



Case Study: In-ticket cancellation delivered instant emergency notification for Center Theatre Group



Challenge: Riots and citywide curfews required immediate patron notification

In June 2025, parts of Downtown Los Angeles were placed under an 8 p.m. to 6 a.m. limited curfew following protests and riots tied to U.S. Immigration and Customs Enforcement (ICE) raids. The “No Kings” rally drew large crowds the same weekend. The curfew covered about a one-square-mile section of downtown and was reassessed daily by the mayor. As conditions shifted day-by-day, venues inside the zone, including Center Theatre Group’s Mark Taper Forum, made rapid, safety-first performance decisions.

When the curfew was announced, Center Theatre Group canceled the June 10 and 11 Hamlet performances. Later that week, CTG also voluntarily canceled the June 14 matinee and evening performances due to the scheduled No Kings protest. Within minutes, CTG was able to notify every patron through automated features built into the True Tickets digital ticket delivery service with deep Tessitura integration. Using the postpone/cancel function, True Tickets displayed a clear “Canceled” message directly in their ticket wallet on their mobile device.

Because CTG had prepared well in advance, the team followed its emergency standard operating procedure (SOP) and used True Tickets to deliver instant ticket updates directly to patrons’ wallets. The result was a coordinated, professional response that kept patrons informed and the front of house calm.

Results

- Minimal patrons inconvenienced, with most seeing the cancellation before leaving home.
- Brand protection at the moment of truth, with fewer escalations for front-of-house staff.
- Revenue continuity where it matters, as many patrons exchanged into later performances.
- A repeatable playbook, ready to run, with documented roles, templates, and handoffs.
- One-touch resolution for many cases, using ticket history to confirm holders and complete exchanges or refunds.

Center Theatre Group In-Ticket Performance Cancellation Case Study



TRUE TICKETS

HOW CENTER THEATRE GROUP EXECUTED

- **Prepared in advance.** CTG maintained a documented emergency SOP with a clear notification tree, defined roles, step-by-step actions, and ready-to-use assets including email templates and a robocall script.
- **Coordinated fast.** Slack served as the internal command center for real-time collaboration across Marketing, IT, and the Box Office, keeping teams aligned and messaging consistent.
- **Tested before deployment.** CTG confirmed how the cancellation status would display to patrons before activating it live.
- **Communicated clearly.** Email was sent first, followed minutes later by flipping Tessitura's postpone/cancel flag so the digital ticket reflected "Canceled," then robocalls and social posts.
- **Rebooked or refunded patrons quickly.** Staff used ticket status and sharing history to confirm holders and complete exchanges or refunds with confidence.
- **Documented learnings.** CTG ran an after-action review, updated SOPs and templates, and incorporated changes into training.
- **Paused sales.** CTG prevented new purchases after cancellation for the affected performances.

LESSONS FOR OTHER VENUES

- Keep SOPs, email copy, call scripts, and social posts ready to deploy.
- Pre-approve who makes the call and centralize communication to avoid delays or duplication.
- Pause sales and promotions for canceled performances to prevent mixed messages.
- Make the ticket the source of truth so the current holder sees updates even after sharing or resale.
- Run an after-action review, update SOPs, and track unaware arrivals and time to update.