

Tutorial

Introduction to the Ticket Service Center (TSC)

Visitor Services



Table of Contents

Contents

Introduction to the Ticket Service Center (TSC)	3
Visitor services Invite visitors	4
Visitor services Ticket overview and contingents	7



TSC Tutorial

The Ticket Service Center, TSC for short, helps you prepare your trade fair appearance.

Use the TSC to invite customers, register your stand personnel and send personalized e-mails – all from one place.

In the “Visitor vouchers” section (1) you can send admission tickets to your most important customers. A few clicks are all you need to invite visitors and keep track of who has accepted your invitation.

Use “Admission tickets for stand personnel” (2) to register your stand personnel. This is where you can register staff, send out Exhibitor Passes and keep track of your staff's registrations.

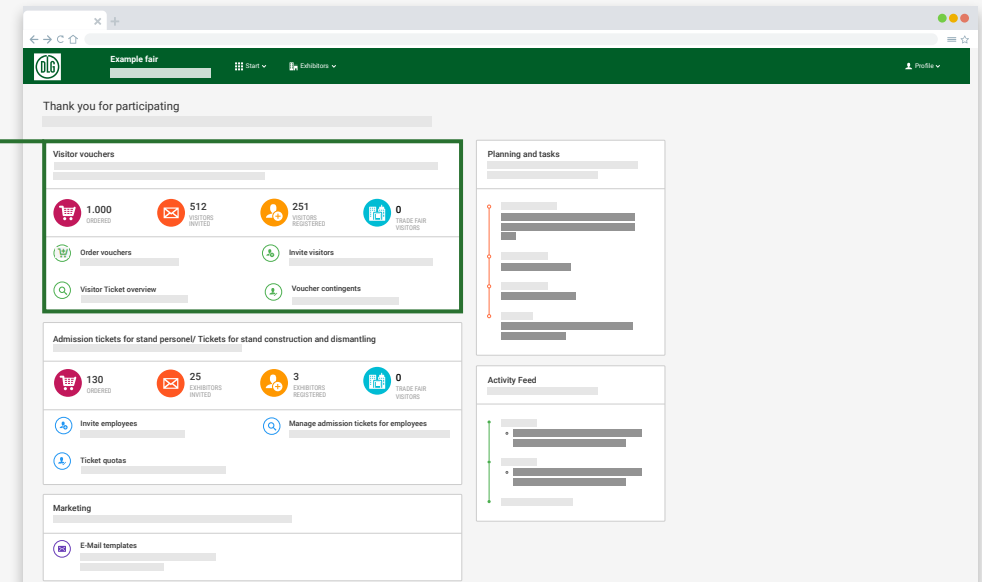
In the “Marketing” section (3) you can view and manage the prede ined e-mail templates.



Introduction to the Ticket Service Center (TSC)

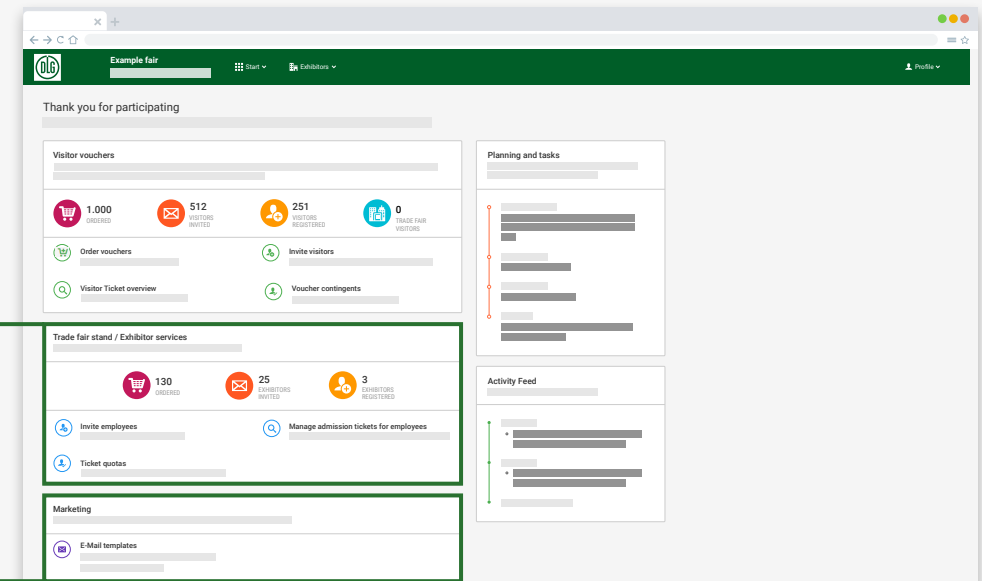
1

The “**Visitor vouchers**” area of the TSC serves to invite customers, search the lists of invited customers and manage the voucher contingents available to you.



2

The area “**Admission tickets for stand personnel**” is used to register stand personnel, check the status of existing registrations and manage your contingent of Exhibitor Passes.



3

The “**Marketing**” area displays the e-mail templates available for your customized mailings.

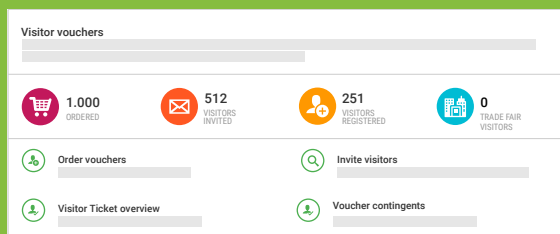
Visitor services

The “Visitor vouchers” section allows you to manage the vouchers you use to invite your customers to the trade fair. This ensures a lively flow of visitors to your stand.

The overview on the home page (see image bottom left) shows at a glance how many vouchers you have currently available. (a)

Here you can also see how many customers have registered so far. (b)

During the event, you can even track the number of customers who have already visited the trade fair. (c)



Invite visitors

“Invite visitors” will guide you step by step through your campaign.

Use the invitation wizard to conveniently invite your customers by e-mail or download registration links in an Excel file.

In the first step you can either create a new campaign or resume an existing campaign.

1

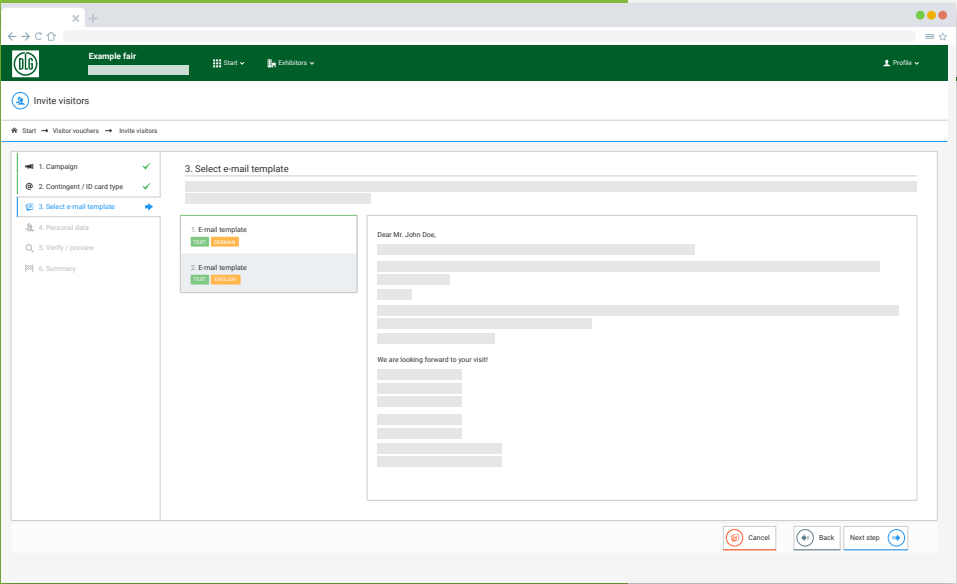
2

To start a new e-mail campaign, select one of your ticket contingents.

This step is automatically skipped if you only have one contingent.

Visitor services

Invite visitors



3

Next, select a template for your invitation e-mails.

You can easily upload an Excel spreadsheet with your customers' contact data (see image bottom left).

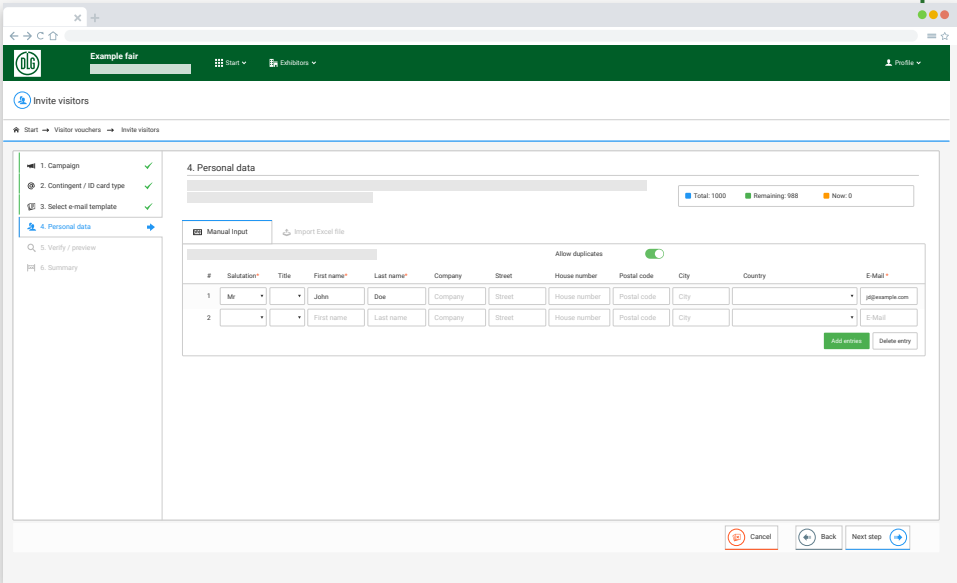
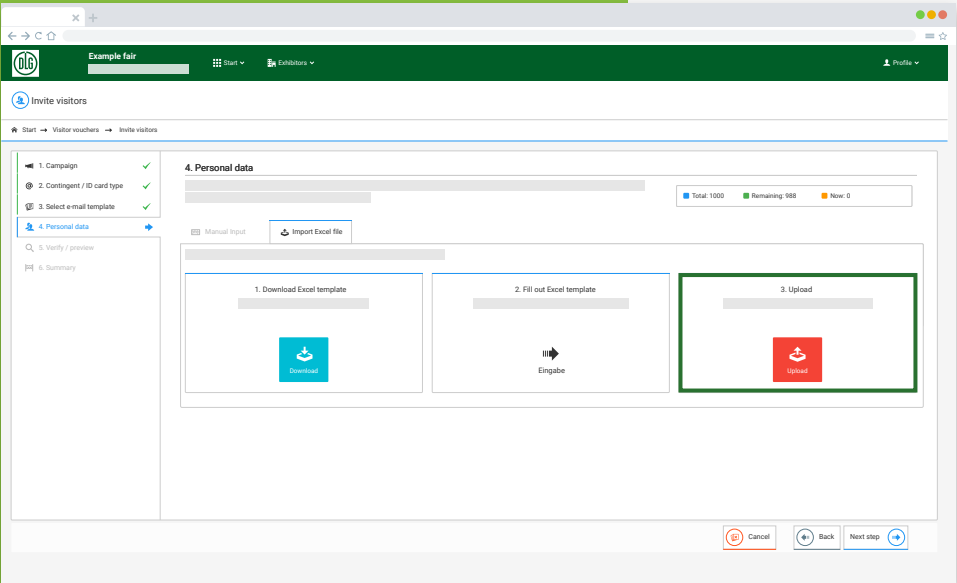
Use the provided template as an example, fill in the mandatory fields and upload the result.

4

As an alternative, you can enter names and e-mail addresses manually.

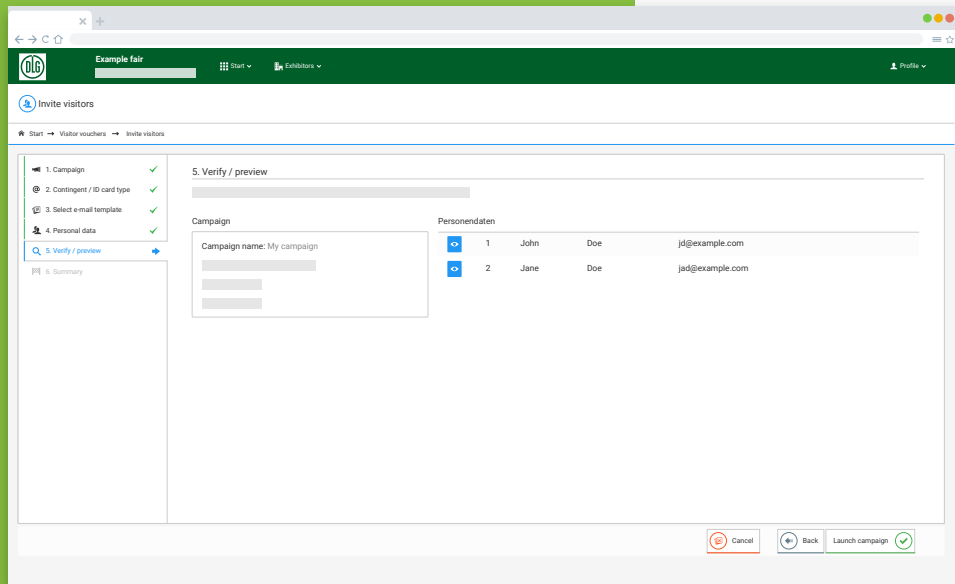
Columns marked with an asterisk are required.

The button "Add entries" completes your data entry.



Visitor services

Invite visitors



5

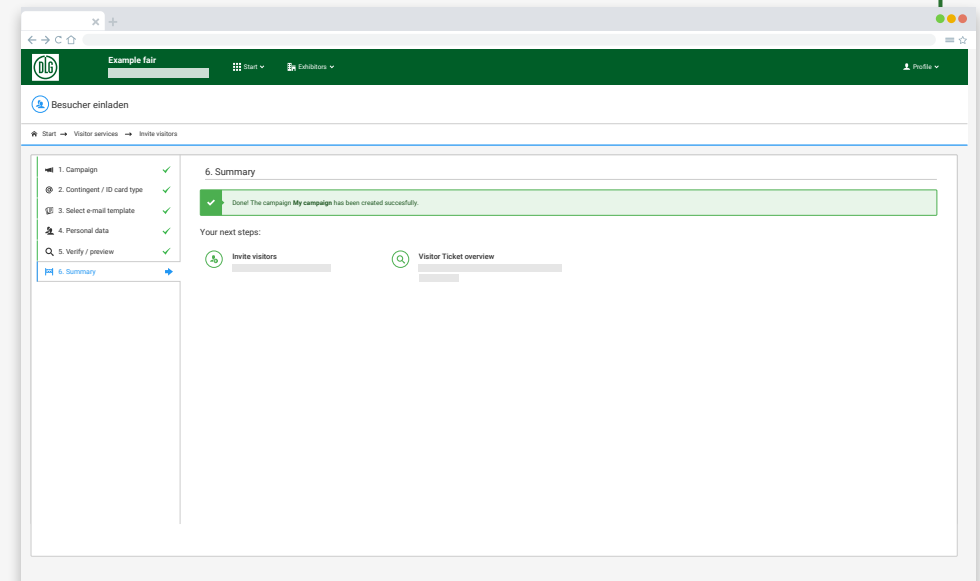
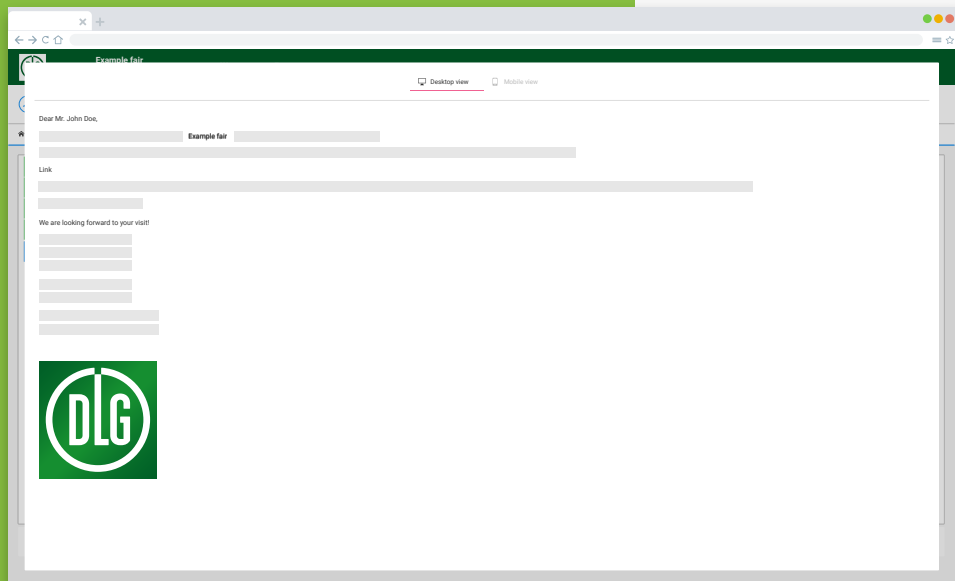
Before the e-mails are sent out, you can check whether all entries correspond to your requirements.

Click on the eye icon to preview how the e-mail will be seen by the selected customer (see image bottom left).

6

Click the “Launch campaign” button to start your mailing.





From the summary screen, you can directly invite more visitors and check the status of existing campaigns.

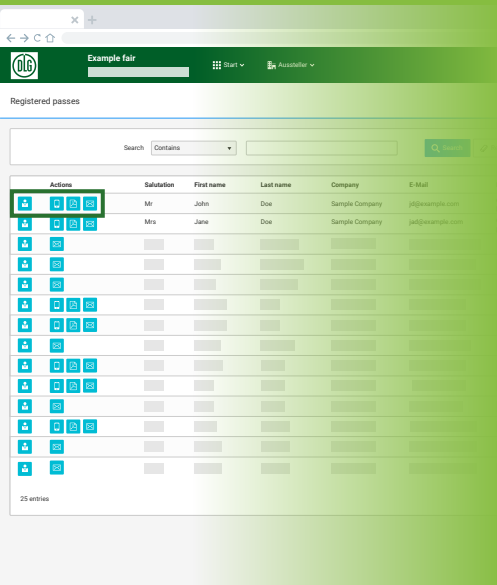


Visitor services

“Visitor Ticket overview” leads to a list with all the customers you have invited so far (see image below).

In this section, use the icons listed below to:

-  display personal details
-  display tickets for mobile devices
-  display tickets for printing
-  resend invitations

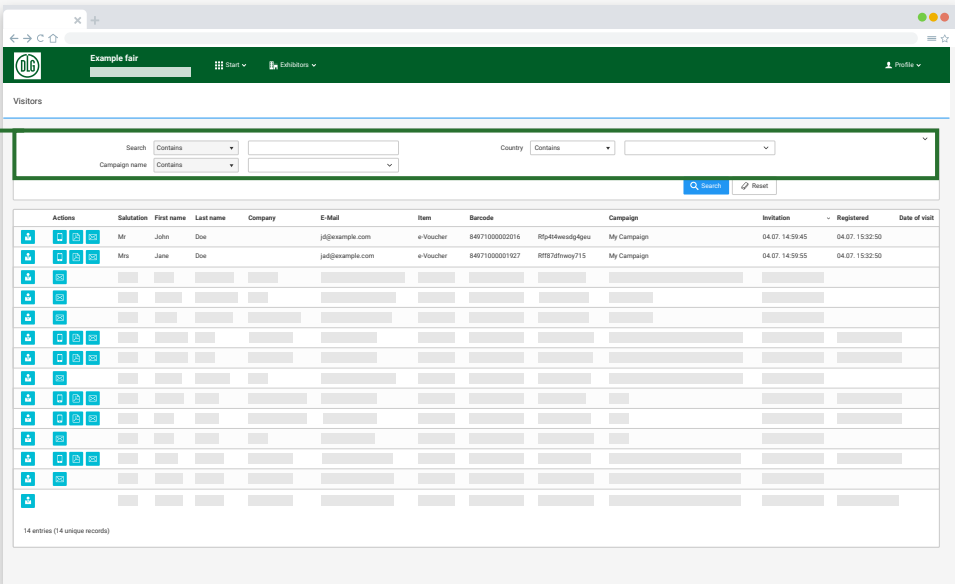


Ticket overview and contingents

1

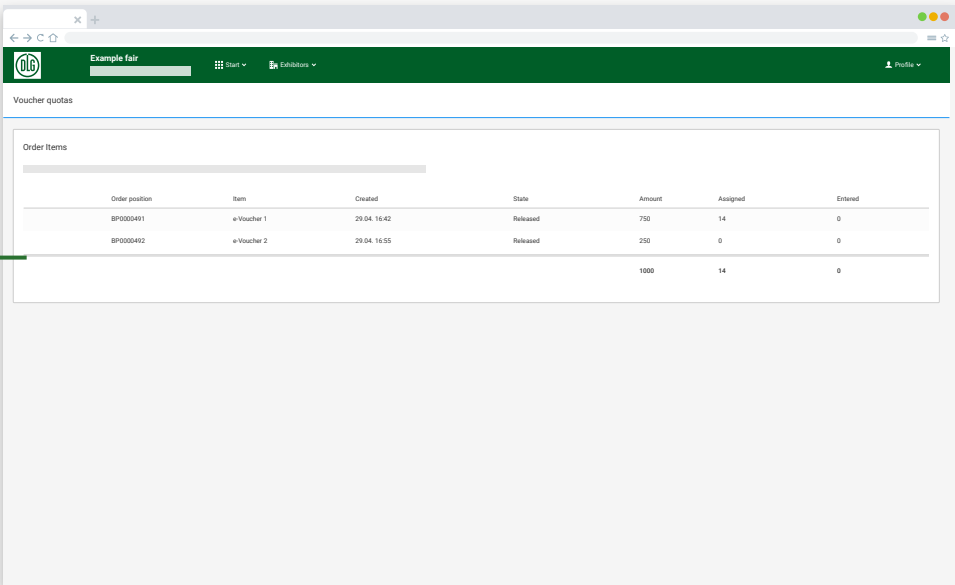
You can use the search feature to filter your invitations by company, name and country.

Searches can also be restricted to specific campaigns.



2

“Voucher quotas” lists your bookings and the number of ticket invitations still available.



We wish you a successful trade fair participation!



For questions, please contact:
E-mail: ticketing@dlg.org
Phone: +49 (0)69 24 788 425

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"Visitor Services"
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