

How to Structure Your Listings – for Playz Workz

What are listings, sessions & packages?

Listings are both how your activities are presented to families as well as how you manage them from the back-end. A listing contains the following information

- Activity details (that you have entered) including participant information
- Calendars - which are specific date ranges that include
 - Activity timetable
 - Venue
 - Pricing
 - Availability
- You can have multiple calendars attached to a listing

Sessions are individual calendar based events that you offer for sale. A session could be for a party, a class, a workshop, a performance, a fun-day etc. You may offer one-off sessions, repeating sessions, ongoing or for a limited amount of time.

Packages are groups of sessions that families purchase in a bundle eg a term of classes.

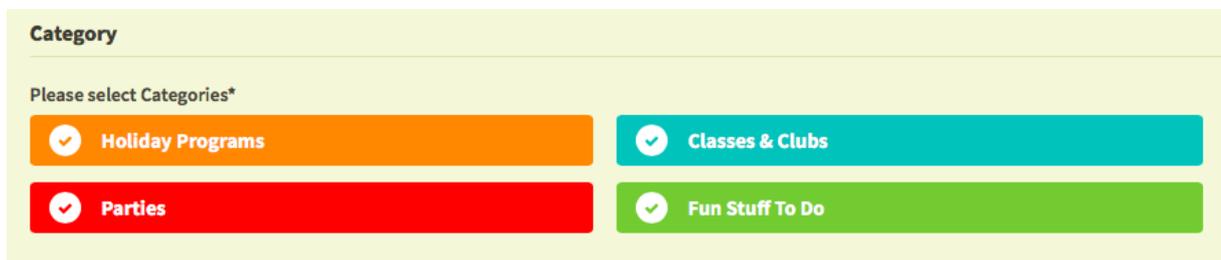
How do I structure my listings?

You may run a range of activities such as classes (which may be very detailed and may include one-off events like open-days or performances), holiday programs and parties that need to be structured somehow.

The Playz rule of thumb is to bundle as much information within the same listing. This will enable Playz to work for you in an efficient and streamlined manner.

Guideline 1: Stream your listings via activity category

Set up different listings for your classes, your parties, your holidays programs etc. It is possible to have multiple categories for the same listing but this is usually the exception.



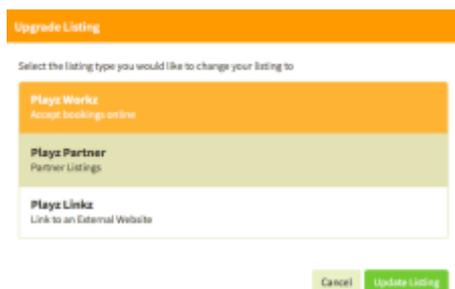
The image shows a user interface for selecting activity categories. At the top, it says "Category" in bold. Below that, it says "Please select Categories*". There are four colored buttons, each with a white checkmark icon and text: "Holiday Programs" (orange), "Parties" (red), "Classes & Clubs" (teal), and "Fun Stuff To Do" (green).

Guideline 2: Determine the status of your listing first

Your listing can be either *public* (able to be viewed & booked by everyone), *private* (only able to be viewed by people you send the link to) or *exclusive* (able to be viewed by everyone but booked only via invitation). For example, if you have a listing (eg for all your term classes) that is *exclusive* and then want to add in a *public* end-of-year concert, you would need to set up an additional listing for the concert as it is of a different status.

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Guideline 3 – Mix and Match

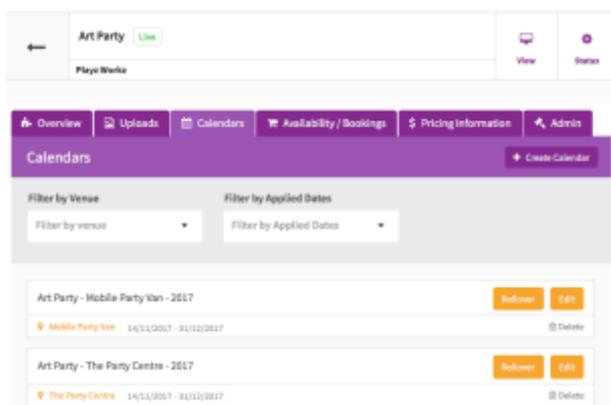


Set up Playz Workz listings to manage all your bookings, detailed calendars and participants. You can easily set up more general ongoing listings for all the activities to wish to further promote to the general public on an ongoing basis. These can be set up as Playz Partner listings. You can even link your Playz Partner listings to your more specific (Playz Workz) listings if you choose.

Guideline 4 – Understand your master calendar

Your master calendar (created in Step 2 of set-up and accessible through the Admin tab in your listing)– houses all the critical information for your listing including venue, timetable & pricing. You can have multiple master calendars attached to your listing.

Example 1: If you run the same set of activities at different venues you do not need to set up a different listing – instead you just set up a new calendar within the same listing. See picture here:



Example 2: You have classes that run for a full term (which becomes the applied date range for that calendar) and an intensive program that runs only a one week period. You set up two calendars with different applied date ranges under the same listing.

Guideline 5: Use the Overview field to describe clearly what is on offer.

Using subheadings, clearly describe the different activities that are on offer within this listing. This, combined with clear price names, will make it easy for families to select and book exactly the activity they are seeking.

Good Luck
Any Questions?
Contact us on 1300 33 44 59