SAMPLE TICKET MAP

Marketing Avenue	Date/Deadline	Number of Prospects	Anticipated Conversion (%)	Actual number	Bring a Friend Comped Ticket Conversion (%)	Actual BAF Number	Total
				0		0	0
				0		0	0
				0		0	0
				0		0	0
				0		0	0
				0		0	0
				0		0	0
				0		0	0
				0		0	0
				0		0	0
				0		0	0
				0		0	0
						TOTAL:	**0**
						Goal	