

Setting up Tessitura Keywords for use with Audience Finder

How it works

The Audience Finder programme helps organisations to analyse and compare audience data, using a common language and terms. To enable this, the data that The Audience Agency extracts needs to be coded in a standardised and consistent way. To make the process as simple as possible Tessitura Network and The Audience Agency have created this guide to help you set-up everything you need in Tessitura.

Setting up Keywords to record information against an event is the best way to proceed, you may already have Keywords that are doing a similar function, but by creating these Keywords that are specific to Audience Finder it makes the process simpler going forward, especially with regard to reporting and sharing results.

The Audience Agency can provide you with an up to date list of Artform codes to apply to your events – for more information on these please head to <http://audiencefinder.org/>.

Setting up the Keywords

To set these up in Tessitura you will need to create two new Keyword Categories called TAA Artform and TAA Sub Genre.

To set these up go to system tables and follow these steps:

- Go to system table TR_TKW_CATEGORY
- Insert a new line and call it TAA Artform (take note of the unique ID as TAA requires this information)
- Inset a new line and call it TAA Sub Genre (take note of the unique ID as TAA requires this information)
- Go to system table TR_TKW
- Insert new lines as required – select TAA Artform / TAA Sub Genre from the categories and enter the appropriate Artforms / Sub Genres

Id	Category	Description	Used In
83	TAA Artform	Children / Family	Both
85	TAA Artform	Christmas Show	Both
86	TAA Artform	Contemporary Visual Arts	Both
84	TAA Sub Genre	C&F Community / Amateur	Both
87	TAA Sub Genre	C&F Branded	Both
88	TAA Sub Genre	C&F Concert	Both

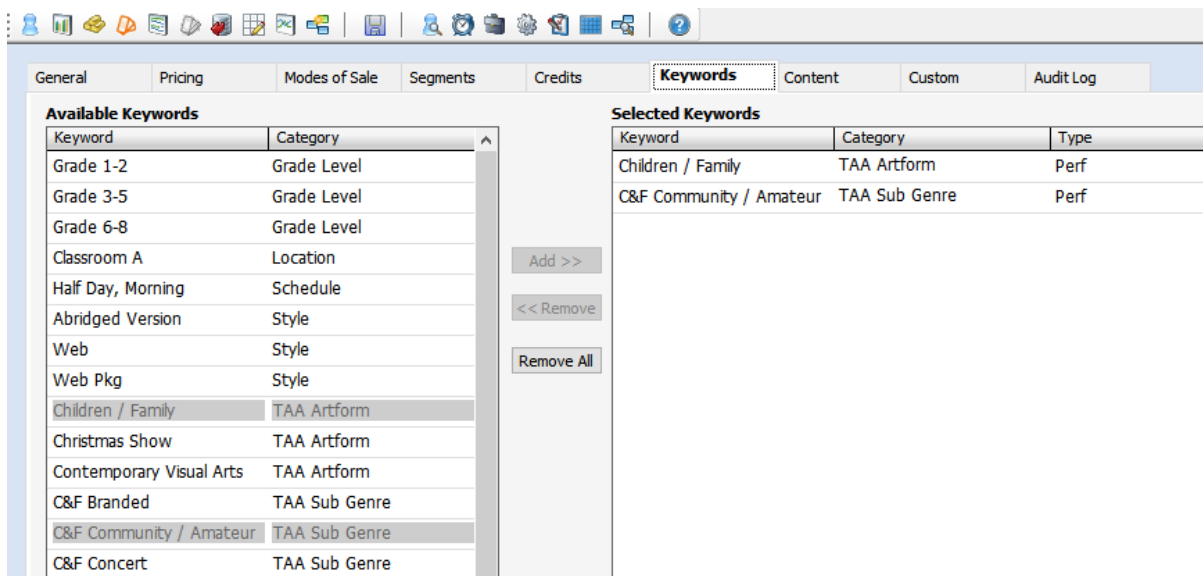
- ★ If you wish to use the Artforms and Sub Genres as ways of measuring your customers' interests, select 'Both' under the Used In column. If you wish solely to use them for uploading information to the Audience Finder, select 'Production Elements' only.

Attaching the Keywords to your events

Now that you have these Keywords you can attach them against your events. These can be done historically on past events as well as all future events.

- Go to Ticketing Setup -> Production Elements -> Find/create your Performance -> Keywords tab
- Select your TAA Artform / Sub Genre from the left column and drag or click Add to move it to the right column

It will then look something like this:



Available Keywords		Selected Keywords		
Keyword	Category	Keyword	Category	Type
Grade 1-2	Grade Level	Children / Family	TAA Artform	Perf
Grade 3-5	Grade Level	C&F Community / Amateur	TAA Sub Genre	Perf
Grade 6-8	Grade Level			
Classroom A	Location			
Half Day, Morning	Schedule			
Abridged Version	Style			
Web	Style			
Web Pkg	Style			
Children / Family	TAA Artform			
Christmas Show	TAA Artform			
Contemporary Visual Arts	TAA Artform			
C&F Branded	TAA Sub Genre			
C&F Community / Amateur	TAA Sub Genre			
C&F Concert	TAA Sub Genre			

- ★ You should only apply one TAA Artform and one TAA Sub Genre per performance as only one of each may be extracted; if more than one is applied, only the first one would be extracted.
- ★ If you wish to retrospectively add Keywords to multiple performances at the same time, you can do this in Season Maintenance -> Season Manager (more information can be found [here](#)).