



# **Managing the Patron Edge Online - Beginners**

## **Classroom training course agenda**

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<b>Managing the Patron Edge Online – Beginners</b>	
<b>OBJECTIVES</b>	<p>By the end of this session you will be able to :</p> <ul style="list-style-type: none"> <li>• Log in to the Patron Edge Online Admin site and understand each menu within the system</li> <li>• Setup and understand Dashboards</li> <li>• Setup a Show and Event within Patron Edge that will appear online with Patron Edge Online</li> <li>•</li> </ul>
<b>SUITABLE FOR:</b>	<ul style="list-style-type: none"> <li>• Box Office Management</li> <li>• Marketing Manager</li> <li>• IT Manager</li> <li>• Other personnel who will have key involvement in the day to day operation of The Patron Edge Online</li> </ul>
The course will cover the following topics:	
<ul style="list-style-type: none"> <li>• The online Sales Process – how does it work?</li> <li>• A review of how Patron Edge Online interacts with Patron Edge</li> <li>• The PEO Admin Site – Logging In, general contents / how to use the admin site</li> <li>• Dashboard – Their uses</li> <li>• Configuring an event for the web in Patron Edge</li> <li>• Online Pricing, Price Types and user groups</li> <li>• Events, Donations, Memberships, Subscriptions and Merchandise in Patron Edge Online</li> <li>• Images and Copy for Shows and Events</li> <li>• The HTML Editor with Patron Edge Online</li> <li>• Event Categories</li> <li>• Recommended Events – Online Marketing</li> <li>• Mail Design and Up Selling</li> <li>• Site Captions and Error Messages – Language Settings</li> <li>• Basic Site settings</li> <li>• Reporting – Sales / Users and Orders with Patron Edge Online</li> <li>• Relevant reports for Patron Edge Online with Patron Edge</li> </ul>	