

Tick It: The Pilot



Summary

Tick It enables anyone to immediately rate & review their arts / entertainment / culture experiences.

Arts organisations are invited to participate in the pilot and to receive FREE Analyticks (see below).

ABOUT TICK IT FOR USERS

Tick It is **FREE** to users – and there is **no registration required to check out the ratings & reviews given by others**.

However, if a user is registered, then they can select the **PEOPLE LIKE ME** feature, which filters the results so that the user sees just the ratings/reviews from people with similar interests or characteristics.

Users do need to **register to add their own rating/review**.

Basic registration is very simple – name, email, username, password, home postcode, short profile (optional). There are two additional registration sections (**about your interests / about you**) which users are encouraged to complete as they will enable the **PEOPLE LIKE ME** feature to work.

Users also receive **TickBack points** for completing each stage of the registration process – and every time they add a rating or review. TickBack points will be exchangeable for discounts or tickets (in due course).

Ratings can be for any “item” – e.g. a museum or a book or a performance. However, it could also be for a theatre company overall, as well as for any individual shows they present – or even for individual performers. If it is a touring show, the venue itself could be a separate item to be rated.

Registered users can also **add items to be rated**, if they do not appear when searched. Tick It will operate a strict takedown policy of any inappropriate or frivolous items which may be added.

Tick It will also operate a **strict takedown policy of reviews which are deemed to be offensive**.

ABOUT TICK IT FOR OWNERS

*(by **OWNERS**, we mean companies, venues, museums, galleries, publishers, festivals, cinemas, production companies, etc.)*

Owners will be **FREE** to **add their own organisations, events, performances, publications**, etc. – info can be added directly, or schedules sent to Euclid who will add the information on behalf of the organisation

Owners can also include **extra details** such as websites, links to ticket sales sites, images, etc.

Owners can **subscribe to receive or access detailed AnalyTICKS** of the users who are rating / reviewing their items – Analyticks will be **FREE** to pilot participants. AnalyTICKS will provide an analysis of:

- **basic information** – numbers who have rated, numbers giving each score, home locations
- user **interests** (arts areas) and **focus** (traditional, contemporary, family friendly, etc) – including data analysing what sorts of other items are being rated by these users
- user **demographics**: age, employment status, employment/study sectors, income levels, etc.

When the service is up and running, the likely **charges for AnalyTICKS** will be as follows:

Status	For just 1 month	Recurring each month
Non-Professional *	☐ £10	☐ £6
Professional (non-profit): small scale	☐ £20	☐ £12
Professional (non-profit): middle scale	☐ £50	☐ £30
Professional (for profit): per venue / co	☐ £150	☐ £100

**including amateur and voluntary*

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Targets

The pilot will take place over **3 months: March to May 2015**.

The aim of the pilot is **to see how Tick It works, to learn about what works and what doesn't work, so improvements can be made.**

In addition, it is hoped to **generate at least 10K new registrations** as a result of the pilot.

The pilot plan is based on a **10 x 10 x 10 x 10** strategy: it will be piloted in **10 categories of organisations** with **10 organisations in each category signing up** who agree **to promote Tick It over at least 10 events or opening days, aiming to get at least 10 new user registrations per event / day.**

The **10 categories** are as follows:

1. Small/middle-scale arts organisations in **Manchester** (via Euclid mailing lists and existing contacts)
2. Small/middle-scale arts organisations in **Liverpool** (via the Cool consortium)
3. Small/middle-scale (performing) arts organisations in the **North West** (via the PANDA network)
4. Small/middle-scale (performing) arts organisations in **Scotland** (via the FST network)
5. Small/middle-scale arts organisations in Wales, via **Celtic Neighbours** and others
6. Small/middle-scale arts organisations in **London** or elsewhere in UK (via Euclid mailing list contacts)
7. Small/middle-scale arts **festivals** (via the BAFA network)
8. Small/middle-scale arts **festivals in Ireland** (via the AOIFE network)
9. Small/middle-scale **rural touring** organisations (via the NRTF network)
10. **Amateur** (performing) arts organisations (via NODA and other agencies)

Benefits to Participants

more user feedback & better user analytics

- Organisations will **gain more feedback** from more users – ratings and reviews – extracts of which can be used in marketing and promotional materials and activities
- Organisations will **receive regular FREE AnalyTicks** (from March-June), as outlined above

Commitment from Participants

Organisations participating in the pilot will be asked to **commit to promote Tick It to audiences or visitors to a minimum of 10 separate events or performances or 20 opening days** (for galleries, museums, etc.)

Organisations will be asked **to promote Tick It to their audiences or visitors** as follows:

- By **including a reminder** (with the Tick It logo) in any **programmes, posters** and any other **mechanisms**, such as TV screens
- By including a **poster or other notice** which encourages people to use Tick It (including the logo) in positions that can be clearly **seen by audiences or visitors as they leave the venue**
- By **using selected quotes from Tick It reviews** (with the logo) in **marketing and publicity**
- By **providing feedback** on the piloting experience