROM
9:00 A.M. – 5:00 P.M.
IN PAVILLION BALLROOM

How to Make the Most Out of Your Investment in Galaxy
› 9:00 – 9:15 A.M.

How to Successfully Train Your Front-Line Employees
› 9:15 – 9:45 A.M.

Developing Product Development
› 9:45 – 10:15 A.M.

BREAK › 10:15 – 10:45 A.M.
SPONSOR EXHIBITS OPEN

What's New with the Customer Portal
› 10:45 – 11:15 A.M.

Stories from the Road - Capacity Management
› 11:15 – 11:45 A.M.

What's New in Galaxy Connect
› 11:45 A.M. – 12:00 P.M.

★ **LUNCH & FLEX** › 12:00 – 1:30 P.M.
Served in Caprice
SPONSOR EXHIBITS OPEN

*Credit Card Processing 101
Sponsored by Chase
Held in Salon B&C › 12:00 – 1:00 P.M.

*2020 Galaxy Connect Roadmap: Gateway's Listening
Held in Salon D&E › 12:00 – 1:00 P.M.

*Training: How Resource Management Can Meet Your Business Needs
Held in Learning Lab › 1:00 – 1:30 P.M.

Extending Your Opening Hours, Trends and Finding New Ways to Utilize Your Existing Attraction with a New Market
› 1:30 – 2:00 P.M.

How Shoreline Sightseeing Leverages Galaxy to Stay #1
› 2:00 – 2:30 P.M.

Giveaways!!!
› 2:30 – 2:45 P.M.

BREAK › 2:45 – 3:15 P.M.
SPONSOR EXHIBITS OPEN

LATE AFTERNOON BREAKOUTS
› 3:15 – 5:00 P.M.

*Marketing in 2020
Held in Salon D&E

*Non-Profit Discussion
Held in Salon F&G

*Galaxy System Administrator Certification Preview Session
Held in Learning Lab

* Optional breakout sessions

★ Flex - time dedicated just for you to get the most out of UGM.

FRIDAY, OCTOBER 4

REGISTRATION › 7:30 – 9:30 A.M.
Outside Pavillion Ballroom

SOLUTIONS CENTER › 7:30 A.M. – 3:00 P.M.
Rookwood

BREAKFAST › 8:00 – 9:00 A.M.
Served in Caprice

*Tech Time - Payment Processing
› 8:30 – 9:00 A.M.
Held in Solutions Center

MAIN SESSIONS FROM
9:00 A.M. – 3:00 P.M.
IN PAVILLION BALLROOM

Keynote Speaker: The Ten Attributes of Memorable Attractions
› 9:00 – 10:00 A.M.
Shawn McCoy | Vice President
Jack Rouse Associates

BREAK › 10:00 – 10:30 A.M.
SPONSOR EXHIBITS OPEN

Disney Flex Passport Project
› 10:30 – 11:00 A.M.

Stories from the Road - Entitlements
› 11:00 – 11:30 A.M.

Microsoft Power Apps - Using Forms and Surveys with MS Flow to Create Orders in Galaxy
› 11:30 A.M. – 12:00 P.M.

★ **LUNCH & FLEX** › 12:00 – 1:00 P.M.
Served in Caprice
SPONSOR EXHIBITS OPEN

New Galaxy Functionality: Improve Customer Data Integrity and GDPR Compliance
› 1:00 – 1:30 P.M.

Additional Galaxy Features [cont.]
› 1:30 – 2:15 P.M.

Open Discussion
› 2:15 – 3:00 P.M.

* Optional breakout sessions

★ Flex - time dedicated just for you to get the most out of UGM.

EVENT MAP

Fennec Fox

The smallest fox, the fennec fox has the largest ears relative to body size of any canid, reaching lengths of up to six inches. In addition to enhancing the fox's sense of hearing, the huge ears also act as radiators, allowing it to regulate its body temperature in the hot desert.

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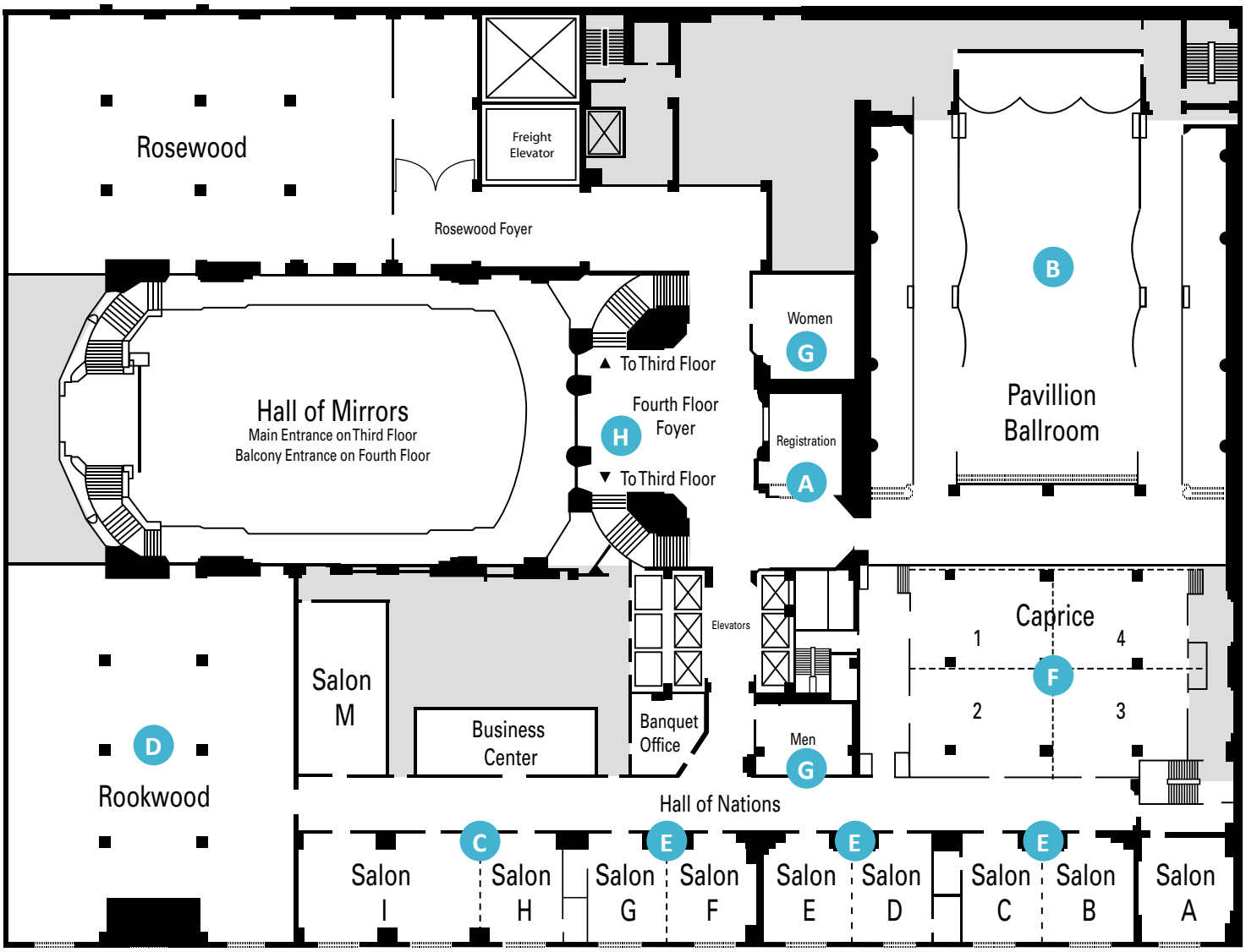

A	Registration	E	Breakout Rooms
B	Main Meeting Space	F	Breakfast/Lunch
C	Learning Lab	G	Restrooms
D	Solutions Center	H	Sponsor Exhibits

MEET THE PEOPLE

Green Basilisk

A member of the iguana family, the green basilisk lizard spends most of its time in the trees and is never far from water. When faced with danger, the basilisk will drop from a tree into the water and sprint across the water's surface on specially designed feet to escape.

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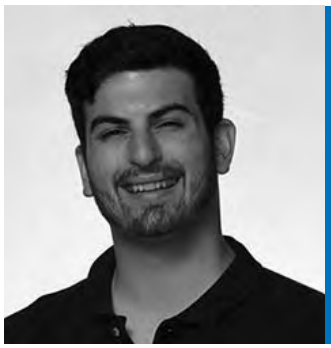

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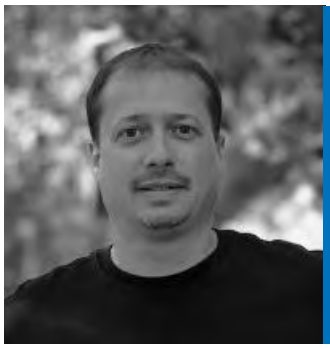

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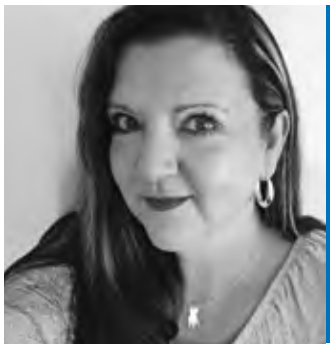

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★

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★ Gateway Presenter

CUSTOMER PRESENTERS

& FEATURED SPEAKERS

Masai Giraffe

Marked with jagged spots, the Masai Giraffe, also known as the Kilimanjaro Giraffe, is the largest subspecies of giraffe. Giraffes spend much of the day feeding and can eat up to 75 pounds a day.

LUIS ALMONTE

SENIOR DIRECTOR, INFORMATION TECHNOLOGY

Discovery Science Foundation

PRESENTATIONS:

Pass Processing Made Simple

How to Successfully Train Your Front-Line Employees

Microsoft Power Apps - Using Forms and Surveys with MS Flow to Create Orders in Galaxy

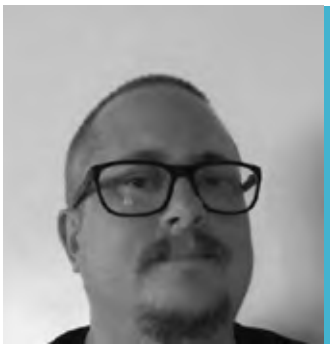
CHRISTOPHER BLACKMAN

CHIEF INFORMATION OFFICER

Empire State Realty Trust, Inc.

PRESENTATION:

The Case for Kiosks



DAVID CASEY

DATABASE/SYSTEMS ADMINISTRATOR

Utah's Hogle Zoo

PRESENTATION:

My Experience Becoming Galaxy Certified

CARLOS CLEVELAND

SENIOR PRODUCT PLANNING ANALYST

Universal Orlando Resort

PRESENTATION:

The Dynamics of Admission and Special Event Pricing

MOLLY ENGLEKING

SUPERVISOR OF DATA ANALYTICS

Denver Museum of Nature & Science

PRESENTATION:

Non-Profit Discussion: Fundraising, CRM and Engagement Strategies

MARTY ERNST

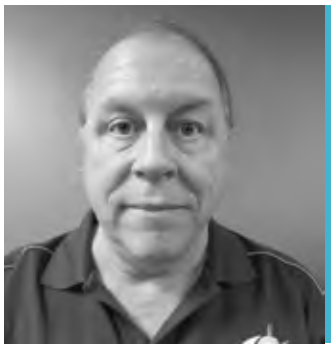
DIRECTOR OF TECHNOLOGY

Kentucky Kingdom

PRESENTATIONS:

Pass Processing Made Simple

Extending Your Opening Hours, Trends and Finding New Ways to Utilize Your Existing Attraction with a New Market



STEVE FREDERICKSON

ELECTRONIC FUNDS SYSTEMS INTEGRATOR

Washington State Ferries

PRESENTATION:
SQL Tips and Tricks

DANIEL HOLMAN

ACCOUNT EXECUTIVE

Chase | Merchant Services

PRESENTATION:
Credit Card Processing 101

KATIE HULL

FINANCE MANAGER, TICKET ADMINISTRATION

The Walt Disney Company

PRESENTATION:
How to Successfully Train Your Front-Line Employees

JANA JENSEN

MANAGER OF PRODUCT IMPLEMENTATION

Universal Orlando Resort

PRESENTATION:
The Dynamics of Admission and Special Event Pricing

CHARLIE KING-MILLER

he/him/his

MANAGER OF APPLICATIONS ADMINISTRATORS

Denver Museum of Nature & Science

PRESENTATIONS:
My Experience Becoming Galaxy Certified

Pass/Membership Discussion: Best Practices

Non-Profit Discussion: Fundraising, CRM and Engagement Strategies

VANESSA LEWIS

DIRECTOR OF REPORTING

Aquarium of the Pacific

PRESENTATIONS:
Reporting & Finance Discussion: New Accounting Rules and Their Impact on Deferred Revenue and Returns

Non-Profit Discussion: Fundraising, CRM and Engagement Strategies

SCOTT LYONS

PRINCIPAL TECHNICAL ARCHITECT

The Walt Disney Company

PRESENTATION:
Disney Flex Passport Project

ALISON MALOY

STAFF ACCOUNTANT

The Dali Museum

PRESENTATION:
My Experience Becoming Galaxy Certified

AARON McCLAY

COORDINATOR OF VISITOR INFORMATION SYSTEMS & FUN

Cincinnati Zoo & Botanical Garden

PRESENTATIONS:
Measuring Your Most Loyal Customers

My Experience Becoming Galaxy Certified

One Ticket to Rule Them All! It's Not Simply a Ticket at the Cincinnati Zoo...

SHAWN McCOY

VICE PRESIDENT

Jack Rouse Associates

KEYNOTE SPEAKER:
The Ten Attributes of Memorable Attractions

MICHAEL McSPARRAN

SENIOR SYSTEMS ANALYST

Service Systems Associates

PRESENTATION:
How to Successfully Train Your Front-Line Employees

NICOLE MEEK

DIRECTOR, VISITOR OPERATIONS

Aquarium of the Pacific

PRESENTATION:
Pacific Visions Expansion at the Aquarium of the Pacific

RACHEL MESSERSCHMITT

DIRECTOR OF VISITOR EXPERIENCE & FUN

Cincinnati Zoo & Botanical Garden

PRESENTATION:
Pricing and the Guest Experience

JAMES RADTKE

MARKETING MANAGER FOR FRAUD & eCOMMERCE

San Diego Zoo Global

PRESENTATION:
Simplifying Employee Benefits and Comp Ticket Requests

TIM RICE

DIRECTOR OF ENTERPRISE APPLICATIONS

National September 11 Memorial & Museum

PRESENTATION:
SQL Tips and Tricks

JOHN ROUSE

VICE PRESIDENT, OPERATIONS/GUEST SERVICES

Aquarium of the Pacific

PRESENTATION:
Pacific Visions Expansion at the Aquarium of the Pacific

GRANT ROZICH

SR. ARCHITECT, SALES & TICKETS SYSTEMS

Palace Entertainment

PRESENTATIONS:
Cut the Clutter: Simplify Galaxy for the End User

Galaxy T-Time! [Tips, Tricks and Training]: Simplify Event Creation, Managing Your Galaxy PLUs and Breaking the Trifecta

SCOTT SENJANIN

SR. SYSTEMS ENGINEER

Shoreline Sightseeing

PRESENTATION:
How Shoreline Sightseeing Leverages Galaxy to Stay #1

JIM SOFRANKO

VP, BUSINESS DEVELOPMENT

Groupon

PRESENTATION:
Galaxy Connect - Show Me the Money!

DANIEL STEWART

DIRECTOR OF GUEST EXPERIENCE

National History Museum of Los Angeles County

PRESENTATIONS:
Business Intelligence - Measuring Galaxy Data Alongside Other Systems

Driving Online Sales Using Packages

AARON TOCKSTEIN

DATABASE ADMINISTRATOR

Detroit Zoological Society

PRESENTATION:
Simplify Special Events - Deep Linking and Anchors

MATTHEW TODD

SENIOR MANAGER OF INFORMATION TECHNOLOGY

The Living Desert Zoo | Gardens

PRESENTATION:
The Case for Kiosks

HARRY TOMASIDES

CHIEF REVENUE OFFICER

Digonex

PRESENTATION:
How New Dynamic Pricing Strategies Can Help Solve Age-Old Problems for Attractions

JARRID VAUGHN

SR. MANAGER OF VISITOR EXPERIENCE & FUN

Cincinnati Zoo & Botanical Garden

PRESENTATIONS:
Measuring Success - Customer Spotlight

Pricing and the Guest Experience

Galaxy T-Time! [Tips, Tricks and Training]: Multipark, Ticket Printing, QR and 2D Barcodes, Barcodes in Emails

One Ticket to Rule Them All! It's Not Simply a Ticket at the Cincinnati Zoo...

DIANA VEGA

GUEST SERVICES MANAGER

Zoo Miami

PRESENTATIONS:

Quick and Simple Order Entry Bookings

Groups Discussion: Order Entry Best Practices, Outreach, Reporting with Attributes and Leveraging the Planner

Extending Your Opening Hours, Trends and Finding New Ways to Utilize Your Existing Attraction with a New Market

KEN WAGNER

IT MANAGER

Shoreline Sightseeing

PRESENTATION:

How Shoreline Sightseeing Leverages Galaxy to Stay #1

PRESENTATIONS

Hippopotamus

Hippos spend the majority of the day soaking in water or mud to keep their skin moist and bodies cool. When submerged, just their eyes, ears and nostrils stick out of the water so they can still see, hear and smell what's going on around them. At night, they come out to munch on grass.

Daily Themes and Funnel Activities Key

Each session, panel and breakout addresses key business activities and goals. To help you better understand how a topic at hand can influence your business, we've created this useful key and inserted the icons by each presentation in the agenda. Each day of UGM is centered around a theme. And within each day, presentations focus on one or more funnel activities that will help you reach your business goals.

DAILY THEMES

MEASURE

These sessions will help you determine what information you can be measuring, what tools you can use, and how you can interpret what you gather. Then, learn how to use all this information to determine what success looks like.

EXPERIENCE

After these sessions, you will have a better idea of how you can deliver exceptional customer service to your guests with engaging experiences.

SIMPLIFY

These sessions offer useful real-world information on how to take all your system practices and find efficiencies; how to take all your data and distill it into actionable takeaways that make your operation more efficient and easier to navigate for guests and team members.

EDUCATE

In these sessions, discuss and learn best practices for communicating and implementing change with your team members and guests to create positive momentum.

LEAD

In these sessions, learn how to stay on the cutting edge of technology and engagement trends and implement those at your attraction.

FUNNEL ACTIVITIES

ATTRACT

Topics discussed in these sessions will help you find and appeal to your target audiences.

ENGAGE

Topics discussed in these sessions will help you keep your potential guests interested in your brand and move them closer to your end goal.

HARVEST

Topics in these sessions will help you turn these potential customers into visiting guests.

NURTURE

Topics in these sessions will help you transition these guests into repeat visitors: season pass-holders, members, donors, brand ambassadors, etc. You'll also learn how to use Attract, Engage and Harvest techniques to form a brand-positive relationship with these guests.

MONDAY, SEPTEMBER 30, 2019 › 9:45 - 10:15 A.M.

The Week Ahead

Michael Andre | President & CEO | Gateway Ticketing Systems, Inc.
Don Eash | Executive Vice President & COO | Gateway Ticketing Systems, Inc.
Scott Lobaugh | Director, Business Development | Gateway Ticketing Systems, Inc.

MONDAY, SEPTEMBER 30, 2019 › 10:45 - 11:00 A.M.

Measuring Success - Customer Spotlight

Jarrid Vaughn | Sr. Manager of Visitor Experience & Fun | Cincinnati Zoo & Botanical Garden

MONDAY, SEPTEMBER 30, 2019 › 11:00 - 11:30 A.M.

Pricing and the Guest Experience

Rachel Messerschmitt | Director of Visitor Experience & Fun | Cincinnati Zoo & Botanical Garden
Jarrid Vaughn | Sr. Manager of Visitor Experience & Fun | Cincinnati Zoo & Botanical Garden

MONDAY, SEPTEMBER 30, 2019 › 11:30 A.M. - 12:00 P.M.

The Dynamics of Admission and Special Event Pricing

Carlos Cleveland | Senior Product Planning Analyst | Universal Orlando Resort
Jana Jensen | Manager of Product Implementation | Universal Orlando Resort

MONDAY, SEPTEMBER 30, 2019 › LUNCH BREAKOUT SESSION

Held in Salon B&C › 12:00 - 1:00 P.M.

How New Dynamic Pricing Strategies Can Help Solve Age-Old Problems for Attractions

SPONSORED BY DIGONEX

Harry Tomasides | Chief Revenue Officer | Digonex

MONDAY, SEPTEMBER 30, 2019 › LUNCH BREAKOUT SESSION

Held in Salon D&E › 12:00 - 1:00 P.M.

SQL Tips and Tricks

Steve Frederickson | Electronic Funds Systems Integrator | Washington State Ferries
Matthew Hoenstine | Principal, Destinations | Gateway Ticketing Systems, Inc.
Tim Rice | Director of Enterprise Applications | National September 11 Memorial & Museum

MONDAY, SEPTEMBER 30, 2019 › 1:00 - 1:30 P.M.
Held in the Learning Lab

Training: Using Price Schedules to Maximize Your Revenue

Carrie Basta | Instructor III | Gateway Ticketing Systems, Inc.

MONDAY, SEPTEMBER 30, 2019 › 1:30 - 1:45 P.M.

Pacific Visions Expansion at the Aquarium of the Pacific

Nicole Meek | Director, Visitor Operations | Aquarium of the Pacific
John Rouse | Vice President, Operations/Guest Services | Aquarium of the Pacific

MONDAY, SEPTEMBER 30, 2019 › 1:45 - 2:00 P.M.

Measuring Your Most Loyal Customers

Aaron McClay | Coordinator of Visitor Information Systems & Fun | Cincinnati Zoo & Botanical Garden

MONDAY, SEPTEMBER 30, 2019 › 2:00 - 2:15 P.M.

Business Intelligence - Measuring Galaxy Data Alongside Other Systems

Daniel Stewart | Director of Guest Experience | Natural History Museum of Los Angeles County

MONDAY, SEPTEMBER 30, 2019 › 2:15 - 2:45 P.M.

My Experience Becoming Galaxy Certified

David Casey | Database/Systems Administrator | Utah's Hogle Zoo
Charlie King-Miller | he/him/his | Manager of Applications Administrators | Denver Museum of Nature & Science
Alison Maloy | Staff Accountant | The Dali Museum
Aaron McClay | Coordinator of Visitor Information Systems & Fun | Cincinnati Zoo & Botanical Garden

MONDAY, SEPTEMBER 30, 2019 › 3:15 - 5:00 P.M.
Held in Salon D&E

Sales Discussion: OTA Partnerships, Connect and the Reseller Web Store

Dan Haviland | Business Solutions Engineer II | Gateway Ticketing Systems, Inc.
Scott Lobaugh | Director, Business Development | Gateway Ticketing Systems, Inc.

CASE STUDY

GALAXY® CERTIFICATION FOR A NEW SYSTEM ADMINISTRATOR

THE CHALLENGE

Completing the on-boarding process of a new employee effectively is one of the biggest challenges a manager faces. This is amplified when that new hire is a Galaxy System Administrator, who needs to learn the company's business practices as well as how to apply them when configuring, maintaining and troubleshooting Galaxy. Finding the time to get a new hire up to speed in addition to doing your own job responsibilities can be a difficult task.

THE SOLUTION

Managers at the Denver Museum of Nature & Science, the Cincinnati Zoo & Botanical Garden, and Wildlife Conservation Society faced this exact challenge. And they turned to the Galaxy Certification Program to take on-boarding their new team members in core Galaxy features off their plate.

Enrolling your new system administrator in this course provides the foundation of Galaxy knowledge necessary to be successful in their role. The program incorporates self-paced courses for independent learning in addition to guidance from a Galaxy certified instructor at Gateway. Candidates are provided with a training environment to complete industry related configuration scenarios, which allows for practice that does not impact your live operation. With successful results on the configuration-based exam at the end of the program, you can be assured that your system administrator can complete core configuration for a Galaxy-supported operation. We support continued learning with a one-year subscription to all self-paced courses offered from Gateway.

CUSTOMER EXPERIENCE

When Ben Watson was hired at Denver Museum of Nature & Science as an Applications Administrator, Charlie King-Miller turned to the Galaxy Certification Program as the best way for him to learn Galaxy quickly. "Certification is no substitute for experience with the software, but it dramatically shortens the learning curve," says Charlie, Manager of Applications Administrators. "Ben was able to get up to speed on existing and new functionality so much faster than if I had trained him."

Jarrid Vaughn, Sr. Manager of Visitor Experience & FUN at Cincinnati Zoo, on-boarded Aaron McClay, a new system administrator, using the Galaxy Certification Program. "It definitely made bringing someone on board from the outside, with no experience, a lot easier," says Jarrid. "After completion of his training, Aaron was able to dive right in and begin working on his own to complete tasks and assist users throughout the Zoo."

While Brianne Quackenbush was not new to Wildlife Conservation Society, she was new to the world of configuration in Galaxy when she took the role of Galaxy System Administrator. Brianne completed the Galaxy Certification Program during her first few months. "This program gave me a really good knowledge base that lined up well with my onsite training as I transitioned into my new position," says Brianne. The program provided both immediate benefits, as well as assistance with more long-term goals and growth. "While some of the tasks in the program were not things we currently used, I was able to take those ideas to help improve and implement changes to our organization."

"Ben was able to get up to speed on existing and new functionality so much faster than if I had trained him."

Charlie King-Miller
Manager of Applications Administrators
Denver Museum of Nature & Science

"It definitely made bringing someone on board from the outside, with no experience, a lot easier."

Jarrid Vaughn
Sr. Manager of Visitor Experience & FUN
Cincinnati Zoo & Botanical Garden

"This program gave me a really good knowledge base that lined up well with my onsite training as I transitioned into my new position."

Brianna Quakenbush
Galaxy System Administrator
Wildlife Conservation Society

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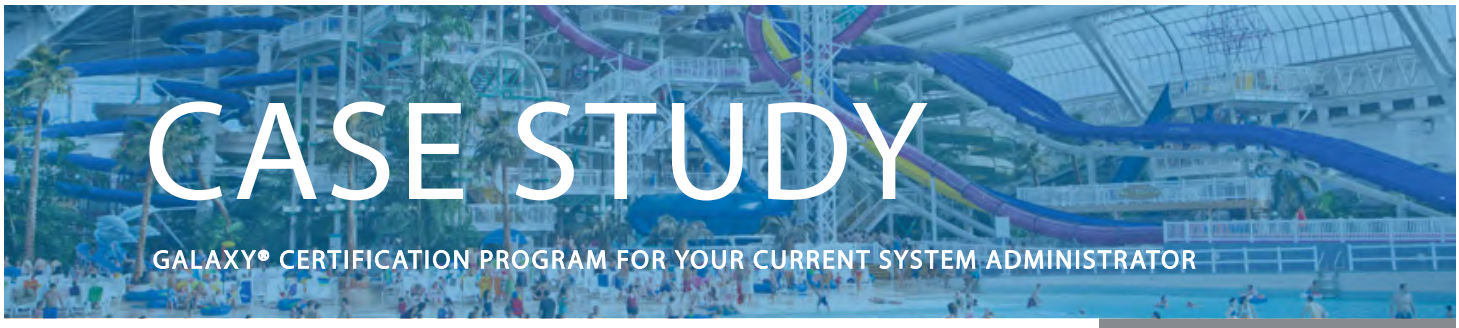

CASE STUDY

GALAXY® CERTIFICATION PROGRAM FOR YOUR CURRENT SYSTEM ADMINISTRATOR

THE CUSTOMER

West Edmonton Mall is a 5.3-million-square-foot entertainment complex. Alongside its stores and restaurants, there are nine attractions including an amusement park, waterpark and underground aquarium. For 23 years, the Mall has used Gateway Ticketing Systems' Galaxy software to run their attractions operations, making it imperative that the Mall employ a strong staff of system administrators.

THE CHALLENGE

West Edmonton Mall would periodically upgrade to the latest version of Galaxy to access the software's new features and functions. However, the impact of these features on their guest experience depended on their system administrator's ability to successfully support them. "Even though I'm confident in my knowledge of Galaxy, I'm not confident that I know everything about every module that Galaxy has to offer," says David Lee, Senior Accountant at West Edmonton Mall.

THEIR SOLUTION

David enrolled Breanne Allan, their current Galaxy System Administrator, into the Galaxy Certification Program. Throughout the program, Breanne learned best practices for base configuration in the core Galaxy modules and the eGalaxy Web Store. The program curriculum also included self-paced courses for independent learning in addition to guidance from a Galaxy certified instructor. She was provided with a training environment to complete industry-related configuration scenarios, which allowed for practice that did not impact live operation.

"Whether you are new to Galaxy or a seasoned pro, I highly recommend the Galaxy Certification Program to everyone," says Breanne. "You learn how to effectively configure and use the features of Galaxy by ACTUALLY doing it. You get one-on-one review periods of your configuration with the instructor so you can ask additional questions and get the answers you need."

With successful results on the configuration-based exam at the end of the program, managers are assured their system administrator can complete core configuration for a Galaxy-supported operation. We support continued learning with a one-year subscription to all self-paced courses offered from Gateway.

THEIR BUSINESS BENEFITS

Even as an experienced system administrator, Breanne found the Galaxy Certification Program made her more confident and efficient with her job responsibilities. "The Galaxy Certification Program really helped to reaffirm the knowledge that I already had, provided me with a better understanding of WHY things needed to be configured in certain ways, and provided me with knowledge about Galaxy features and functions that I didn't even know were possible."

Since completing the Program, Breanne has become a go-to person when implementing new programs and offers at West Edmonton Mall. "Whenever someone asks, "can this be done", Breanne is able to at least confirm if she's seen this exact thing or something similar during her program," David explains. "We are then able to review the features and collaborate on a solution." And as Breanne elaborates: "Being certified also helps you identify and report issues to Gateway Ticketing Systems in a manner that helps the Support Desk team understand your issues so they can be resolved quickly."

"The program is a great way to validate the user is up to date with all the newest features of the Galaxy system."

David Lee
Senior Accountant

"The Galaxy Certification Program provides you with the knowledge and confidence to be able to use Galaxy to its full potential."

Breanne Allan
Galaxy System Administrator

"I've been told it's not an easy course. That means only people that truly learn from the program will pass and be certified."

David Lee
Senior Accountant

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MONDAY, SEPTEMBER 30, 2019 › 3:15 - 5:00 P.M.
Held in Salon F&G

Reporting & Finance Discussion: New Accounting Rules and Their Impact on Deferred Revenue and Returns

Matthew Hoenstine | Principal, Destinations | Gateway Ticketing Systems, Inc.
Vanessa Lewis | Director of Reporting | Aquarium of the Pacific

MONDAY, SEPTEMBER 30, 2019 › 3:15 - 5:00 P.M.
Held in the Learning Lab

Galaxy T-Time! [Tips, Tricks and Training]: Multipark, Ticket Printing, QR and 2D Barcodes, Barcodes in Emails

Randy Josselyn | Principal, Wildlife & Conservation | Gateway Ticketing Systems, Inc.
Matthew Steckiel | Technical Support Engineer | Gateway Ticketing Systems, Inc.
Jarrid Vaughn | Sr. Manager of Visitor Experience & Fun | Cincinnati Zoo & Botanical Garden

TUESDAY, OCTOBER 1, 2019 › 8:30 - 9:00 A.M.
Held in the Solutions Center

Tech Time - New Hardware!

Jerry Lake | Technology Director, Payments & System Integration | Gateway Ticketing Systems, Inc.

TUESDAY, OCTOBER 1, 2019 › 9:00 - 9:15 A.M.

Experience the Galaxy Suite

Dan Haviland | Business Solutions Engineer II | Gateway Ticketing Systems, Inc.
Michael Marks | Business Solutions Engineer II | Gateway Ticketing Systems, Inc.

TUESDAY, OCTOBER 1, 2019 › 9:15 - 9:45 A.M.

The Case for Kiosks

Christopher Blackman | Chief Information Officer | Empire State Reality Trust, Inc.
Matthew Todd | Senior Manager of Information Technology | The Living Desert Zoo | Gardens
Zach Yusypchuk | Program Manager III | Gateway Ticketing Systems, Inc.

TUESDAY, OCTOBER 1, 2019 › 9:45 - 10:15 A.M.

Stories from the Road - Access Control Replacements and Photo Capture

Matthew Steckiel | Technical Support Engineer | Gateway Ticketing Systems, Inc.

TUESDAY, OCTOBER 1, 2019 › 10:45 - 11:45 A.M.

Intro to the Annual Release of Galaxy

Tom Chiarella | Sr. Manager, Product Development | Gateway Ticketing Systems, Inc.
Matthew Hoenstine | Principal, Destinations | Gateway Ticketing Systems, Inc.

TUESDAY, OCTOBER 1, 2019 › 11:45 A.M. - 12:00 P.M.

Celebrating the 50th Anniversary of Apollo 11 at Space Center Houston

Kelly Bules | Business Solutions Manager | Gateway Ticketing Systems, Inc.

WEDNESDAY, OCTOBER 2, 2019 › 8:30 - 9:00 A.M.

Held in the Solutions Center

Tech Time - Hands on with the Galaxy Kiosk

Dan Haviland | Business Solutions Engineer II | Gateway Ticketing Systems, Inc.
Michael Marks | Business Solutions Engineer II | Gateway Ticketing Systems, Inc.

WEDNESDAY, OCTOBER 2, 2019 › 9:00 - 9:15 A.M.

One Ticket to Rule Them All! It's Not Simply a Ticket at the Cincinnati Zoo...

Aaron McClay | Coordinator of Visitor Information Systems & Fun | Cincinnati Zoo & Botanical Garden
Jarrid Vaughn | Sr. Manager of Visitor Experience & Fun | Cincinnati Zoo & Botanical Garden

WEDNESDAY, OCTOBER 2, 2019 › 9:15 - 9:45 A.M.

Cut the Clutter: Simplify Galaxy for the End User

Grant Rozich | Sr. Architect, Sales & Ticketing Systems | Palace Entertainment

WEDNESDAY, OCTOBER 2, 2019 › 9:45 - 10:15 A.M.

Galaxy Connect: Best Practices for Building and Simplifying Your Distribution Channel

Scott Lobaugh | Director, Business Development | Gateway Ticketing Systems, Inc.
Nell Smoyer | Supply Partner Manager, Galaxy Connect | Gateway Ticketing Systems, Inc.
Zach Yusypchuk | Program Manager | Gateway Ticketing Systems, Inc.

CASE STUDY

GALAXY CONNECT AND THE USS MIDWAY MUSEUM

THE CUSTOMER

The USS Midway is the longest-serving American aircraft carrier of the 20th century. It was opened as the USS Midway Museum in June 2004, dedicated to preserving the memory of the people who served aboard the ship. The museum welcomes 1.4 million visitors annually, employs 200 paid staff plus 800 volunteers, and is currently the #5 Museum in America according to TripAdvisor. They have used Gateway Ticketing Systems' Galaxy® ticketing and admission control solutions since 2008.

THE CHALLENGE

The USS Midway Museum was using a competitor offering to sell tickets through online travel agencies (OTAs). But their staff was spending hours reconciling vouchers every month because each distributor had different requirements. They also had no clear insight into the number of vouchers sold. So when a voucher was not redeemed, the distributor kept the profit. Additionally, the few cases of voucher fraud were difficult to prevent and initiated large customer service issues as guests could potentially use a single voucher without a barcode multiple times to redeem multiple tickets.

"We really wanted to connect to the wholesalers directly", says Cheryl Bailey, the System Administrator at the Midway, "But the wholesalers either weren't capable or weren't willing to build a custom API. We considered building these APIs in-house, but we didn't have the right technical knowledge or resources."

THEIR SOLUTION

The USS Midway Museum worked with Gateway's Team to transition to our Galaxy Connect™ Platform. The platform connects suppliers to third-party distributors with just a single integration so they can issue live tickets and eliminate paper vouchers. Since Connect already had a growing list of distributor agreements, the Midway gained access to many of the OTAs they were already using, but this time through just one API.

THEIR BUSINESS BENEFITS

"Connect has saved us 40-50 hours a month in reconciling vouchers, and we saw about a 20% bump in sales with our largest distributors when we started using the platform", says Joe Wagstaff, Sales Manager with the Midway.

The customer experience and guest satisfaction has improved as visitors now have their tickets before they arrive. They don't have to wait in line and can go right to security. Lines at the gate have cut in half giving the ticket staff more time to offer better customer service, and voucher fraud is now almost non-existent. Since there is clear reporting into the number of tickets sold, contracts are being renegotiated so the Midway profits when tickets sold through their partners aren't used.

But ultimately, as Cheryl puts it, "it just makes more sense to have one API with multiple people using it." It's simple to setup a new account since the API already exists, and the support from Gateway provides the technical expertise the museum doesn't have. "Connect has so much potential and we're excited to see what will roll out in the future."

Galaxy{connect}™

"

We really wanted to connect to the wholesalers directly, but the wholesalers either weren't capable or weren't willing to build a custom API.

Cheryl Bailey
System Administrator

"

Connect has saved us 40-50 hours a month in reconciling vouchers, and we saw about a 20% bump in sales with our largest distributors.

Joe Wagstaff
Sales Manager

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Gateway TICKETING SYSTEMS

WEDNESDAY, OCTOBER 2, 2019 › 10:45 - 11:00 A.M.

Quick and Simple Order Entry Bookings

Randy Josselyn | Principal, Wildlife & Conservation | Gateway Ticketing Systems, Inc.
Diana Vega | Guest Services Manager | Zoo Miami

WEDNESDAY, OCTOBER 2, 2019 › 11:00 - 11:30 A.M.

Pass Processing Made Simple

Luis Almonte | Senior Director, Information Technology | Discovery Science Foundation
Marty Ernst | Director of Technology | Kentucky Kingdom
Matthew Steckiel | Technical Support Engineer | Gateway Ticketing Systems, Inc.

WEDNESDAY, OCTOBER 2, 2019 › 11:30 A.M. - 12:00 P.M.

Simplify Special Events - Deep Linking and Anchors

Aaron Tockstein | Database Administrator | Detroit Zoological Society

WEDNESDAY, OCTOBER 2, 2019 › LUNCH BREAKOUT SESSION

Held in Salon B&C › 12:00 - 1:00 P.M.

Galaxy Connect: Show Me the Money!

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Jim Sofranko | VP, Business Development | Groupon

Nell Smoyer | Supply Partner Manager, Galaxy Connect | Gateway Ticketing Systems, Inc.

WEDNESDAY, OCTOBER 2, 2019 › 1:00 - 1:30 P.M.
Held in the Learning Lab

Training: Top 10 Ways to Simplify Order Entry

Carrie Basta | Instructor III | Gateway Ticketing Systems, Inc.

WEDNESDAY, OCTOBER 2, 2019 › 1:30 - 2:00 P.M.

Simplifying Employee Benefits and Comp Ticket Requests

James Radtke | Marketing Manager for Fraud and eCommerce | San Diego Zoo Global

WEDNESDAY, OCTOBER 2, 2019 › 2:00 - 2:15 P.M.

Everything You Wanted to Know About Sales Programs But Were Afraid to Ask

Michael Marks | Business Solutions Engineer II | Gateway Ticketing Systems, Inc.

WEDNESDAY, OCTOBER 2, 2019 › 2:15 - 2:30 P.M.

Driving Online Sales Using Packages

Daniel Stewart | Director of Guest Experience | Natural History Museum of Los Angeles County

WEDNESDAY, OCTOBER 2, 2019 › 2:30 - 2:45 P.M.

Special Pricing for Local Guests Made Easy

Randy Josselyn | Principal, Wildlife & Conservation | Gateway Ticketing Systems, Inc.

WEDNESDAY, OCTOBER 2, 2019 › 3:15 - 5:00 P.M.
Held in Salon D&E

Groups Discussion: Order Entry Best Practices, Outreach, Reporting with Attributes and Leveraging the Planner

Carrie Basta | Instructor III | Gateway Ticketing Systems, Inc.
Diana Vega | Guest Services Manager | Zoo Miami

WEDNESDAY, OCTOBER 2, 2019 › 3:15 - 5:00 P.M.
Held in Salon F&G

Pass/Membership Discussion: Best Practices

Randy Josselyn | Principal, Wildlife & Conservation | Gateway Ticketing Systems, Inc.
Charlie King-Miller | he/him/his | Manager of Applications Administrators | Denver Museum of Nature & Science
Matthew Steckiel | Technical Support Engineer | Gateway Ticketing Systems, Inc.

WEDNESDAY, OCTOBER 2, 2019 › 3:15 - 5:00 P.M.
Held in the Learning Lab

Galaxy T-Time! [Tips, Tricks and Training]: Simplify Event Creation, Managing Your Galaxy PLUs and Breaking the Trifecta

Matthew Hoenstine | Principal, Destinations | Gateway Ticketing Systems, Inc.
Grant Rozich | Sr. Architect, Sales & Ticketing Systems | Palace Entertainment

THURSDAY, OCTOBER 3, 2019 › 8:30 - 9:00 A.M.

Held in the Solutions Center

Tech Time - Photos at Access Control

Dan Haviland | Business Solutions Engineer II | Gateway Ticketing Systems, Inc.
Michael Marks | Business Solutions Engineer II | Gateway Ticketing Systems, Inc.

THURSDAY, OCTOBER 3, 2019 › 9:00 - 9:15 A.M.

How to Make the Most Out of Your Investment in Galaxy

Kelly Bules | Business Solutions Manager | Gateway Ticketing Systems, Inc.

THURSDAY, OCTOBER 3, 2019 › 9:15 - 9:45 A.M.

How to Successfully Train Your Front-Line Employees

Luis Almonte | Senior Director, Information Technology | Discovery Science Foundation
Carrie Basta | Instructor III | Gateway Ticketing Systems, Inc.
Katie Hull | Finance Manager, Ticket Administration | The Walt Disney Company
Michael McSparran | Senior Systems Analyst | Service Systems Associates

THURSDAY, OCTOBER 3, 2019 › 9:45 - 10:15 A.M.

Developing Product Development

Tom Chiarella | Sr. Manager, Product Development | Gateway Ticketing Systems, Inc.

THURSDAY, OCTOBER 3, 2019 › 10:45 - 11:15 A.M.

What's New with the Customer Portal

Brandon Carper | Sr. Manager, Customer Service | Gateway Ticketing Systems, Inc.

THURSDAY, OCTOBER 3, 2019 › 11:15 - 11:45 A.M.

Stories from the Road - Capacity Management

Matthew Steckiel | Technical Support Engineer | Gateway Ticketing Systems, Inc.

THURSDAY, OCTOBER 3, 2019 › 11:45 A.M. - 12:00 P.M.

What's New in Galaxy Connect

Nell Smoyer | Supply Partner Manager, Galaxy Connect | Gateway Ticketing Systems, Inc.
Zach Yusypchuk | Program Manager III | Gateway Ticketing Systems, Inc.

THURSDAY, OCTOBER 3, 2019 › LUNCH BREAKOUT SESSION
Held in Salon B&C › 12:00 - 1:00 P.M.

Credit Card Processing 101

SPONSORED BY CHASE
Daniel Holman | Account Executive | Chase
Jerry Lake | Technology Director, Payments & Systems Integration | Gateway Ticketing Systems, Inc.

THURSDAY, OCTOBER 3, 2019 › LUNCH BREAKOUT SESSION

Held in Salon D&E › 12:00 - 1:00 P.M.

2020 Galaxy Connect Roadmap: Gateway's Listening

Scott Lobaugh | Director, Business Development | Gateway Ticketing Systems, Inc.
Nell Smoyer | Supply Partner Manager, Galaxy Connect | Gateway Ticketing Systems, Inc.
Zach Yusypchuk | Program Manager III | Gateway Ticketing Systems, Inc.

THURSDAY, OCTOBER 3, 2019 › 1:00 - 1:30 P.M.

Held in the Learning Lab

Training: How Resource Management Can Meet Your Business Needs

Carrie Basta | Instructor III | Gateway Ticketing Systems, Inc.

THURSDAY, OCTOBER 3, 2019 › 1:30 - 2:00 P.M.

Extending Your Opening Hours, Trends and Finding New Ways to Utilize Your Existing Attraction with a New Market

Marty Ernst | Director of Technology | Kentucky Kingdom
Diana Vega | Guest Services Manager | Zoo Miami

THURSDAY, OCTOBER 3, 2019 › 2:00 - 2:30 P.M.

How Shoreline Sightseeing Leverages Galaxy to Stay #1

Scott Senjanin | Sr. Systems Engineer | Shoreline Sightseeing
Ken Wagner | IT Manager | Shoreline Sightseeing

THURSDAY, OCTOBER 3, 2019 › 3:15 - 5:00 P.M.

Held in Salon D&E

Marketing in 2020: Best Practices for Planning, Innovating and Growing (all on a budget of course!)

Greg Banecker | Sr. Manager, Marketing | Gateway Ticketing Systems, Inc.
Matthew Hoenstine | Principal, Destinations | Gateway Ticketing Systems, Inc.

THURSDAY, OCTOBER 3, 2019 › 3:15 - 5:00 P.M.

Held in Salon F&G

Non-Profit Discussion: Fundraising, CRM and Engagement Strategies

Molly Engleking | Supervisor of Data Analytics | Denver Museum of Nature & Science
Randy Josselyn | Principal, Wildlife & Conservation | Gateway Ticketing Systems, Inc.
Charlie King-Miller | he/him/his | Manager of Applications Administrators | Denver Museum of Nature & Science
Vanessa Lewis | Director of Reporting | Aquarium of the Pacific

THURSDAY, OCTOBER 3, 2019 › 3:15 - 5:00 P.M.
Held in the Learning Lab

Galaxy System Administrator Certification Preview Session

Carrie Basta | Instructor III | Gateway Ticketing Systems, Inc.

FRIDAY, OCTOBER 4, 2019 › 8:30 - 9:00 A.M.
Held in the Solutions Center

Tech Time - Payment Processing

Jerry Lake | Technology Director, Payments & Systems Integration | Gateway Ticketing Systems, Inc.

FRIDAY, OCTOBER 4, 2019 › 9:00 - 10:00 A.M.

Keynote Speaker: The Ten Attributes of Memorable Attractions

Shawn McCoy | Vice President | Jack Rouse Associates

FRIDAY, OCTOBER 4, 2019 › 10:30 - 11:00 A.M.

Disney Flex Passport Project

Scott Lyons | Principal Technical Architect | The Walt Disney Company
Matthew Hoenstine | Principal, Destinations | Gateway Ticketing Systems, Inc.

FRIDAY, OCTOBER 4, 2019 › 11:00 - 11:30 A.M.

Stories from the Road - Entitlements

Matthew Steckiel | Technical Support Engineer | Gateway Ticketing Systems, Inc.

FRIDAY, OCTOBER 4, 2019 › 11:30 A.M. - 12:00 P.M.

Microsoft Power Apps - Using Forms and Surveys with MS Flow to Create Orders in Galaxy

Luis Almonte | Senior Director, Information Technology | Discovery Science Foundation

FRIDAY, OCTOBER 4, 2019 › 1:00 - 1:30 P.M.

New Galaxy Functionality: Improve Customer Data Integrity and GDPR Compliance

Matthew Hoenstine | Principal, Destinations | Gateway Ticketing Systems, Inc.
Randy Josselyn | Principal, Wildlife & Conservation | Gateway Ticketing Systems, Inc.

FRIDAY, OCTOBER 4, 2019 › 1:30 - 2:15 P.M.

Additional Galaxy Features [cont.]

Matthew Hoenstine | Principal, Destinations | Gateway Ticketing Systems, Inc.
Randy Josselyn | Principal, Wildlife & Conservation | Gateway Ticketing Systems, Inc.

Beyond the Barcode

Gateway Ticketing Systems' Industry Newsletter

When Designing Intuitive Venue Entrances, Look Outside the Attractions Space

Many visitors to our attractions across the world are not accustomed to the process of entering a venue. While this may sound ludicrous, the entrance process has become wildly complex. Tickets that are only valid on certain days, at a certain place, or require pre-printing and exchanging for another ticket, at a kiosk or a counter. Paper tickets, wristbands, membership cards, scan your phone, early entrance, special entrance, VIP entrance. For a guest that doesn't spend every day dealing with ticketing, these differences create friction.

Designing an intuitive entrance is key to eliminating this friction. And it's critical to ensure that the technology solutions you deploy make entering your venue as easy as possible. You need to leverage concepts, experiences and technology that your guests are already familiar with so they can quickly understand how to interact with the access control point and enter efficiently. For example....

To read more, visit: *bit.ly/entrances*

Gateway TICKETING SYSTEMS

10 Success Factors in Choosing the Right Ticketing System for Your Attraction

You've been charged with finding a new ticketing solution for your venue. Perhaps you've outgrown your original system or encountered too many barriers to success with your legacy software.

Obviously you want to succeed in finding the perfect match to meet your needs and take your business forward in the future. Between the major providers you already know and an ol' fashioned Google search, you'll start getting a sense of who you want to talk with.

But what are those invaluable tips that can make your evaluation process more efficient and help ensure you select the right partner? Download our eBook and read on for the gems we've uncovered in helping hundreds of the world's top attractions do just that.

Download the full eBook: *bit.ly/tenfactors*

Considering Kiosks? Answer These 14 Questions First

Over the last five years, inquiries from customers looking to deploy a kiosk at their location have increased noticeably. And it makes sense. Kiosks offer plenty of benefits for your attraction: reducing lines at your traditional POS, reducing the number of labor hours needed to sell tickets, improving branding and the customer experience. But that doesn't mean you should jump-in head first without first considering all your business objectives and needs. Before we move forward with any concrete discussions, I always ask our customers these 14 questions:

Download the infographic: *bit.ly/kiosks14*

Gateway TICKETING SYSTEMS

Galaxy{connect}™ Increases Sales by 20%

One way more and more attractions are looking to increase revenue and attendance is by building relationships with third-party distributors (OTAs). But many of these distributors provide vouchers to your guests, meaning they have to stand in line at your gate to redeem it for a live ticket. Additionally, for each distributor you have a relationship with, you have to build a one-off integration which takes IT resources away from other important responsibilities.

Connect eliminates these challenges, enabling you to sell live tickets through any number of OTAs with just a single integration. In fact, in 2019 to-date, our customers using Galaxy Connect have sold $130 million in tickets and over 1.3 million guests have skipped the redemption line and gotten into their venues quicker. The USS Midway Museum gave us their thoughts on how Galaxy Connect has improved their business.

Read the Case Study: *bit.ly/galaxyconnect*

Explore the Galaxy® with Mike Marks

Mike Marks is a Gateway Ticketing Systems' Business Solutions Engineer. As he puts it simply: his role is assisting customers and potential customers in finding their way around Galaxy.

Every month, Mike explores with you the vast configuration options available in Galaxy and shows you how to streamline your process with tips and tricks through engaging and educational tutorial videos. If you're interested in seeing the Galaxy software in action...

Watch the video tutorials: *bit.ly/ETGMM*

Gateway TICKETING SYSTEMS

Galaxy Users Turn to Galaxy Certification to On-board New System Admins and Stay on Top of New Releases

> **Whether you are new to Galaxy or a seasoned pro, I highly recommend the Galaxy Certification Program to everyone. You learn how to effectively configure and use the features of Galaxy by ACTUALLY doing it. You get one-on-one review periods of your configuration with the instructor so you can ask additional questions and get the answers you need.**
>
> – Breanne Allan –
> System Administrator | West Edmonton Mall

Completing an effective on-boarding process for your new Galaxy System Administrator is a tall order when they need to learn your company's business practices, as well as how to apply them to Galaxy. And even if you already manage a Galaxy System Admin, or already are one yourself, it's difficult to know everything about every module in the software, particularly when new versions are released.

Managers and system admins from Galaxy sites have discovered a solution to this challenge: Our Galaxy System Administrator Certification Course. The program incorporates self-paced courses for independent learning in addition to guidance from a Galaxy certified instructor at Gateway. Candidates are provided with a training environment to complete industry related configuration scenarios, which allows for practice that does not impact your live operation. With successful results on the configuration-based exam at the end of the program, you can be assured that your system administrator can complete core configuration for a Galaxy-supported operation.

But don't just take our word for it, see what real users who have benefitted from the program have to say:

Read the Case Studies: *bit.ly/GalaxyCertification*

Want to Stay on Top of Ticketing?

Go Beyond the Barcode every month with our e-newsletter delivered right to your inbox. We send engaging and downright useful articles, videos, tips and best practices to help your venue increase revenue, increase attendance, improve the guest experience and save money. Send your email address to *marketing@gatewayticketing.com* and we'll get you on the list. Or just let any Gateway employee at UGM know you'd like to be added to the list.

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CHASE

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Daniel Holman, Chase Merchant Services
Call 972.324.5572 or email smb_partner_programs@chase.com

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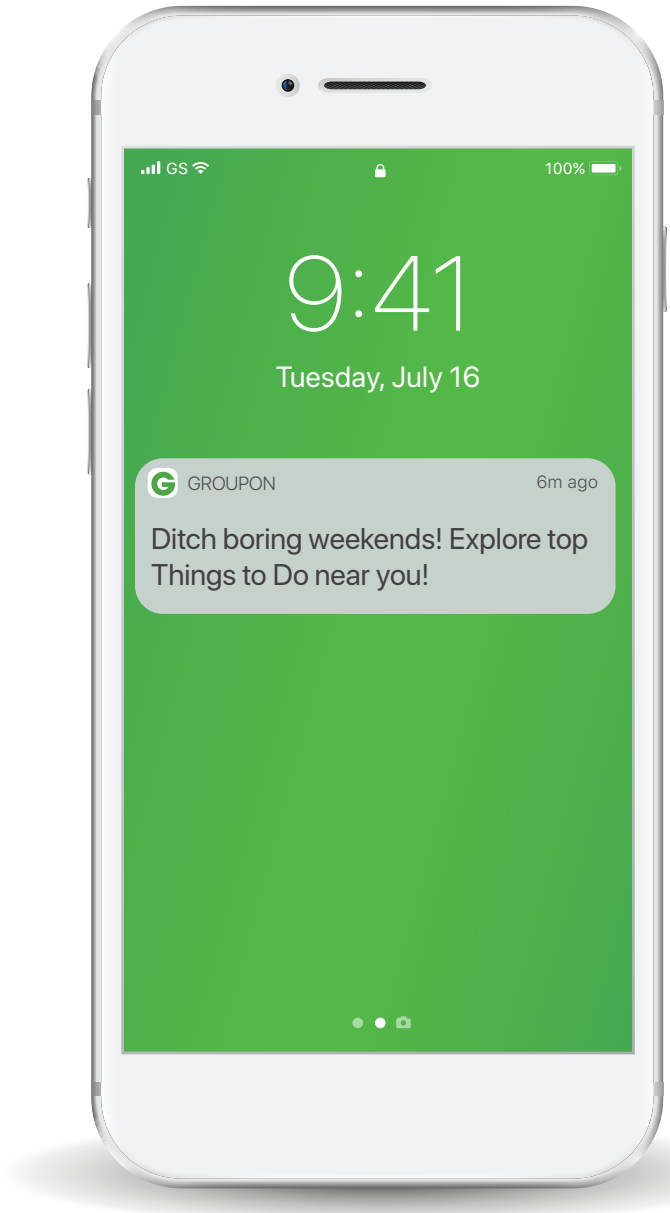

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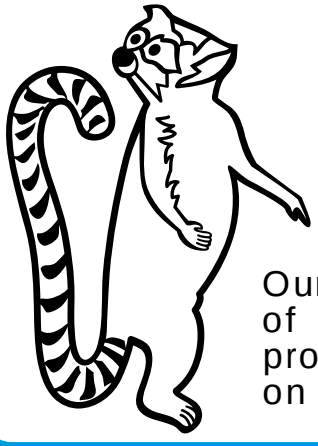

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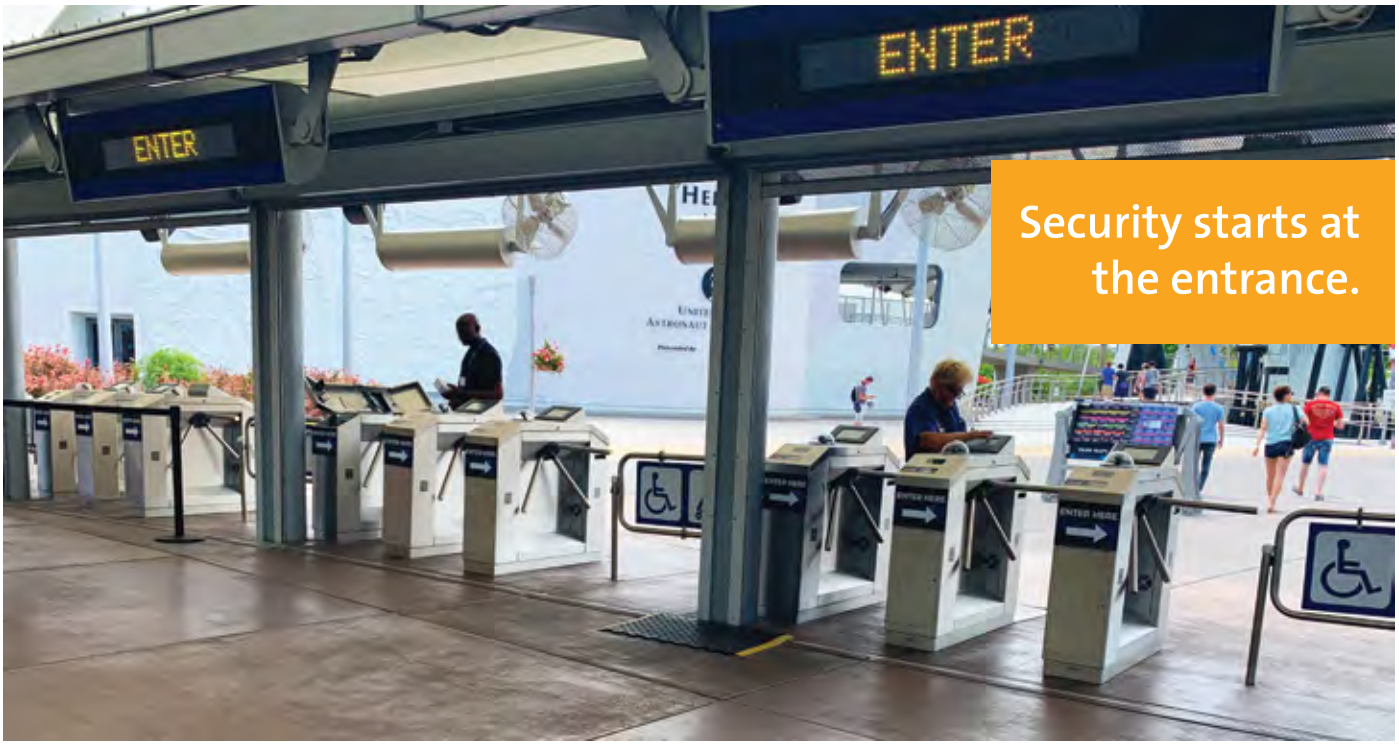

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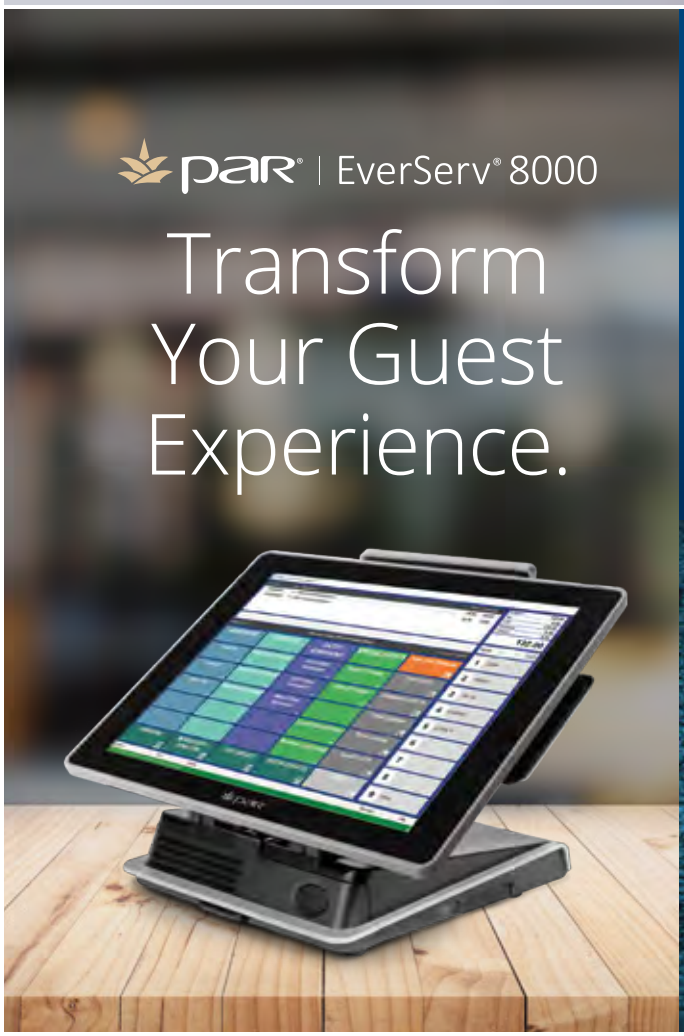

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