



Managing the Patron Edge Online - Intermediate

Classroom training course agenda

January 2010

Managing the Patron Edge Online – Intermediate	
OBJECTIVES	The training is only suitable for users with a working knowledge of both Patron Edge and Patron Edge Online. A good knowledge of the online world is also useful; we will be covering a wide range of topics, including site design and day to day administration and the online marketing aspects of Patron Edge Online. The course itself can be quite intense and we would recommend that attendees have some experience of using web based applications and are of an intermediate level of IT literacy.
SUITABLE FOR:	<ul style="list-style-type: none"> • Marketing Personnel • Designers • System & IT Managers • Box Office Management
The course will cover the following topics:	
<ul style="list-style-type: none"> • The Possibilities, we will be looking at a range of sites from PE and rival venues and looking at what we can achieve with Patron Edge Online (PEO) • Interfaces, Templates, Screens and Screen Parts – how to add position and remove • The HTML Editor – A tool for adding and maintaining content • Uploading Images and Icons and linking them • CSS – Cascading Style Sheets • Manipulating the PEO CSS – designing your site • Site Captions – Language settings • Site Errors • Menu Items • OPS – Online Payment Service • User Field Rules & Field Source – Manipulating user field size, format and content • Linking responses back to Patron Edge – Marketing Campaigns / Channels, Data Protection, Biographical Data etc • Synchronisation with Patron Edge and Sync Options • Event Categories • Mail Design and Marketing and Up Selling • Monitoring PEO – Overview of tracking users, sessions and server activity • Reporting – Sales / Users and Orders • XML Feeds – RSS feeds and Querying the site 	