

Breakout Conversations

#SpektrixHubs

Peer Groups

- An innovative use of Spektrix
- A quick win
- A longer term strategic piece of work
- Current business priorities
- Specific segments of your people
- End of year planning
- Pivoting out of the pandemic

Topics - 30th June

- Top tip: text local for canceled shows
- Overhaul events listings (Algolia)
- Automated emails, birthdays “surprise and delight”
- Interrogate usage of Opportunities interface, linking opportunities
- Ongoing post pandemic woes and info overlays

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Topics – 1st July

- Access booking online
- Membership and auto renewing memberships
- Tagging for memberships and digital projects
- Price bands/dynamic pricing
- Automated emails to donors and retention
- Membership schemes
- Seating plans, masking, and locks
- !!Seating Plan Report!!

Topics - 4th July

- Online panto, technical challenges but success!
- Opportunities interface with various use cases
- Engaging with and welcoming new audiences
- Utilizing partner integrations
- Implementing price bands for VIP tickets + addons with heat maps
- Future of streaming
- Organizing and presenting information
- First time fixed series
- Creating exclusivity

Topics – 6th July

- Email campaigns for engagement
- Access implementation for bookings with tags
- E-tickets and partner products
- Automation processes
- Membership scheme launch with segmentation
- Credit and communication “treat yourself”
- Plan for your tags