Digital Literacy Project

Part Three: Systems in Place

Inside Out

<u>ELEVENT</u>

Elevent, Inside Out's ticketing platform, has been used for several years as the festival's main system for all things related to ticket vouchers, passes, and memberships. When Inside Out pivoted to the digital world, Elevent was a key digital system used to ensure that patrons were able to access the same great film programming from the comfort of their homes. This section will cover how Elevent was integrated with CineSend for virtual events and how vouchers and passes were distributed to Inside Out patrons during the 2020 and 2021 festivals.

CINESEND INTEGRATION

Once you are in the back office of Elevent, go to the account page from the navigation bar on the left side. From there, click on *Manage Integrations.* Once there, you'll need to put in your own CineSend API Key. This lets Elevent know how to communicate to CineSend on your behalf. You get this value from your CineSend On Demand account - look under *Site Settings*, in the *Access* tab.

The *Display Name* and *Display Image* is where you put in your branding for your own virtual events concept. When Elevent shows customers where to go to watch your virtual programming on CineSend, they will use the image and text here.

Lastly, you'll enter your streaming portal URL as the Subscription Landing Page. This helps Elevent know where to send pass-buyers, members, and subscribers after their purchase.

Creating On-Demand Virtual Events

Most of Inside Out's films and events for the 2020 festival and all of films for the 2021 festival were set up as an On-Demand Virtual Event in Elevent. To start creating an event, go to the Back Office of Elevent. From there, go to *Events* on the navigation bar on the left side and click on Schedule Wizard. A virtual event is a different type of showtime compared to a regular in-person event.

After you create a new event to schedule, take a look at the Showtime "Type". You will want to change the type from "In-Person" to "Virtual". Once you do, the fields you choose for dates will be different from an in-person event.

The Available Start and End Dates determine the window of time when the event will display on the schedule. The virtual event will show up on your schedule for the length of this date range, even if no tickets are on sale. The Activation Time (or "Video Activation Start" on the Showtime Details page) determines when the virtual event can be first viewed. This makes it possible to sell tickets days or weeks in advance of the viewing period. For example, Inside Out's tickets go on sale in advance of the festival itself, so an event's Available Start Date could be Monday, May 3, 2021 but the event's Activation Time wouldn't start until Thursday, May 27, 2021 (Opening Night).

After the event is set up, you'll be able to add a ticket allotment to sell. Press the + button to add tickets. You can change the amount of tickets available per event depending on capacity limits. Some films at Inside Out have limited capacities (such as Galas) so they can be adjusted accordingly.

The last step for setting up an event is to ensure that Elevent is sending patrons to the right place to purchase tickets and receive film access. Once you create your Virtual Showtime, the Virtual Event Settings will appear. Since Inside Out's events are integrated with CineSend, the settings in Elevent will show the Video Asset ID and the Link Expiration. This expiration is a custom field that allows patrons a limited access window to view their selected film.

When an Inside Out patron purchases a ticket for a virtual screening, they will have multiple options for accessing the content. These options include clicking the link they receive in their email, logging into their Elevent access and clicking the voucher directly, finding the voucher in their Order History or on the Virtual Events Search page on goelevent.com.

Inside Out