

Tugg Tools

Here are some tools that you can use to help make your event a success.

Organizer Messaging

Introduction

As the event Organizer, you'll be able to directly message the people who have reserved tickets to your event. Through Organizer Messages, you can encourage your attendees, friends and family to help spread the word about the event! Remember, the more people you have helping you get the word out to the community for your screening, the better!

Send a message to followers

For Events For Titles

To followers of these events

#4789 The United States of Autism (Aug 05 07:30 pm, 47 followers) X

47 follower(s) will receive this message

Email Subject

Spread the Word - 5 More Days to Guarantee t

Reply to

bill.smith@tugginc.com

Body

Thanks for helping support our screening of The United States of Autism!

These screenings only happen with the support of the audience, which is why it's important for everyone to help spread the word so we can bring this great film to the local theater. We currently need to sell 10 more tickets before the event deadline, and I know we can do it with your help!

Here's how you can help spread the word:

1. Sharing the event link below on Facebook, Twitter, etc. and ask folks to reserve their tickets now!

Date: n

How to Access Organizer Messaging

Click the blue button at the top of your Event Page labeled “Message Followers” to send messages to all attendees. You can also access the Messaging tool through the My Messages tab located in My Tugg - http://www.tugg.com/my_tugg/events.



Sample Messages

You can use organizer messages to update attendees about your event and encourage them to also share about the event. Once your event is complete, you can message past attendees to let them know about your next screening or other events you are planning for the community.

Here are a few ideas to get you started - remember to personalize these for your screening and mission.

Please Note: Every time you start a new message, a different event URL will already be put into the message. Be sure to always share this link, it will be important for using the Organizer Analytics tool as described below.

Sample One: This Event NEEDS MORE PEOPLE TO SHOW THE MOVIE

Subject:

“Spread the Word - **[Days from Deadline]** More Days to Guarantee Our “***The Cherokee Word for Water***” screening!”

Body of Message:

Hi there!

Thanks for helping support our screening of ***The Cherokee Word for Water!***

These screenings only happen with the support of the community, which is why it's important for everyone to help spread the word so we can bring this great film to the local theater. We currently need to sell **[Tickets Needed]** more tickets before the event deadline, and I know we can do it with your help!

Here's how you can help spread the word:

Share the event link below on Facebook, Twitter, etc. and e-mail your friends and family to reserve their tickets today!

Personally connect with those around you and let them know about the event.

Movies like *The Cherokee Word For Water* are meant to be seen together, so let's enjoy this film with our friends and family - share the link below and let's make this happen!

Tugg event url: **[Tugg Event URL]**

Sample Two: Event Has Reached the Ticket Goal, General

Subject:

“Spread the Word - **[Days Until Deadline]** More Days to Buy Tickets to “**The Cherokee Word for Water**” Screening”

Body of Message:

Hi there!

Thanks for helping support our screening of ***The Cherokee Word for Water!***

Tickets are selling quickly - we only have **[Seats Remaining]** more available - so be sure to spread the word before tickets sell out!

Here's how you can spread the word:

1. Sharing the event link below on Facebook, Twitter, etc. and ask folks to reserve their tickets now!
2. Emailing your personal networks with the event link and information about the event.
3. Personally connect with those around you and let them know about the event.

Movies are meant to be seen together, so why not enjoy this film with your friends and family - share the link below and we'll see you at the show!

Tugg event url: **[Tugg Event URL]**

Sample Three: Event is Tonight

Subject

“Spread the Word - **[Hours Until Box Office is Closed]** More Hours to Buy Tickets to Tonight’s Event”

Body of Message:

Hi there!

Thanks for helping support our screening of ***The Cherokee Word for Water!***

Tickets are selling quickly - we only have **[Seats Remaining]** more available - so be sure to spread the word before tickets sell out!

Here's how you can spread the word:

1. Sharing the event link below on Facebook, Twitter, etc. and ask folks to reserve their tickets now!
2. Emailing your personal networks with the event link and information about the event.
3. Personally connect with those around you and let them know about the event.

Movies are meant to be seen together, so why not enjoy this film with your friends and family - share the link below and we'll see you at the show!

Tugg event url: **[Tugg Event URL]**

P.S. - Don't forget to print out your ticket!

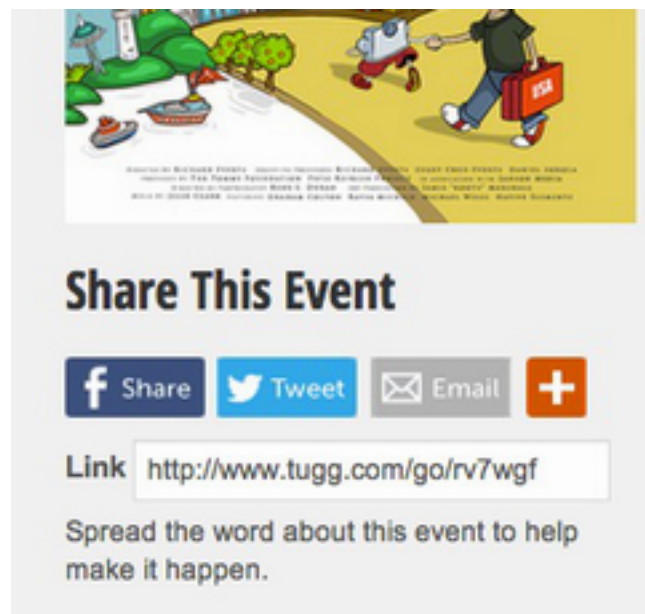
Organizer Analytics

Introduction

Tugg will help you understand where your attendees are coming from if the audience is responding better to- Facebook, Twitter, E-mail, etc. The tool allows you to see where traffic is coming from so you can better understand what type of promotion is working best.

Unique URL for Your Event

In order to utilize the Analytics tool, you need to use the URL that is located beneath the movie poster on your event page. It will look something like <http://www.tugg.com/go/emdqt/>, for example. Always make sure to use this event URL when sharing about your event.




Share This Event

Share Tweet Email +

Link

Spread the word about this event to help make it happen.

Accessing Organizer Analytics



2367: The Revisionaries (executed)
AMC Oakview Plaza 24 (3555 South 140th Plaza, Omaha, NE, United States of America, 68144) - 01/15/13
07:30 pm

Referrer	Tickets	Revenue	Conversions
facebook.com	6	\$60.00	3
tech.groups.yahoo.com	2	\$20.00	1
tugg.com	2	\$20.00	1
meetup.com	1	\$10.00	1
Total	11	\$110.00	6
Clicks			84

[Promoter Analytics](#)

To access the Analytics for your event, visit the “My Analytics” section of My Tugg here - http://www.tugg.com/my_tugg/events/shared. You can then click the blue “Organizer Analytics” button under each event to get an in-depth look at where your ticket purchases (“Referrals”) are coming from and when they occurred.

Promoter Analytics

