

Spotlight

The **ticketing specialist** provides arts patrons with personalized and friendly customer service during ticket transactions. Their expertise helps to generate income through the sale of tickets and season subscriptions. Since they are often the first person an arts patron interacts with during their experience, they are also an integral part of the positive promotion of the organization and the event.

V-o-c-a-b-u-l-a-r-y

ACCESSIBLE SEATING—seating in a theatre that is easily approachable and reachable. For example, a seat that can accommodate a wheelchair is an accessible seat.

BALCONY—the upstairs seats in a theater, concert hall, or auditorium.

BOX SEATS—seats located in a box on the sides of a stage or auditorium.

COMP TICKET—a complimentary ticket, or comp ticket, is a ticket that is being issued to a patron for free.

INVENTORY—the seats available to sell for a performance.

LOGE—in the Ohio Theatre, these are the seats in the lowest section of the balcony.

ORCHESTRA—the seats on the main floor of the theatre.

PATRON—a person purchasing a ticket to an event.

PRICE TYPE—a code entered for the type of price a ticket is being sold for; these can include codes for comp tickets, discounted tickets, or subscriber tickets.

SEAT MAP OR SEAT CHART—a map showing the arrangement of seats in a theatre.

THIRD-PARTY SELLER—in the arts this is when someone outside of the arts organization presenting or producing the event, sells tickets to a patron for that event.

WILL CALL—relating to or denoting a place (typically a window or office) where tickets that have been paid for in advance can be picked up.

More to Explore

<https://careers.broadway/>

10 Questions for a Broadway Pro: Treasures from a Box Office Treasurer. | | The Producer's Perspective

Playbill's Ultimate Guide to Broadway Ticket Buying | Playbill

Occupation Profile for Ushers, Lobby Attendants, and Ticket Takers | CareerOneStop

CBUSArts | CBUSArts

Extension Activity

Pick a favorite arts event. It can be your favorite musical act performing a concert, your favorite theatre production or film, or your favorite standup comedian performing a live set. Then, make a 60-second pitch focusing on why someone should invest their time and money to purchase tickets to this event.