Musa for operators and event organizers

Create, sell and run your next show or activity in Musa.



AI-assisted scene illustration

Five ways Musa helps

01 **From an Assist draft to a live show**

Review a private draft before publishing. Ask Assist to find a booking or prepare a guest update.

02 **Reserved seats from a room sketch**

Start with a clear seating diagram or a description of the room. Review and edit seats and labels before selling.

03 **Bookings in a shared itinerary**

Guests can book an eligible experience and come back to the same plan.

04 **Desk referrals and AI discovery**

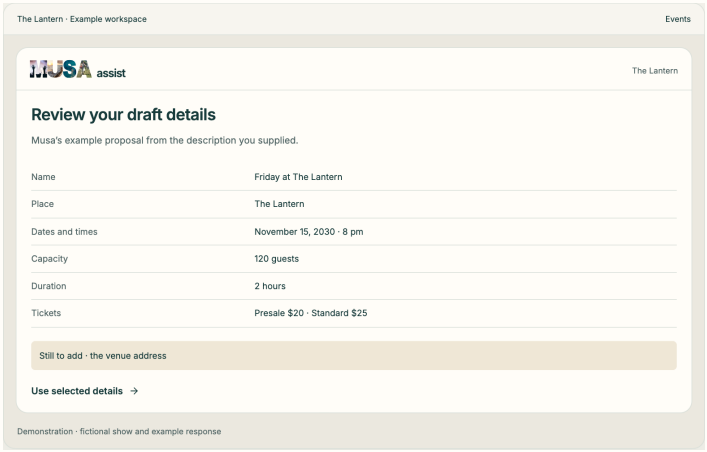
Share a bookable link, work with local selling partners and appear in supported AI discovery.

05 **Date changes from the ticket link**

Eligible guests can choose another available date within your booking policy.

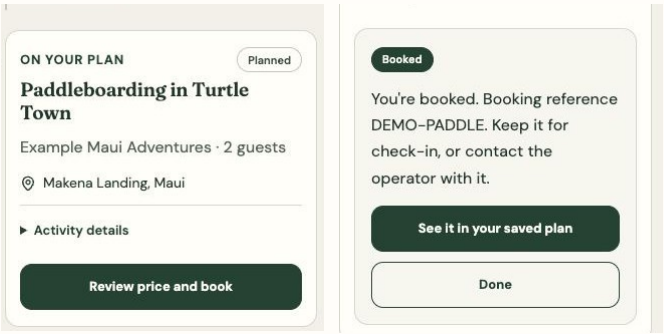
One night at The Lantern

A fictional show that illustrates how a first event can come together.



Musa Assist review for a fictional show

Planned **Booked**



The same paddle in a sample itinerary

Prepare the event

Musa Assist suggests 120 spots, $20 presale and $25 standard tickets. The organizer checks the venue address and publishes when ready.

Follow up after the show

Prepare booking updates. Send a newsletter to subscribers who opted in and offer eligible membership benefits.

Sell and admit guests

Review the layout before selling reserved seats. Guests review the price before paying. Staff can scan a ticket or look up a booking.

Plan your payment setup

Connect payments before selling paid tickets. Musa charges 3% of the paid-ticket list price. You choose who pays it. Processing and partner commissions are separate.

One event is enough to get started

Create a Musa workspace

Explore the organizer demo