



**CARNEGIE | MUSEUMS  
OF PITTSBURGH**

*Four distinctive museums*

**Carnegie Museums of Pittsburgh  
Implemented tGen to Manage  
Ticketing**

**Background**

Carnegie Museums of Pittsburgh comprises four distinct museums: Carnegie Museum of Art, Carnegie Museum of Natural History, Carnegie Science Center, and The Andy Warhol Museum. The most far-reaching cultural organization in the city of Pittsburgh, its museums attract more than 1.3 million visitors each year. With large capital projects underway that will further grow admissions at its museums, Carnegie Museums needed a ticketing system that would meet the unique requirements of each museum but operate as a central system.

**Carnegie Museums of Pittsburgh  
Implemented tGen to:**

- ▶ **Sell Tickets to Drive Attendance and Revenue**
- ▶ **Automate Group Scheduling and Resources**
- ▶ **Optimize Attendance and Offer Time-Phased Ticketing Admission**
- ▶ **Offer Future Enhancements for Members**

**Client Quotes**

*"The Carnegie Science Center frequently sells combination tickets for both its general admission and IMAX<sup>®</sup> theater shows. The ability to offer this service through tGen truly provides visitors with the ideal visitor experience, as they can purchase a single ticket for their entire visit."*

*John Fogg  
Director of Information Technology  
Carnegie Museums of Pittsburgh*

**How Carnegie Museums Implemented tGen to Manage Ticket Sales**

**Deployed the System  
Across All four Museums**

- ▶ Implemented Ticketmaster's general admission software for each museum
- ▶ Created centralized ticket sales channels for all four museums
- ▶ Trained all staff members to utilize the centralized system

**Leveraged an  
Integrated System**

- ▶ Stored ticketing and membership data in a single patron database
- ▶ Leveraged imported fund development data in the ticketing database
  - Provide a 360 degree view of each patron
  - Enabled employees to quickly identify VIP members and donors to provide great customer service

**Tailored Ticketing  
Functionality for Each Museum**

- ▶ Enabled features for each museum that best suited their needs
  - Carnegie Science Center heavily relies upon group scheduling to manage school groups
  - Carnegie Museum of Natural History is using time-phased entry for high-demand exhibits
- ▶ Capitalized on a robust system that is built to fit the needs of multiple segments within the museum market

# The Benefits of Implementing tGen

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## Sell Tickets to Drive Attendance and Revenue

- ▶ Manage general admission ticket sales across all four museums
- ▶ Sell combination tickets for Carnegie Science Center, including general museum admissions and reserved seat IMAX® shows
- ▶ Plan to offer automated sales kiosks to enable patrons with self-service ticket sales

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## Automate Group Scheduling and Resources

- ▶ Schedule group resources, staff and rooms for school, and adult groups
  - Ensure that each museum is equipped to manage their own group scheduling
- ▶ Accommodate more groups and drive attendance with this automated tool
- ▶ Book and manage multiple groups simultaneously throughout the day with an easy-to-use system

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## Optimize Attendance and Offer Time-Phased Ticketing Admission

- ▶ Sell tickets as time-phased events to maximize ticket sales
  - Enable as many people as possible to view the exhibit in a short amount of time
  - Offer a good patron experience by controlling attendance
  - Meet safety standards and adhere to occupancy requirements
- ▶ Create a 'reserved ticket' environment for a general admission event
  - i.e., *New Dinosaurs In Their Time* exhibit featuring \$35MM in renovations

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## Offer Future Enhancements for Members

- ▶ Provide enhanced services to Carnegie Museums' 22,000+ members and donors
- ▶ Enable automated membership entitlements, benefits and tracking
- ▶ Leverage integrated fund development and membership processing
- ▶ Enable patrons to purchase memberships online, and instantly realize member benefits
- ▶ Offer membership access scanning for easy entrance to the museum

## Client Quotes

*"With our new 'Dinosaurs In Their Time' exhibit opening shortly, we're eagerly anticipating a large increase in admission volume at Carnegie Museums of Art and Natural History, which share a facility. We value the ability to sell timed-phased tickets for this exhibit in order to manage attendance and traffic flow and ensure a positive customer experience."*

*John Fogg*

*Director of Information Technology  
Carnegie Museums of Pittsburgh.*