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Midsumma Festival uses Red61 for ticketing.

You will be able to process producer complimentary tickets (if applicable) and pull and schedule your event reports via the Producer Portal.

You were emailed your login information by Midsumma's Presenter Services team (events@midsumma.org.au).

We recommend that you bookmark the following link:

Midsumma Festival Producer Portal

msf.reports.red61.com.au

There are 3 logins you can use to access the Producer Portal:

1. COM + PRO logins - these logins are able to process comps and pull/schedule full reports. These are assigned to the Primary and Secondary contacts provided in Eventotron at registration.
2. ORG logins - these logins have access to limited reports, ideal for Front of House members or for your venue. They will be able to see a total sales number for tickets sold for your event/sessions as well as pull a Seat Listing report to see customer names and access requirements.

Reports Available (COM + PRO logins)

- **Customer Access Information** - shows a list of access requirements for your customers per session. You should ensure your venue is aware of any customers attending the event who have access requirements
- **Customer Listing Export by Third Party** - shows a list of customers who have opted in to third party marketing (from you or your venue)
- **Full Sales** - Shows a list of ticket sales including type (e.g. Concession or Group) and your gross income
- **Full Sales with Inside Fees** - shows your net income (after inside fees)
- **Performance Promotion Checking** - shows any uptake of promotions added to your account. It also includes an update on how many Producer Comps you have used (if applicable) and how many you have left in your contracted allocation.
- **Performances Selling Out** - shows you a list of your events that have low availability
- **Sales Period Comparison** - gives you the ability to compare ticket sales within set periods

- **Seat Attributes Summary** - shows you what holds are in place on your event for complimentary ticket types e.g. Producer Holds / Midsumma Holds
- **Seat Listing with Access Requirement** - A customer list you can provide to your venue as a **Door List**, including customer access requirements.
- **Ticket Sales Per Day Cumulative** - a cumulative report of your ticket sales

Reports Available (ORG logins)

- **Customer Access Information** - shows a list of access requirements for your customers per session. You should ensure your venue is aware of any customers attending the event who have access requirements
- **Customer Export by Third Party** - shows a list of customers who have opted in to third party marketing (from the event producer or the venue)
- **Sales Summary** - shows the total number of sales by event and session
- **Seat Listing with Access Requirement** - A customer list you can use for your **Door List**, including customer access requirements.

Generating New Reports

To generate a report within the Dashboard after logging in, first select **New report** from the list on the left-hand side of the screen. This screen provides the option of downloading a one-off report, as well as saving a customised report which can be scheduled to run when required.

The screenshot shows the 'New report' page in the RED OT dashboard. On the left is a dark blue sidebar with a menu containing 'Reports', 'Saved reports', 'New report' (highlighted), 'Schedule saved reports', and 'Report Access'. The main content area has a breadcrumb 'Reports > New report' and a title 'New report'. Below the title is the instruction 'Below you can define your new report criteria.' The page is divided into two numbered steps:

- 1 Choose your report**: 'What type of report would you like to run?' with a dropdown menu labeled 'Choose report type'.
- 2 Choose report criteria**: 'Set the parameters of your report' with a blue button labeled 'Save for later'.

 The RED OT logo is visible in the top left and bottom left corners, and a 'Log out' button is in the top right corner.

Choose a report type from the dropdown and fill out the required fields.

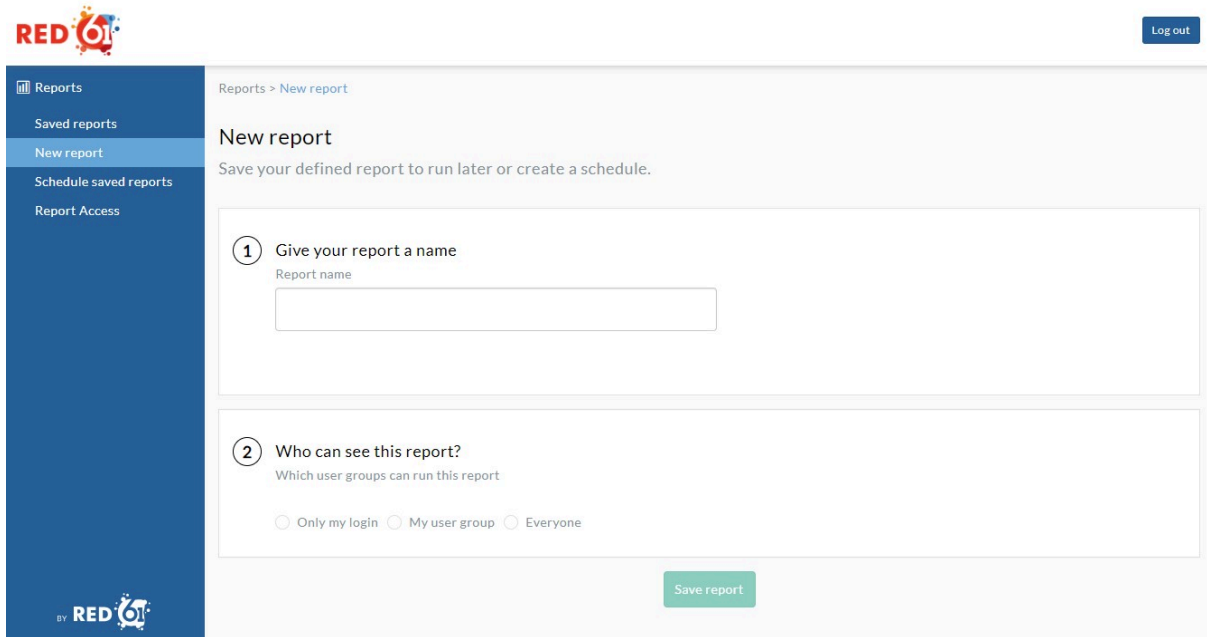
Choose a file type (usually **PDF** or **CSV**). A CSV report may contain more data than a PDF, as there is more space available for information in that format, compared with a truncated PDF document.

Finally, click the **Generate report** button to download the new report.

Saving a Custom Report

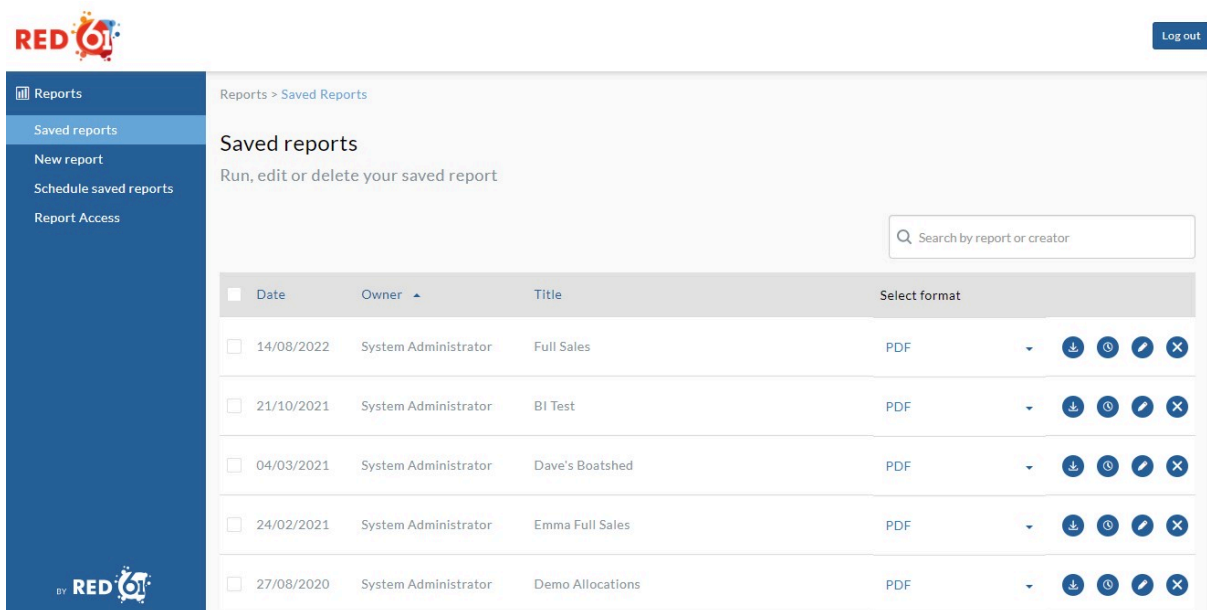
To save a custom report, you'll first need to create a new report, making sure the correct parameters are defined to reflect the information you need most, before clicking the **Save for later** button.

The following screen allows a name to be entered for the custom report, and permissions to be set around who can access the saved report. It is recommended to select "Only My Login".



The screenshot shows the 'New report' form in the RED 61 interface. The left sidebar contains navigation options: Reports, Saved reports, New report (highlighted), Schedule saved reports, and Report Access. The main content area is titled 'New report' and includes the breadcrumb 'Reports > New report'. Below the title is the instruction 'Save your defined report to run later or create a schedule.' The form consists of two steps: 1. 'Give your report a name' with a text input field for 'Report name'. 2. 'Who can see this report?' with radio buttons for 'Only my login', 'My user group', and 'Everyone'. A 'Save report' button is located at the bottom right of the form area. The top right corner has a 'Log out' button.

Once you've named the report and specified who can access it, click **Save report**. The custom report will now be included in the list of **Saved reports**, which can be viewed from the left-hand side of the screen.



The screenshot shows the 'Saved reports' list in the RED 61 interface. The left sidebar is the same as in the previous screenshot, but 'Saved reports' is now highlighted. The main content area is titled 'Saved reports' and includes the breadcrumb 'Reports > Saved Reports'. Below the title is the instruction 'Run, edit or delete your saved report'. There is a search bar with the placeholder text 'Search by report or creator'. Below the search bar is a table with the following columns: Date, Owner, Title, and Select format. The table contains five rows of saved reports.

Date	Owner	Title	Select format
14/08/2022	System Administrator	Full Sales	PDF
21/10/2021	System Administrator	BI Test	PDF
04/03/2021	System Administrator	Dave's Boatshed	PDF
24/02/2021	System Administrator	Emma Full Sales	PDF
27/08/2020	System Administrator	Demo Allocations	PDF

Saved reports can be edited using the options on the right-hand side of the list. The format of a report can be changed by clicking on the available dropdown in the **Select format** column. Other icons displayed work as follows (from left to right):

- Download your report in the selected format
- Schedule your report to be sent at a specific time
- Edit the parameters of your saved report
- Delete your saved report

Scheduling a Custom Report

After saving a custom report with the required parameters, it can be scheduled to send at specific time intervals, and to any active email address, on a regular basis. This section of the Dashboard provides a wide range of flexibility, but it's important to use the parameters correctly to ensure reports arrive as and when expected.

Follow the steps outlined below to create a new report schedule.

1. Choose the saved report to be scheduled from the available dropdown.

① Select user report
Choose the report you want to schedule

Monthly Sales Summary ▼

2. Set the timeframe when the schedule will be 'active'. The **From** section must contain a date and time, while the **To** section is optional, depending on whether the schedule requires an end date and time.

② Schedule active date

From	At this time
08/04/2019	09:00
To (optional)	At this time
dd/mm/yyyy	

3. Determine the times that the schedule will run, and the intervals at which they are sent. A **Start runtime** is required for the schedule, which is the time of day the report will be delivered. The **End runtime** should be left blank, unless the report is scheduled to be sent more than once per day. You can then choose how frequently the report is sent by selecting an option from the **Run Time Interval** dropdown.

3 Schedule Runtime
The start time is the first (or only) time your schedule will run each day. Enter an end time if your interval is more frequent than daily and you don't want the schedule to run after the end time each day.

Start runtime: 09:00

End runtime:

Run Time Interval: 30 days

4. Add the **Email Address** of each recipient the report should be sent to, using a semi-colon ; to separate multiple email addresses. The **Format** of the report that is delivered can also be set here.

4 Send to
Who do you want to send these reports to?

Email address: support@red61.com;

Format: Comma Separated Values

Use ";" for more than one email recipient.

5. Finally, determine which Users and Groups are able to manage this schedule.
*NOTE: This access level must be the same as the permissions set when saving the custom report, in order for the schedule to run successfully. We recommend using **Only my login** or **My user group** for this setting, as the **Everyone** option will cause the schedule to be hidden from the **Schedule saved reports** list.*

5 Who can see this schedule?
Which user groups can run this report

Only my login My user group

6. Click the **Add schedule** button to save the schedule.

5 Who can see this schedule?
Which user groups can run this report

Only my login My user group

Once the schedule is set up, it will appear in the list of scheduled saved reports.

Reports > Schedule Saved Reports

Schedule saved reports

Edit or create a new scheduled report

<input type="checkbox"/>	Status	Report	To	Interval	Active date from	Active date to	Runtime start	Runtime end	Last run	Actions
<input type="checkbox"/>	Active	Full Sales	support@red61.com	1 day	27/02/23 13:00	N/A	13:40	N/A	02/03/23 13:16	⏸️ ⚙️ ✖️
<input type="checkbox"/>	Active	Full Sales	support@red61.com	1 day	07/02/23 13:10	N/A	13:35	N/A	10/02/23 13:06	⏸️ ⚙️ ✖️
<input type="checkbox"/>	Active	Full Sales	stacey.lavender@r...	1 day	15/08/22 15:00	N/A	15:35	N/A	15/08/22 15:07	⏸️ ⚙️ ✖️
<input type="checkbox"/>	Disabled	Magic Show FSB TEST	support@red61.com	1 day	15/08/22 14:00	N/A	14:35	N/A	15/08/22 14:07	▶️ ⚙️ ✖️
<input type="checkbox"/>	Disabled	Dave's Boatshed	support@red61.com	1 week	09/08/21 10:35	N/A	10:50	N/A	30/08/21 10:21	▶️ ⚙️ ✖️

This screen provides relevant information regarding when the schedule was created, and when it is set to run. The list can be filtered by Active Dates, Runtime, or the times they were Last Run, and you can search for your report or a specific email address by using the search bar above the list. Clicking the **Show all** dropdown allows the list to be filtered based on Active, Disabled, or Expired schedules.

The status of a scheduled report can be changed by ticking the box to the left of each report, then using the available icons to either Enable, Disable, or Delete the schedule.

Schedule saved reports

Edit or create a new scheduled report

<input type="checkbox"/>	Status	Report
<input checked="" type="checkbox"/>	Active	Weekly Full Sales Breakdown
<input type="checkbox"/>	Disabled	Monthly Sales Summary
<input checked="" type="checkbox"/>	Active	Wait List for Upcoming Events

Schedules can be edited using the options available in the **Actions** column. The icons displayed work as follows:



- Disable your scheduled report



- Enable your scheduled report



- Edit the parameters of your scheduled report



- Delete your scheduled report