

[See Tickets](#)
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Leiden University

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Introduction

This document provides an overview of the options for online ticket sales in See Tickets (previously known as Paylogic) and serves as a guide for filling in the corresponding request form if you want to use this service within Leiden University.

If you have any questions for which this document doesn't provide an answer, please contact the FSSC Service Point through the portal helpdesk.universiteitleiden.nl or by telephone on +31 (0) 71 527 5555.

1. How do online sales through See Tickets work exactly?

You receive a link to a payment facility that you can integrate in an existing website for your event and a so called 'view user account' through which you have real-time insight into the status of registrations and payments during the sales period. Once a month, after the sales have started, See Tickets transfers the balance of costs and revenues to Leiden University and the FSSC books that on the SAP number provided.

2. How can I register an event for online payment?

You can use the 'E-tickets Request Form' to provide all the necessary details and also to indicate whether you wish to make use of any additional features. Complete the form in full and send it to fssc-servicepunt@assc.leidenuniv.nl.

3. Why use See Tickets for online payments?

3.1. Real-time insight into ticket sales

When you use See Tickets you receive a so-called 'view user account'. You can log in to this account at any time to see how many tickets have been sold.

3.2. No financial red tape

You don't have to worry about invoicing, and participants pay in advance, so you know exactly how much revenue the event will generate.

3.3. Easy for the participant

In a modern online environment, participants order their tickets within minutes and pay straight away using their preferred payment method.

3.4. Many options available to facilitate the purchasing process

These include different rates for different target groups, automatic closing of the sale period, limiting the number of available tickets, requesting information from participants during the purchasing process, customised texts for accompanying emails, unique QR codes on tickets and the use of discount codes. See chapter 'Which options are available for online sales through See Tickets' for a complete overview.

4. How much does it cost to use See Tickets?

For every ticket sold, See Tickets charges a EUR 1.00 service fee plus the costs for the selected payment method, which are usually a fixed percentage of the payment amount. You can find the costs per payment method at the start of the chapter 'Which options are available for online sales through See Tickets'. You can pass on these costs to participants by increasing the ticket prices.

5. Can someone that is no longer able to participate get their money back?

Yes, they can! You just need to send an email to fssc-servicepunt@assc.leidenuniv.nl, stating the ID of the order to be refunded (you can look this up in your 'view user account') and who is responsible for

paying the costs of the refund: the participant or Leiden University. In the latter case, the costs will be charged to the SAP number for the event. A fee of EUR 2.95 is charged per refunded order.

6. Which options are available for online sales through See Tickets?

6.1. Various payment methods

See Tickets supports a large number of payment methods, each of which is subject to a different cost per transaction. The table below lists the available payment methods and the associated costs per transaction.

The most common payment methods are iDEAL, Mastercard and VISA credit cards and PayPal. If you wish to use other payment methods for your event, please indicate this by specifying your preferred methods on the request form under 'Other, as specified:' and/or by unchecking the most common ones.

	Country	Costs (%)	Costs (fixed, in €)
Credit cards			
MasterCard (Securecode)	INT	4.5%	0.00
VISA (Verified by VISA)	INT	4.5%	0.00
Debit cards			
VISA	INT	4.5%	0.00
Maestro	INT	4.5%	0.00
Carte Bleue	FR	4.5%	0.00
Online banking			
iDEAL	NL	0.0%	0.85
Sofort Überweisung	INT	2.5%	0.00
ING Home Bank	BE	3.0%	0.00
Bancontact	BE	2.5%	0.00
eWallet			
PayPal	INT	4.5%	0.35
Paymant authorisations			
Online autorisation	NL	1.5%	0.00
Elektr. Lastschrift Verfahren	DE	1.5%	0.00
Direct Debit - Spain	ES	1.5%	0.00
Direct Debit - Austria	AT	1.5%	0.00
Bank transfer			
Overboeking (EUR)	INT	0.0%	0.60
Overboeking (non-EUR)	INT	0.0%	1.00

6.2. Texts in other languages

The See Tickets online sales portal can be displayed in various European languages. It is possible to display different texts for different languages for the following data:

- Event name and sub-heading
- Ticket name and subtitle
- Additional text for the order confirmation email

However, you can only specify one language on the request form. If you would like to use specific texts for different languages, please indicate this in the request form under 'Other requirements' and attach the texts in other languages to your request email.

6.3. Maximum number of tickets

For each event, you need to specify the maximum number of tickets available. You can choose between a total maximum number of tickets or a maximum number of tickets per ticket type. Depending on how you want to do this, proceed as follows:

- If you want to set a maximum number of tickets for all tickets combined, fill in the field 'Total amount of tickets available' in the top section of the request form.
- If you want to set a maximum number of tickets per ticket type, fill in the column 'Max. amount available' for all required ticket types in the middle section of the request form.

Unfortunately, you must set a maximum (you cannot leave this blank). If you want to, you can set a high limit that you do not expect to be exceeded. You can always keep track of the number of tickets sold in your own viewer account. If you then want to adjust the maximum during the sales period, you can contact the FSSC and they will change it for you.

6.4. Ticket sales period

You decide when the tickets can be purchased online. On the request form, you should indicate when you want the sale of tickets to start and end. You can set the dates as you see fit, and you can either select a single, fixed period that applies to all tickets, or different periods for different types of tickets. To set the start and end dates, proceed as follows:

- If you want to have a single, fixed period for all tickets, you only need to fill in the 'Start of sales period' and 'End of sales period' fields in the top section of the request form.
- If you want to set different periods for different types of tickets, you can leave the fields at the top of the form blank. However, you must fill in the 'Start of sales period' and 'End of sales period' columns in the middle section of the form for all required ticket types.

General speaking, the FSSC starts the sales period at 00:00 on the first day and closes it at 23:59 on the last day. If you would like the sales to start or stop at a different time, please specify this in the 'Other requirements' section at the bottom of the request form.

6.5. Early-bird discount

A common practice for events is to offer participants who buy their tickets early a lower price than those who buy them after a certain date. This is called an early-bird discount. If you want to offer an early-bird discount for your event, you can set this up by requesting different tickets for people who buy their ticket before and after the end date of the early-bird discount period (middle section of the request form). For the early-bird ticket, specify the reduced price and the end date of the early-bird discount period. For the regular ticket, specify the full price and a start date, which should be just after the end date of the early-bird discount period. To specify start and end dates, see the information under 'Ticket sales period' in this document.

6.6. Discount vouchers

You can also offer discounts via discount codes. If you want to use a discount code for your event, indicate which discount code option you would like to use in the 'Other requirements' section at the bottom of the request form:

- One or more regular discount codes that can be used by multiple people. Specify the codes you would like to use (you can come up with these codes yourself) as well as the amount of discount associated with each code.
- Unique discount codes that can only be used once. The FSSC can generate these discount codes for you on request. If you want to use this option, be sure to specify how many discount codes need to be generated as well as the amount of discount associated with each code.
- A combination of the two.

Whichever option you want to use, the FSSC will only send the discount codes to you. You then decide which codes to issue to which potential buyers.

6.7. Guest list

With See Tickets it is also possible to create a guest list for a selected group of people if you want to send them free tickets. If you would like to use this feature, you should indicate in the 'Other requirements' section at the bottom of the request form which type of tickets should be sent to the people on the guest list and include an attachment to your request email, listing the first names, surnames and email addresses of the people on your guest list.

6.8. Ticket layout

The default ticket design features a standard Leiden University layout and a logo. However, if you wish, you can also provide your own layout for the tickets. If you want to use your own layout, make sure you specify this in the 'Other requirements' section at the bottom of the request form and attach the layout (as a PDF file, max. one side of A4) to your email to the FSSC. Make sure that you leave plenty of room for text (title, sub-title, ticket price, etc.) and a QR code. The FSSC will ensure that the text and QR code are printed in the right place on the ticket.

6.9. QR codes

Your tickets will feature a QR code as standard. During the event, you will then be able to check whether participants have a valid ticket using the Paylogic scanner app from See Tickets on your smartphone or tablet. If you absolutely do not want QR codes on your tickets, please specify this in the 'Other requirements' section at the bottom of the request form.

6.10. Requesting additional data from participants

During the ordering process, See Tickets always requests personal details, such as name and address. This is required for the correct processing and verification of registrations and payments. You can also access this information in your viewer account, so you can track and monitor who is coming to your event. Sometimes, however, you may want to know a few extra things about your participants, such as which degree programme they are studying, where they work or study and whether they have any dietary requirements (if a meal is provided at your event).

If you want to request additional information from the participants, indicate this in the 'Extra information to request from ticket buyers' section at the bottom of the request form. Specify the type

of data you want to request ('Question' column), whether the question can be answered using standard answers (e.g. yes/no or a set list of answer options) and whether the question is mandatory. The buyer will be prompted to answer these questions when purchasing the ticket. You will be able to see their answers in your viewer account.

If you run out of space in the designated section of the request form for requesting additional information, you can include the remaining additional questions in the 'Other requirements' section.

6.11. Additional text in the accompanying email

Participants receive their tickets electronically with a short accompanying email from See Tickets. If you wish, you can add your own text to this email. To do that, enter the text in the 'Extra text for in the e-mail with the confirmation of the ticket order' section at the bottom of the request form.

6.12. Invoices for ticket buyers

As a rule, ticket buyers usually only receive the e-ticket via email. However, sometimes they might want to receive an invoice. That is also possible in See Tickets. If you want the buyers to receive an invoice as well, indicate this in the 'Other requirements' section at the bottom of the request form.

6.13. Sending tickets at a later date (delayed fulfilment)

You may want the participants to receive their tickets at a certain time, for example just before the event. This helps to prevent illegal trading in tickets and fraud. In this case, participants will receive an order confirmation, but you decide when they receive the actual tickets. If you want to use this option, please indicate this in the 'Other requirements' field at the bottom of the request form. Also indicate when exactly you want participants to receive their tickets.

6.14. Layout of the ordering page

The standard ordering page in See Tickets is rather dull; it simply displays a list of the available ticket options. However, it is possible to give it the look and feel of a real web shop, with a banner and different images for the various tickets. If you are interested in using this option, please indicate in the 'Other requirements' section at the bottom of the request form, in as much detail as possible, how you would like the page to look. Make sure you also attach the necessary images to your email to the FSSC.