

1315

To: Marilyn Kappenberg	From: Michael Dietz
Re: Event and Ticket Keeper Seminar Attendance	Date: 7/12/16

Jim Stewart from Plymouth Rocket demonstrated their updated Calendar & Museum Pass Reservation products called EK Mars (Eventkeeper) & TK Mars (Ticketkeeper) respectively. Their updated features are listed below which mainly introduces a better display format for mobile devices like tablets and cell phones. Without such an update it was a little more work to actually locate and book the reservation. Unlisted and happening soon is text message reminders so that we can remind patrons to cancel their reservation if they can't make it to allow another patron the opportunity to use the pass in their place.

EventKeeper – Calendars: *The next generation of EventKeeper, called EK MARS, introduces a revolutionary new way to make our calendar your calendar. You can design your own calendar page and then add a handful of special code words that indicate where the EventKeeper pieces should go.*

If you are using a CMS, like WordPress, Drupal, etc. this is a very simple task. And then you just turn the EK Mars "Creation Crank" and the result is a custom calendar page that looks just like your web site and has all the features of EventKeeper. And, another great implication of this technology is that when your website changes, you just change your EK Mars template, turn the crank and your EventKeeper page is updated, fast and easy.

TixKeeper – Pass Reservations: *TixKeeper has always had an impressive number of options for configuring how your museum passes are reserved. The next generation of TixKeeper, called TK MARS, introduces a presentation that looks great on all devices; desktop, tablet and smartphone. And now, as part of the information included with each destination, patrons can display a map showing the location and then use map to get directions.*

So all the current features – and more – are there, but now it's elegant and easy to use on all your platforms.

Pricing: *This is never an easy topic but first, did you know that we have not increased the cost of either EventKeeper or TixKeeper in over 10 years – since 2005? Crazy, right?*

So, we are taking this opportunity to (1) release the new versions of EventKeeper and TixKeeper, (2) bundle in some commonly ordered features and (3) introduce a fair, market-appropriate price increase.

The new prices will take effect on May 1, 2016 and will apply to new clients ordering after that date or to existing clients on their subscription renewal dates.

EventKeeper: *First, everyone with EventKeeper upgrades to EK Mars. If you don't want to change the way your calendar looks, you can do nothing for now, and work on your customized page later. But we think most folks will really like the option to have their calendar match the rest of the web site and we will help you get started with that.*

The new annual subscription cost of EventKeeper – EK Mars – will be \$525. Yes, that's quite a jump, but in addition to the new EK Mars branding feature, we are now including 900 events (up from 300 – a \$150 value), Private Events (currently \$50 extra) and 10 editors (currently \$35 extra) and any other previously-extra costs for hosting customized pages.

TixKeeper: *Similarly, everyone with TixKeeper is moving to TK Mars. The patron experience on all platforms is vastly improved. And there are some new features, such as destination maps*

The new annual subscription cost of TixKeeper – TK Mars – will be \$425. A significant increase but a great bargain for all the features available.