



Australian Government

Department of Education, Employment and Workplace Relations

CUEFOH03B Provide seating and ticketing advice

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit describes the skills and knowledge required to advise customers on the seating facilities available at single or multi auditoria venues and to provide general information on ticket categories, prices and availability. The unit requires detailed product knowledge of performances/events and venues and is most relevant to theatre, cinema and event venue box office personnel.

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

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Element	Performance Criteria
1 Develop and update knowledge of venues facilities, seating and performances	1.1 Identify and access information sources for current and accurate information on venue/s, facilities, seating and performances/sessions/events 1.2 Read and accurately interpret information on all aspects of venue seating and ticketing, including consideration of issues affecting people with special needs 1.3 Record and store information for future use, in accordance with organisational systems
2 Provide seating and ticketing information	2.1 Provide accurate information on costs of all ticket categories, including any concessional rates 2.2 Provide accurate information on performance/session/event commencement and conclusion times, as requested 2.3 Provide information on facilities and services provided for people with special needs, as required 2.4 Advise customers on nature of seating, including location and viewing details 2.5 Consider special requests or special needs of customers when selecting seats 2.6 Make appropriate recommendations for alternative or future performances/sessions/events as appropriate 2.7 Provide accurate advice on refund and exchange policy and procedures and clearly reinforce these issues 2.8 Handle all enquiries and sales in an efficient and polite manner according to the speed requirements of the sales situation

- 3 Issue tickets
 - 3.1 Check that all equipment and materials are available and operational before commencing ticket issue
 - 3.2 Issue tickets and receipts, if required, in accordance with organisational procedures and ticketing system
 - 3.3 Check tickets before providing them to customer and reconfirm details to the customer

Required Skills and Knowledge

Not applicable.

Evidence Guide

Underpinning skills and knowledge

Assessment must include evidence of the following knowledge and skills:

- sources of information on venues, seating and performances/sessions/events
- information systems used by venues in relation to seating and ticketing
- product knowledge of venue facilities, seating layout and prices as appropriate to the organisation
- product knowledge of venue performances/sessions/events times as appropriate to the organisation
- broad understanding of the different types and styles of performances/sessions/events as appropriate to the organisation or industry sector
- special facilities and services available to people with special needs
- procedures and systems for determining availability of tickets
- ticket issuing systems, as appropriate to the organisation
- payment, refund and exchange policy and procedures
- literacy skills sufficient to accurately interpret seating and ticketing information
- numeracy skills sufficient to calculate numbers of seats, advise on pricing information.

Linkages to other units

This unit has strong linkages to the following units, and combined training and/or assessment is recommended:

WRRS1B - Sell products and services

CUEFOH07A - Process financial transactions

CUEFOH08A - Process incoming customer orders

Critical aspects of evidence

The following evidence is critical to the judgement of competence in this unit:

- ability to access appropriate information on venue facilities, and all operational aspects of the performance/session/event - times, prices, ticketing categories
- provision of accurate seating and ticketing advice and issuance of tickets within industry-realistic timeframes
- ability to provide information and advice which matches customer needs and requests.

Method and context of assessment

The assessment context must provide for:

- practical demonstration of skills in providing information for multiple ticketing products to meet varying customer needs
- processing requests within typical workplace time constraints, e.g. serving a physical or telephone queue of customers waiting to access seating and ticketing information
- interaction with and involvement of a customer group to whom information and advice can be provided.

Assessment may incorporate a range of methods to assess practical skills and the application of essential underpinning knowledge, and might include:

- direct observation of the candidate providing information and advice and issuing tickets
- case studies to assess ability to match product to customer needs/requests
- review of documentation, information manuals or notes kept by the candidate
- written or oral questions and tests to assess knowledge of information sources and actual knowledge of venues, ticketing products and prices

review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate

Assessment methods should closely reflect workplace demands and the needs of particular groups (e.g. people with disabilities, and people who may have literacy or numeracy difficulties such as speakers of languages other than English, remote communities and those with interrupted schooling).

Resource requirements

Assessment of this unit requires access to:
typical industry information storage systems for venue, ticketing and performance/session/event information.
tickets/passes.

Key competencies in this unit

Key competencies are built into all workplace competencies. The table below describes those applicable to this unit. Trainers and assessors should ensure that they are addressed in training and assessment.

Level 1 = Perform

Level 2 = Administer and Manage

Level 3 = Design and Evaluate

Collecting, organising and analysing information (1)

Reading seating plans.

Communicating ideas and information (2)

Explaining various issues to customers.

Planning and organising activities (1)

Organising equipment and materials.

Working with others and in teams (1)

Sharing information with colleagues.

Using mathematical ideas and techniques (1)

Dealing with seating plans.

Solving problems (1)

Handling ticket equipment breakdown.

Using technology (1)

Using automated ticketing machine.

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information systems used by venues in relation to seating and ticketing

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broad understanding of the different types and styles of performances/sessions/events as appropriate to the organisation or industry sector

special facilities and services available to people with special needs

procedures and systems for determining availability of tickets

ticket issuing systems, as appropriate to the organisation

payment, refund and exchange policy and procedures

literacy skills sufficient to accurately interpret seating and ticketing information

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ability to access appropriate information on venue facilities, and all operational aspects of the performance/session/event - times, prices, ticketing categories

provision of accurate seating and ticketing advice and issuance of tickets within industry-realistic timeframes

ability to provide information and advice which matches customer needs and requests.

Method and context of assessment

The assessment context must provide for:

practical demonstration of skills in providing information for multiple ticketing products to meet varying customer needs

processing requests within typical workplace time constraints, e.g. serving a physical or telephone queue of customers waiting to access seating and ticketing information

interaction with and involvement of a customer group to whom information and advice can be provided.

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Using technology (1)

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Range Statement

The following explanations identify how this unit may be applied in different workplaces, sectors and circumstances.

Sources for current and accurate information on venue/s, facilities, seating and performances/sessions/events may include:

- formal familiarisation visits
- personal site observation/exploration
- information manuals
- venue information sheets/manuals
- hirer information sheets.

Aspects of venue seating and ticketing include:

- general seating layout
- changing configurations
- categories of seating and features
- viewing issues, e.g. full view, restricted view
- scheduled dates and times for performances.

Storage of information may include:

- card reference systems
- file notes of particular venues/performances/events/sessions
- computerised database of information
- information manual.

Customers with special needs may include:

- those with a disability
- those with special or cultural needs
- first-time patrons
- parents with young children
- unaccompanied children
- aged people
- school groups
- infants
- pregnant women
- VIPs
- groups.

Customers with special needs may require:

- wheelchair access
- immobility access
- special car parking
- hearing assistance
- translation assistance
- special seating.

Advising on and issuing tickets may take place:

- over the counter/face-to-face
- via telephone
- via fax or modem
- via mail
- via the Internet or other electronic technology.

Seating and ticket advice may be provided by:

a ticketing agency
the venue itself.

Required equipment and materials may include:

computer hardware
computer software
point of sale transaction documents and equipment.

Tickets may be issued:

manually
via a ticketing software system.

Ticketing software systems may include:

Bocs
Ticketmaster
Select
Globe
Softix.

Tickets may be:

pre-paid
full price
discounted
concession
free
group bookings.

Selection of seats may take into account:

special needs of the customer
best viewing position for the particular type of performance/event/session
best presentation of the venue - 'dressing the house'.

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Unit Sector(s)

Not applicable.