Musa for operators and event organizers

Create an event with Musa Assist. Sell tickets, run check-in and invite guests back.



AI-assisted scene illustration

Five ways Musa helps operators

01 **From an Assist draft to a live show**
Review a private draft before publishing. Use Assist to find bookings or draft guest updates.

02 **Reserved seats from a room sketch**
Start with a seating diagram or a description. Check the editable draft before selling.

03 **Bookings in a shared itinerary**
Guests can book an eligible activity and return to the same itinerary.

04 **Desk referrals and AI discovery**
Work with local sellers and be discoverable through supported AI connections.

05 **Date changes from the ticket link**
Eligible guests can choose another available date within your policy.

Musa Assist prepares the first draft

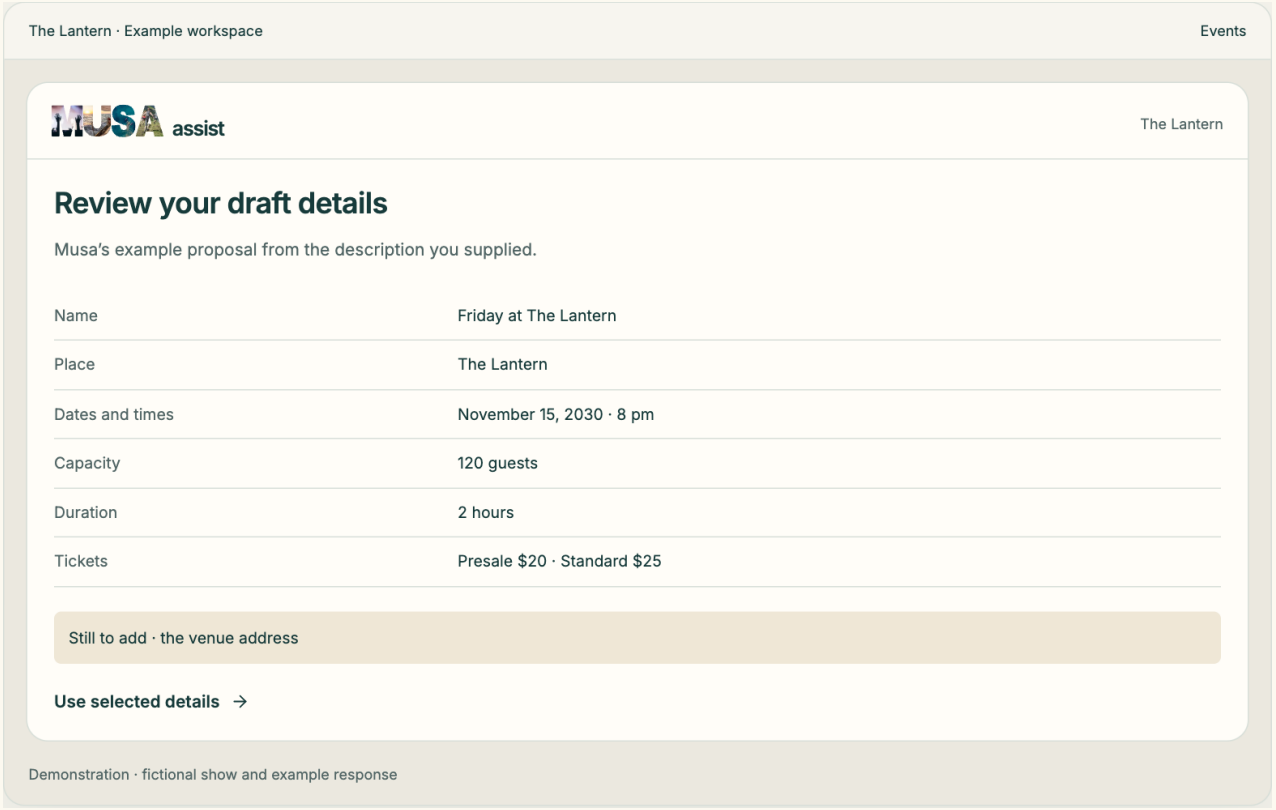
The Lantern team already knows the show, venue, capacity and prices. That’s enough to start.

Describe the show

For the fictional Lantern show, Musa suggests the date, a capacity of 120, $20 presale and $25 standard tickets.

Review what Musa understood

Musa flags the missing street address. Use the details you want and finish the private draft.



The steps before you publish

A concert may have one date. A paddle trip may leave every afternoon. Both start with the information guests need to book.

Confirm what guests will see

Check the dates, venue or meeting point, and write what guests should expect.

Set ticket rules

Pick prices, eligible tickets and capacity. Set the times when tickets go on sale.

Connect payments and publish

Complete payment setup for paid tickets. Preview the guest page, then publish and share the link.

Musa Assist helps with the working day

Use Musa Assist to jump from a question to the booking or draft that needs your attention.

Find a booking

Ask for a guest or booking reference. Open the matching record to see the details and available actions.

Prepare a guest update

Ask for a draft, such as a reminder about doors opening. Review the wording and the recipients before sending.

Review before confirming

Musa Assist helps with supported tasks. Your team approves the proposed action in the workspace.

From a room sketch to reserved seats

Start with a clear seating diagram or a description of the room.

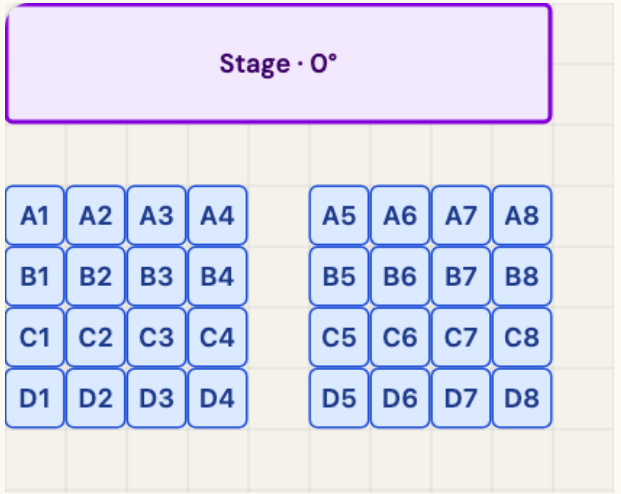
Start the chart

Scan a section of a clear diagram for seat candidates, or describe verified rows and seat counts.

Review before you sell

Check labels, aisles and accessible seats in the editor. Activate the reviewed chart so guests can pick available seats.

Layout draft



Guest seat selection



A clear total before payment

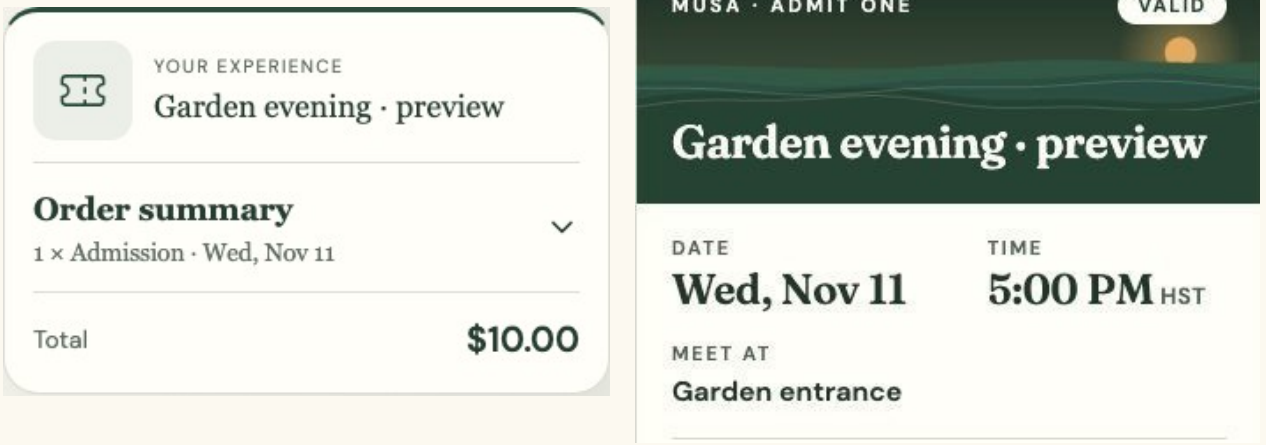
For The Lantern, set a $20 presale and $25 standard ticket. Guests see the total before paying.

Guest checkout

Guests can book without creating an account. Paid checkout shows the price and any applicable fees.

Tickets ready for arrival

The booking confirmation includes the ticket and entry details. Supported tickets offer wallet passes.



Checkout and ticket examples with fictional event details

Bookings in a shared itinerary

A hotel desk recommends a paddle alongside the guest's morning walk.

Book from the plan

Open the paddle, choose an eligible time and review the total before booking.

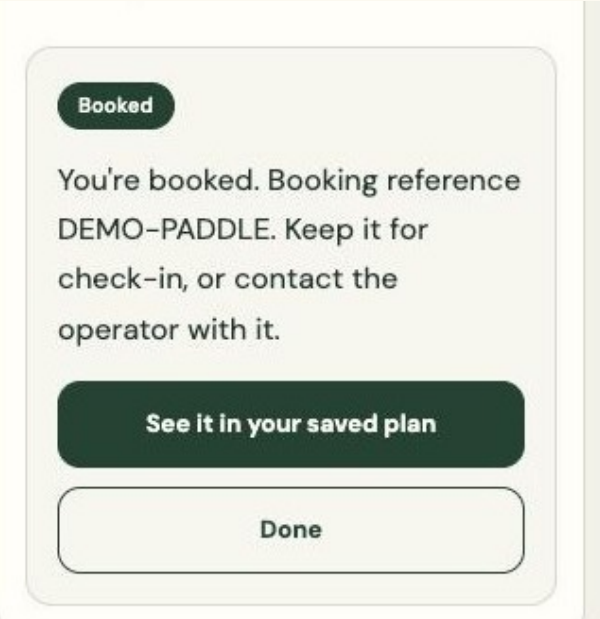
Return to the same itinerary

The paddle appears as booked, with the time and meeting point. Other saved ideas stay in the plan.

Planned



Booked



One booking link across your channels

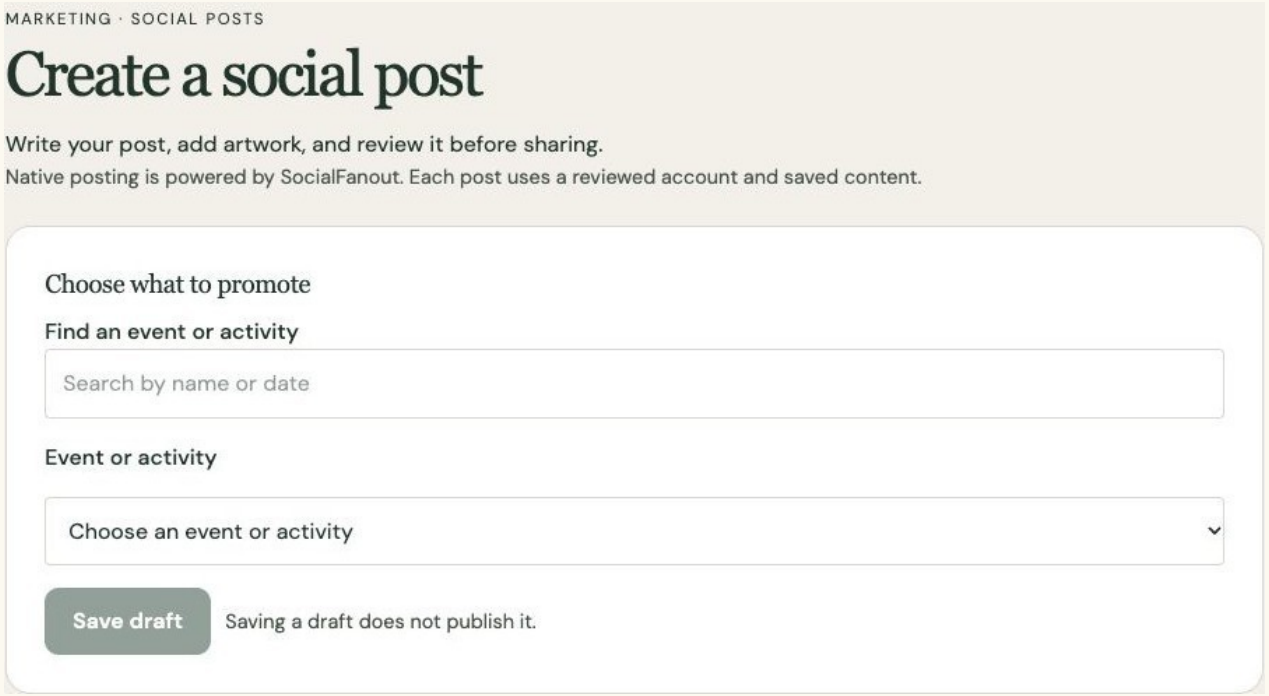
Send your audience to the published show from the places they already hear from you.

Your website and social channels

Share the page from your site or set up an embedded widget. Draft social copy and artwork, then review it before publishing.

Supported discovery through AI

A connected assistant can show public events and eligible booking options, then direct the guest to Musa to finish.



Musa social-post setup example

Local partners can help sell tickets

A hotel concierge can share a public show along with the rest of a guest's day. Eligible bookings can carry the selling partner's credit.

Choose what to offer

Pick the show or available dates a local partner can sell.

Agree the terms

Set the commission arrangement with that partner before selling.

See what each partner earns

Review attributable bookings and reconcile commissions against the agreed terms.

Partner arrangements depend on setup and agreed terms.

A usable guest list at the door

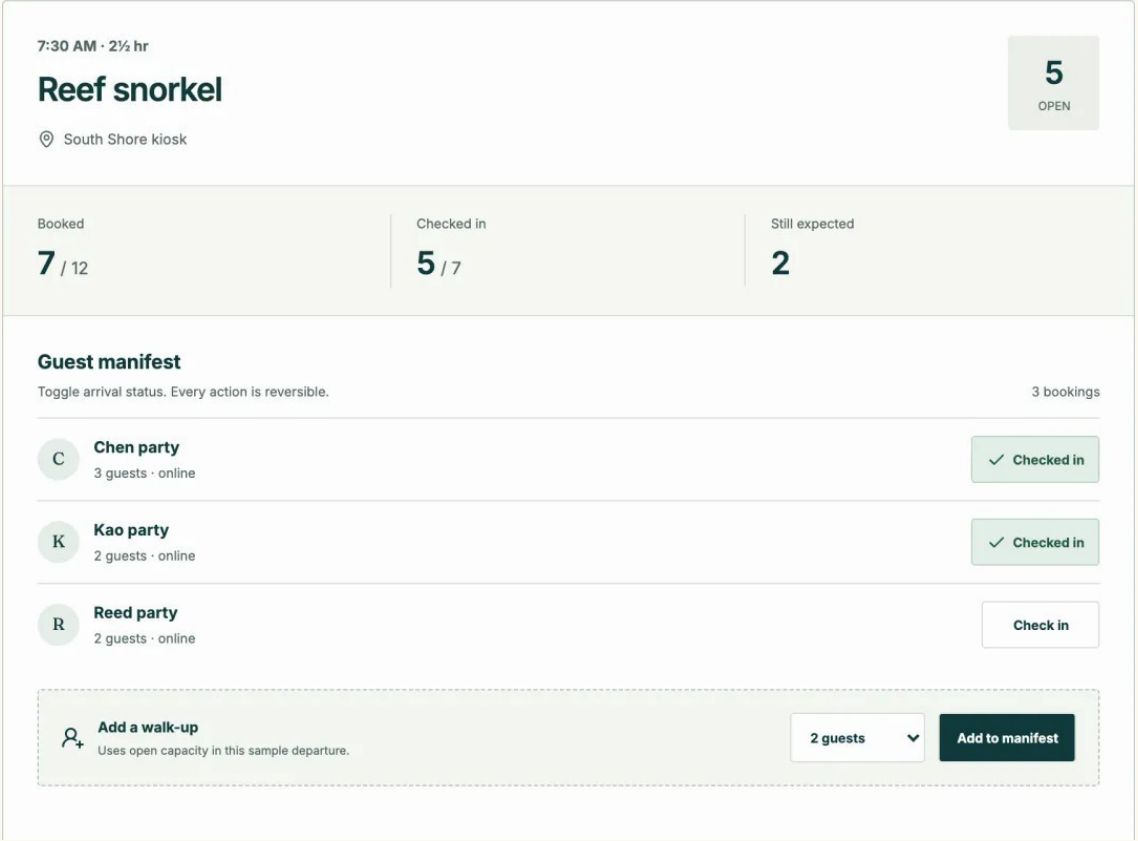
Give the door team the access they need before guests arrive.

Look up or scan

Find a guest by name or scan their QR ticket. The guest list shows who has already checked in.

Walk-ups and reporting

Take eligible walk-up sales from the box office. Review admissions, paid bookings and sales by channel after the event.



Musa operations view with sample guest and activity data

Date changes with a clear next step

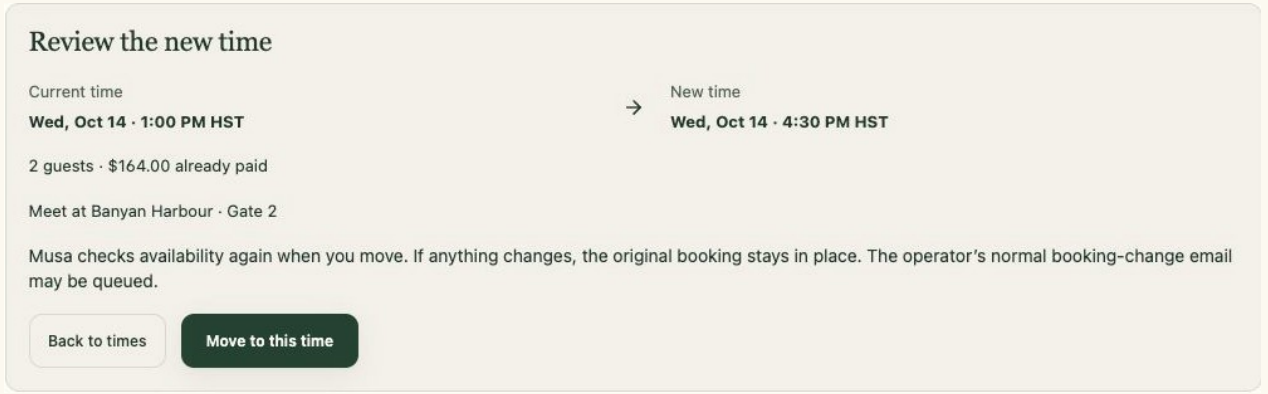
If a guest can’t make Friday, help them find an eligible date in the same series.

Self-service where available

Eligible guests can review an available date from their ticket link when you enable date changes.

Staff stays in control

Check the booking and the options available. Follow your policy and review any applicable price difference or refund.



Musa example showing a guest’s review before a date change

Useful messages before and after a visit

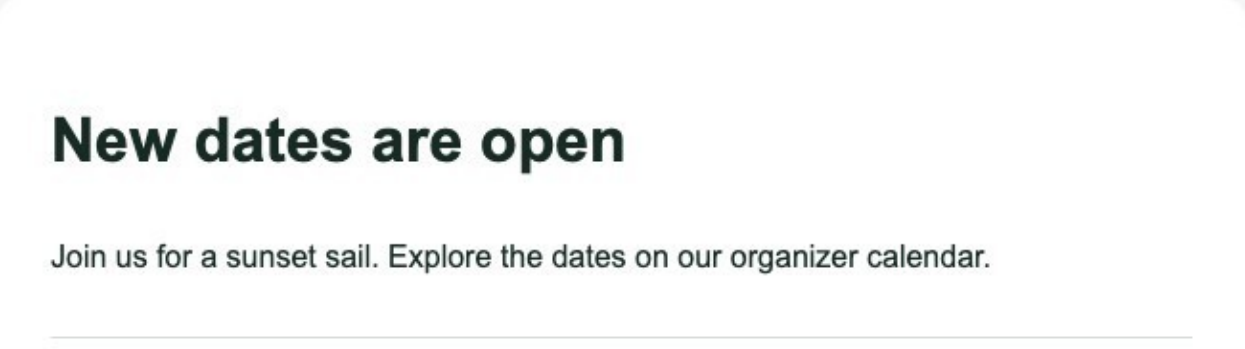
Before the show, remind guests when doors open and where to go.

Booking updates

Prepare an arrival reminder or a change to the meeting point. Review the recipients and wording before sending a one-off update.

Follow-up after the visit

Tell opted-in subscribers about the next date. Eligible post-event review requests can also follow a visit.



Newsletter sample / Sending depends on email setup, eligibility and consent

Membership benefits for regulars

A theater can offer members two admissions during a term and earlier access to tickets, subject to the rules it sets.

Set the terms

Choose the price, term and who can use the benefits.

Design the benefit

Configure eligible admissions, discounts or presale access.

Review before launch

Check member checkout and how an eligible guest redeems each benefit.

Fees and payment setup

3%

Musa software fee

Based on the paid ticket’s list price before discounts. You can absorb the fee or pass it to guests.

One $25 paid ticket

$0.75 in Musa fees before separate card processing and any agreed partner commission.

Getting paid

Connect a supported payment account. Confirm provider setup and payout timing for your workspace.

See current pricing

Your event with Musa

Bring the event description, dates, ticket prices and capacity. Start in a private draft and review the booking page before you share it.

Create your Musa workspace

Explore the sample organizer workspace



Photo by Jerome / Unsplash