SPEKTRIX

New at Spektrix

Autumn 2025

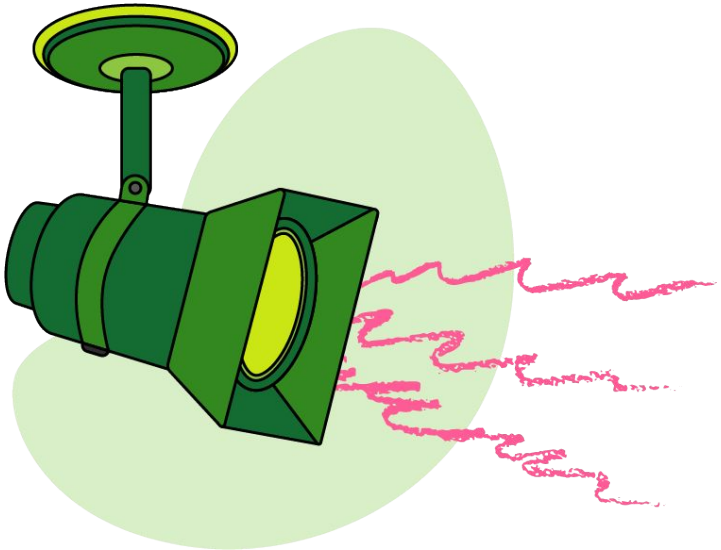
While we're getting underway...

SCAN ME

Join the Spektrix Community online

We'll meet there after the event to continue the conversation

Welcome!

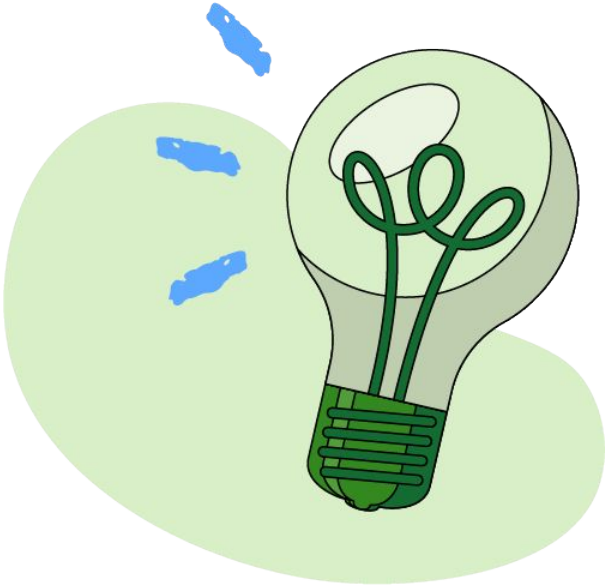


MIKE GELLER

President
he/him

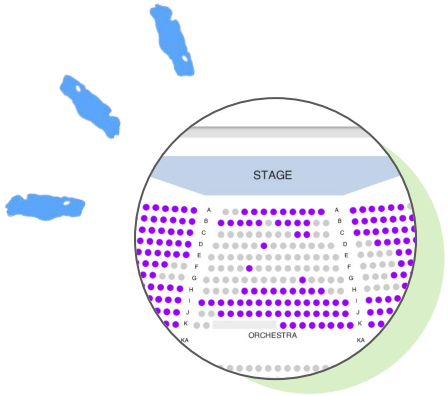
What brings the most value

- Will it help you expand your audiences?
- Will it help you build deeper connections with audiences?
- Will it help you increase your revenue?
- Will it help save your team time?

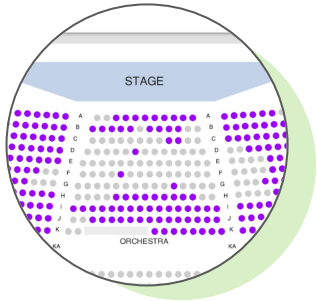


Agenda

1. CUSTOMER JOURNEYS
2. RECURRING GIVING
3. COMMUNITY & TRAINING
4. AUDIENCE COMMUNICATIONS
5. ROUNDUP & QUESTIONS



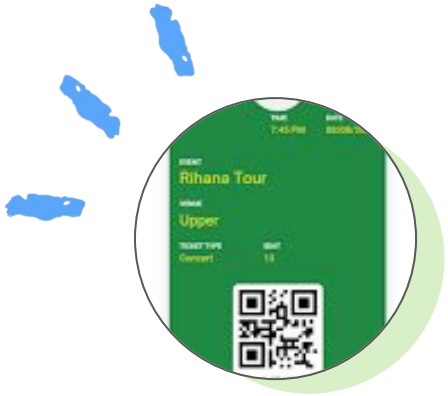
Enhanced online seat selection



Enhanced online seat selection

Status: Working On

Expected: Early 2026



Digital passes and scanning

A SOLDIER'S PLAY

DATE Aug. 08

TIME 7:45 PM

EVENT

A Test Event

SEAT

A1

VENUE

Area Name

ORDER

24-AF-1234

A SOLDIER'S PLAY

Base Seating Plan

A Test Event

Date

Aug. 08

Time

7:45 PM

Venue

Example Venue Name

Seat

A1

THE SARASOTA PLAYERS

DATE Aug 08 2024

TIME 7:45 PM

EVENT

A Test Event

LOCATION

Example Venue Address

TICKET TYPE

Sample Ticket Type

SECTION

Area Name

SEAT

A1

THE SARASOTA PLAYERS

Example Venue Address

A Test Event

Date

Aug 08 2024

Time

7:45 PM

Ticket Type

Sample Ticket Type

Section

Area Name

Seat

A1

Chelmsford Theatre

DATE Aug 08 2024

TIME 7:45 PM

EVENT

A Test Event

VENUE

Base Seating Plan

TICKET TYPE

Sample Ticket Type

SEAT

A1

LOCATION

Area Name

ABCDEFGH

Chelmsford Theatre

Base Seating Plan

A Test Event

Date

Aug 08 2024

Time

7:45 PM

Ticket Type

Sample Ticket Type

Seat

A1

ABCDEFGH

Brontë Parsonage Museum

DATE

Aug 08 2024

EVENT

A Test Event

LOCATION

Example Venue Address

TICKET TYPE

Sample Ticket Type

ABCDEFGH

Brontë Parsonage Museum

Example

A Te

Date

Aug 08 2

Ticket Type

Sample Ticket Type

ABCDEFGH

IME

PM

Hall

AEYGANMM

MUSIC ACADEMY OF THE WEST

Hahn Hall

Test Event Two 2025

Artist

Jeremy Denk

Date

Mar 22 2025

Time

2:00 PM

Seat

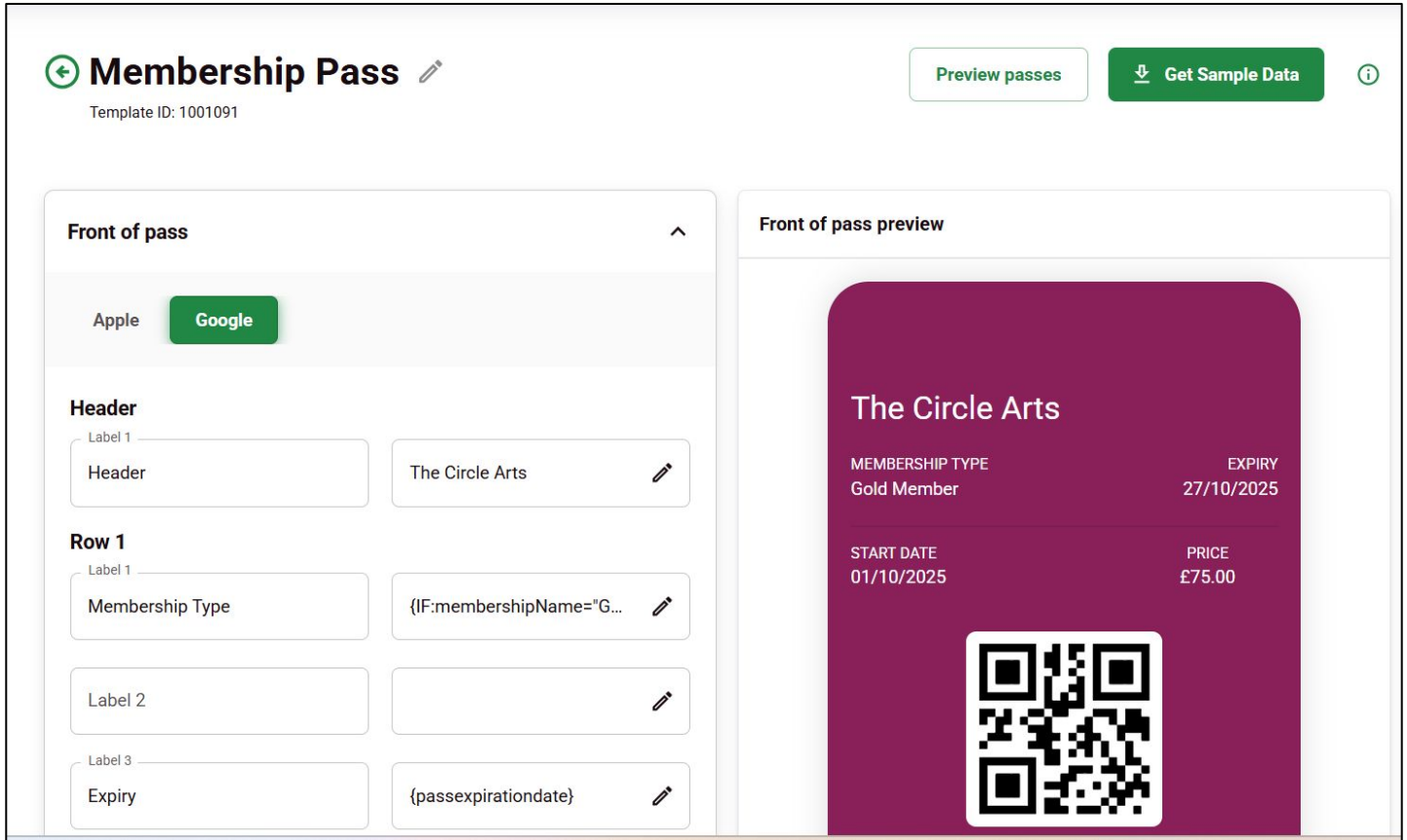
H126

Type

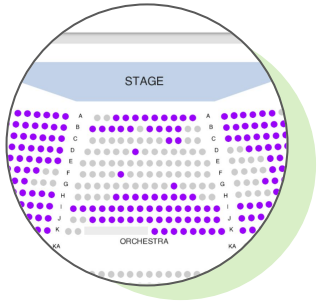
Admin Comp

AEYGANMM

Digital membership pass



Scan by camera phone



Digital passes and scanning

More design options for digital passes

Status:
Ready Now

Upsell from links on the digital pass

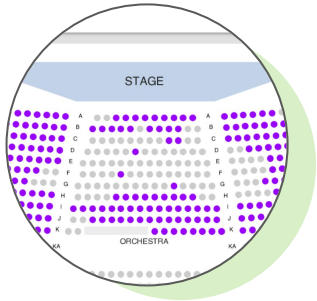
Status:
Working On

Expected: Early 2026

One-click checkout

Status:
Working On

Expected: Early 2026



Digital passes and scanning

Use mobile phone cameras to scan tickets

Status:
Ready Now

Validate passes and membership cards through scanners

Status:
Working On

Expected: Winter 2025/2026

Distribute zero-value tickets through scanners

Status:
Working On

Expected: Winter 2025/2026

Digital passes and scanning

This year

Use mobile phone cameras to scan tickets

Ready Now

Winter 2025 / 2026

Validate passes and membership cards through scanners

Distribute zero-value tickets through scanners

Agenda

1 CUSTOMER JOURNEYS

2 RECURRING GIVING

3 COMMUNITY & TRAINING

4 AUDIENCE COMMUNICATIONS

5 ROUNDUP & QUESTIONS

Variable recurring giving

Victoria O'Brien

Lead Consultant - Fundraising
she/her

Variable Recurring Giving

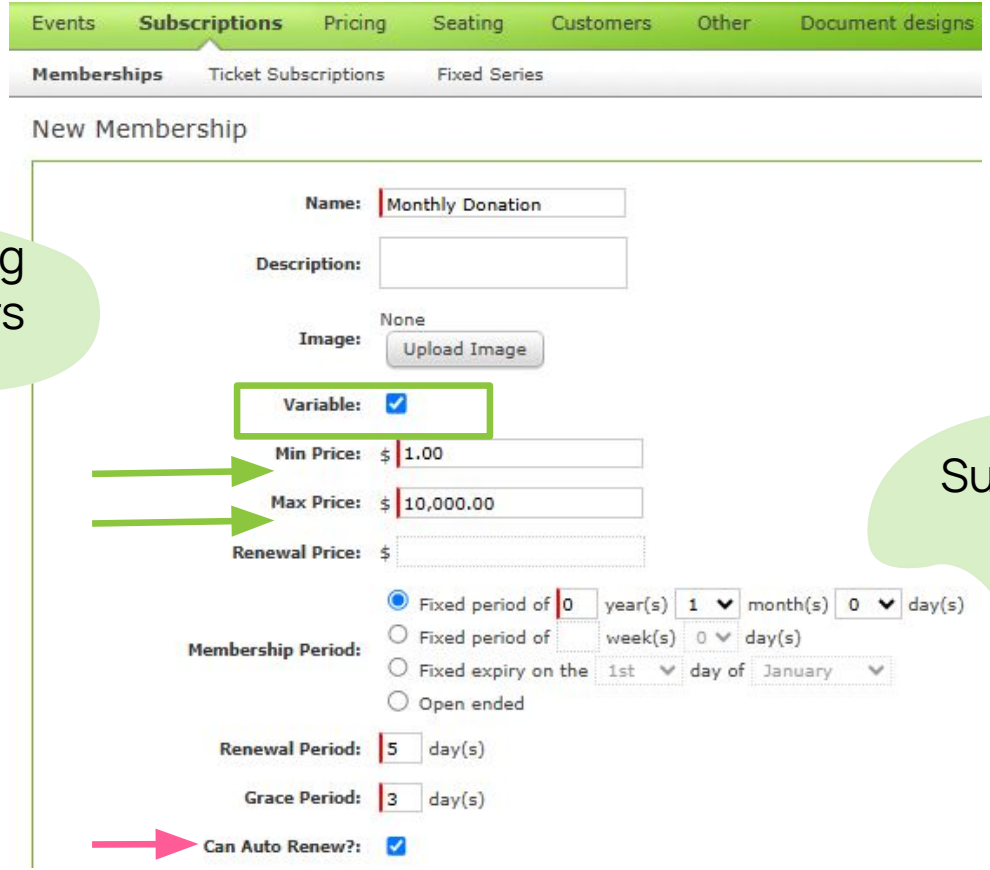
Sara Stevens

Lead Client Success Consultant
she/her

Variable recurring giving

1. Philanthropic memberships
2. Recurring donations

Empowering donors



Sustainable income simplified

Where is it supported?

- Sales & Opportunities interfaces
- Spektrix subsites
- API and web components
- Spektrix Payments

Things to consider

- Are you making changes to existing programmes?
- How will this work for you online?
- How do you talk to your current donors?

Variable recurring giving

Status: Working On

Expected: Winter 2025/2026

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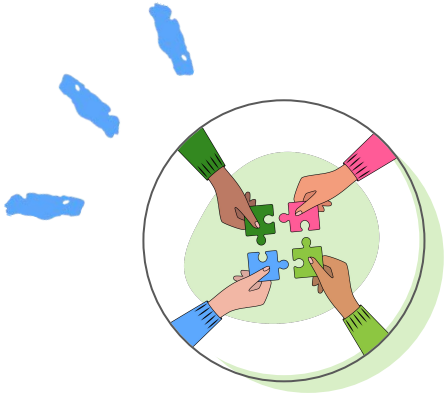
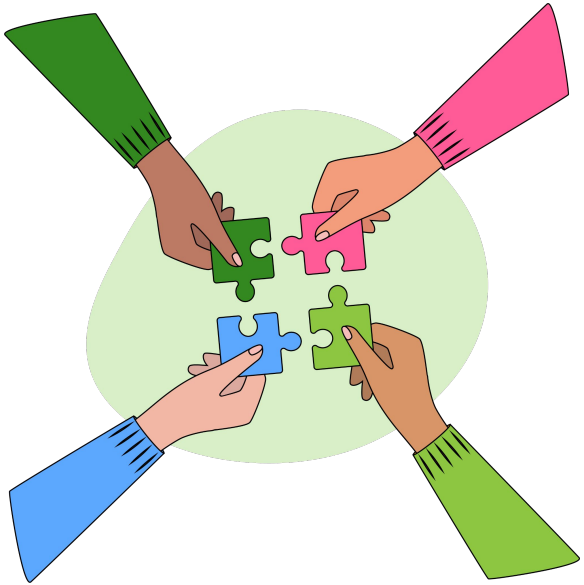


Online Community & Training

Brittney Aston

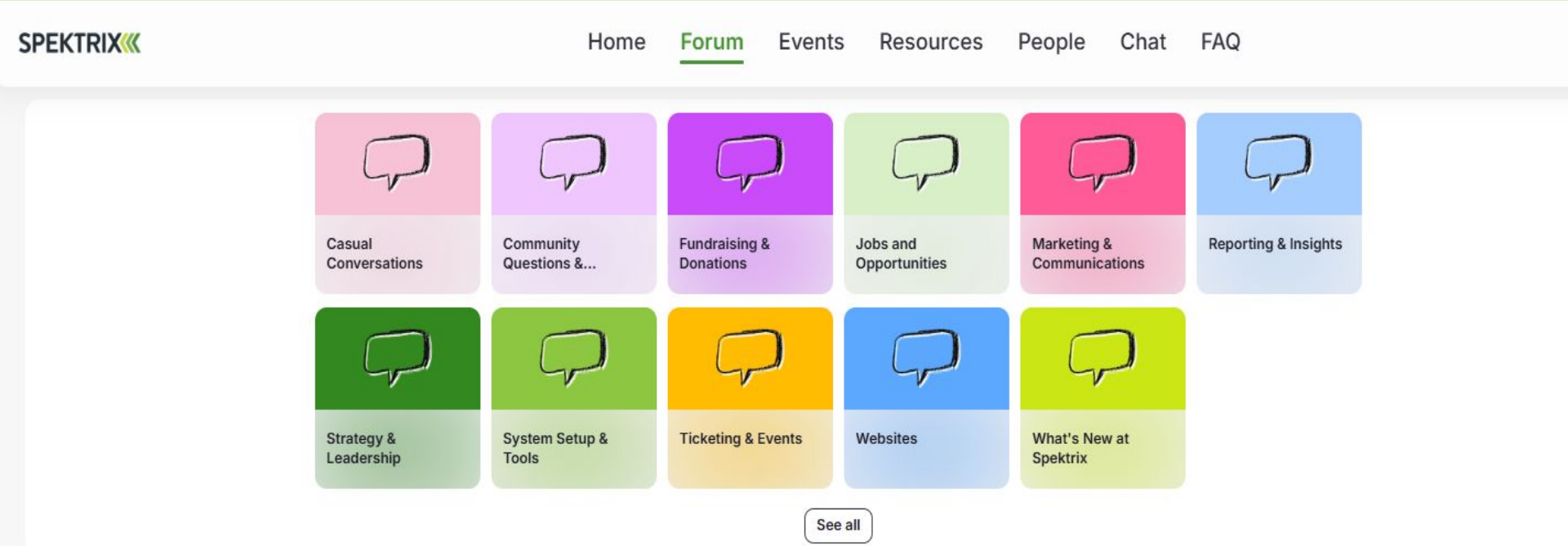
Senior Community Manager
they/them

The Spektrix Community is live!

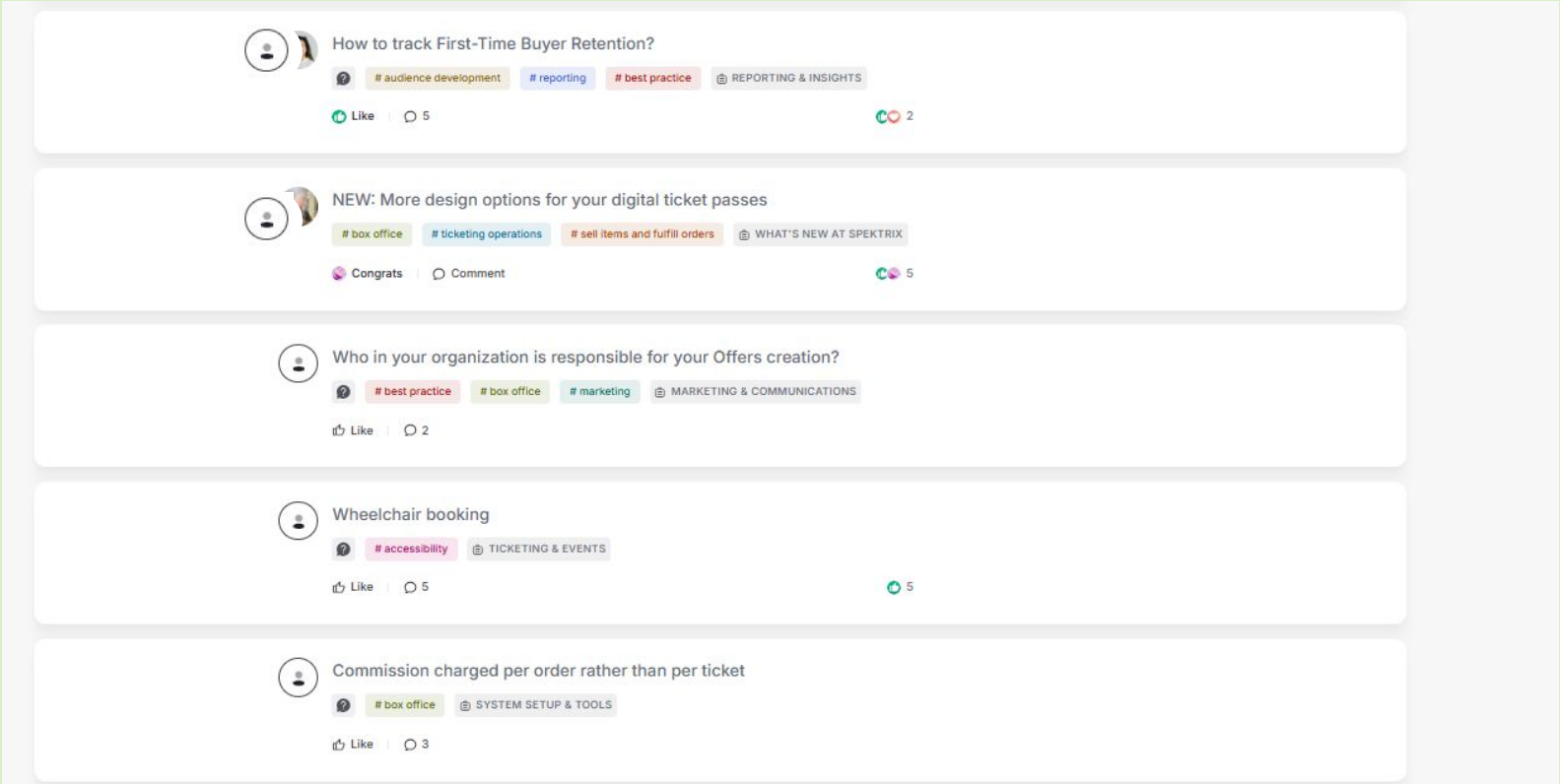


Connect. Learn. Share. With fellow Spektrix users.

Ask questions or swap tips and tricks



Explore the forum



For example...

How do other organisations use email automation to generate donations and streamline donor journeys?

Two tools that can help save your time with donor follow up are dynamic content and email automation.

We have added thank you videos to spice them up and that seems to be working.

That sounds super engaging! 🤩 Out of curiosity who is thanking your donors in the video?

We have used a range of people - some of the participants in our Performance Academy and Youth Musical have done some.

Attend events

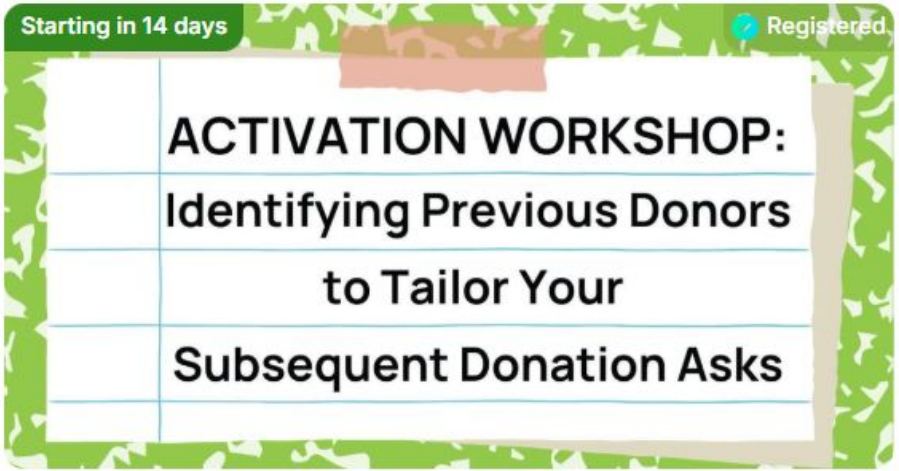
1:1 Match

Meet a Fellow Spektrix User

3:00 PM - 4:00 PM, Dec 17 CST

Online

Register



Meeting

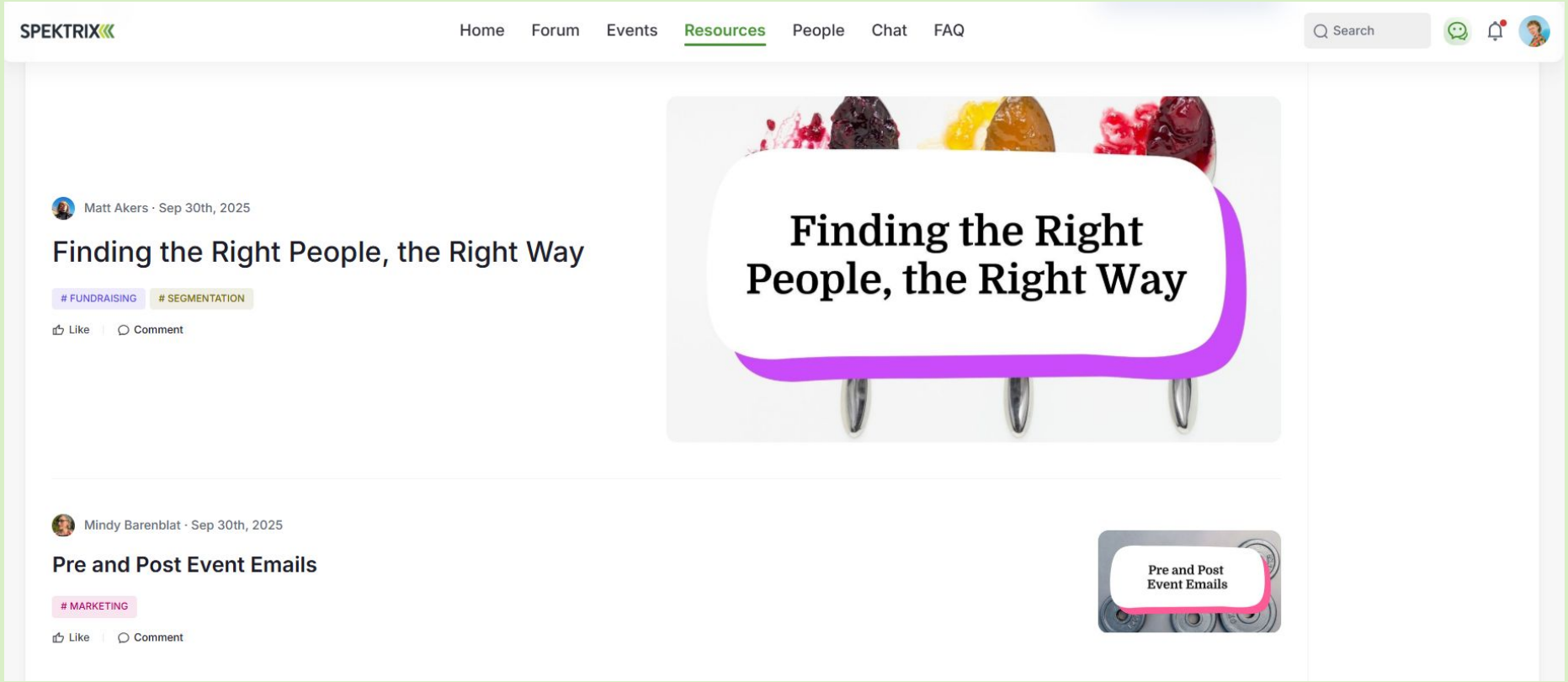
Activation Workshop: Identifying Previous Donors to Tailor Your Subsequent Donation Asks

10:00 AM - 10:45 AM, Nov 19 CST

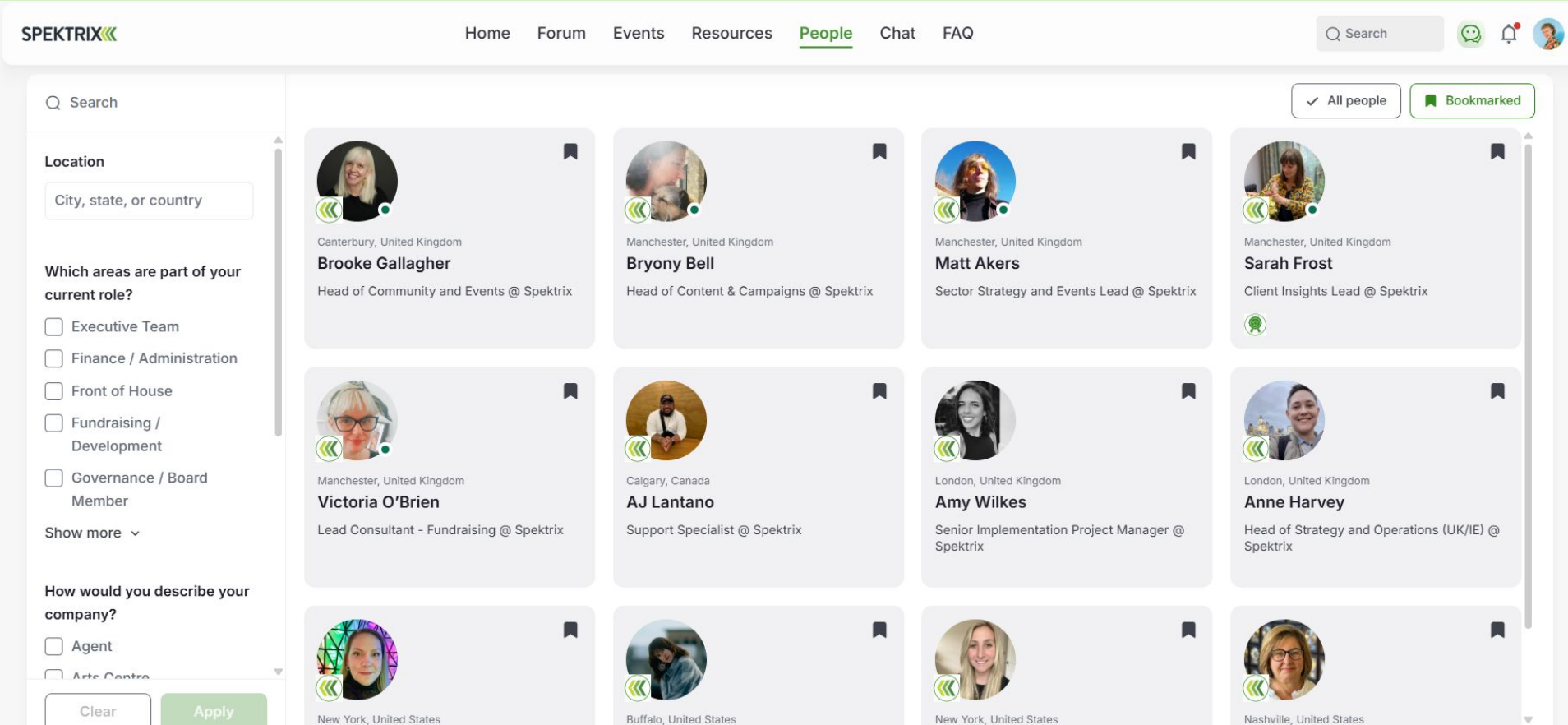
Online

Join

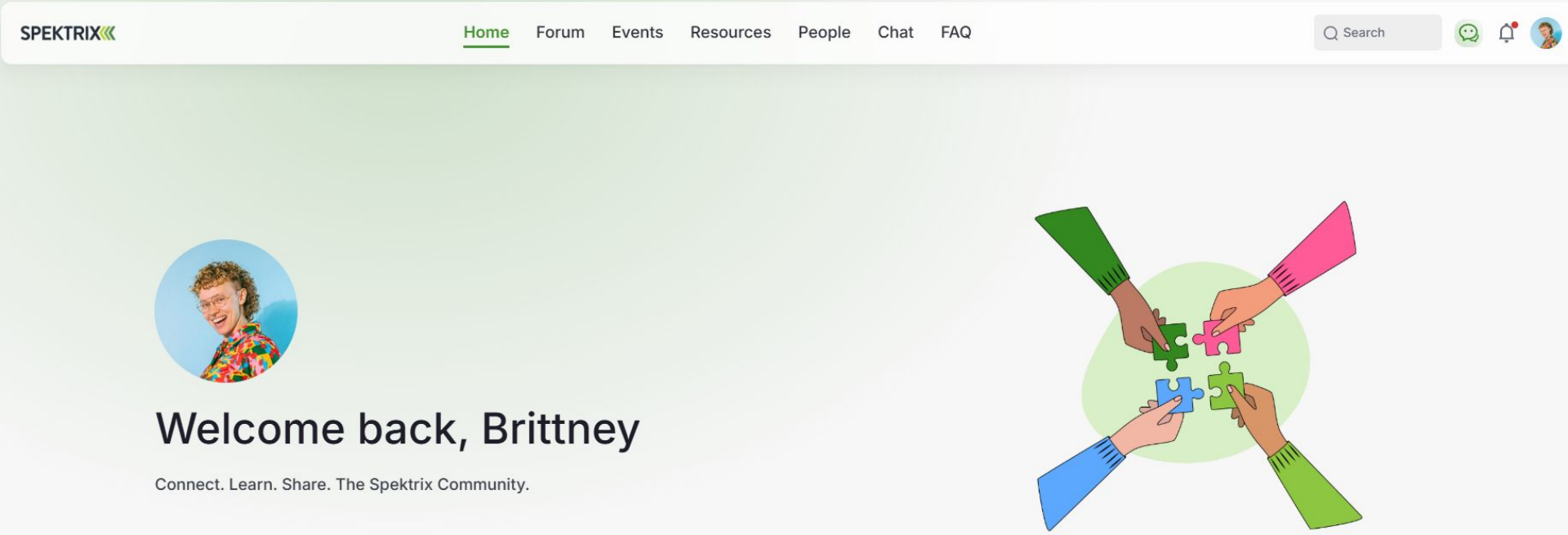
Find resources & informational videos



Connect with peers



Join the conversation!



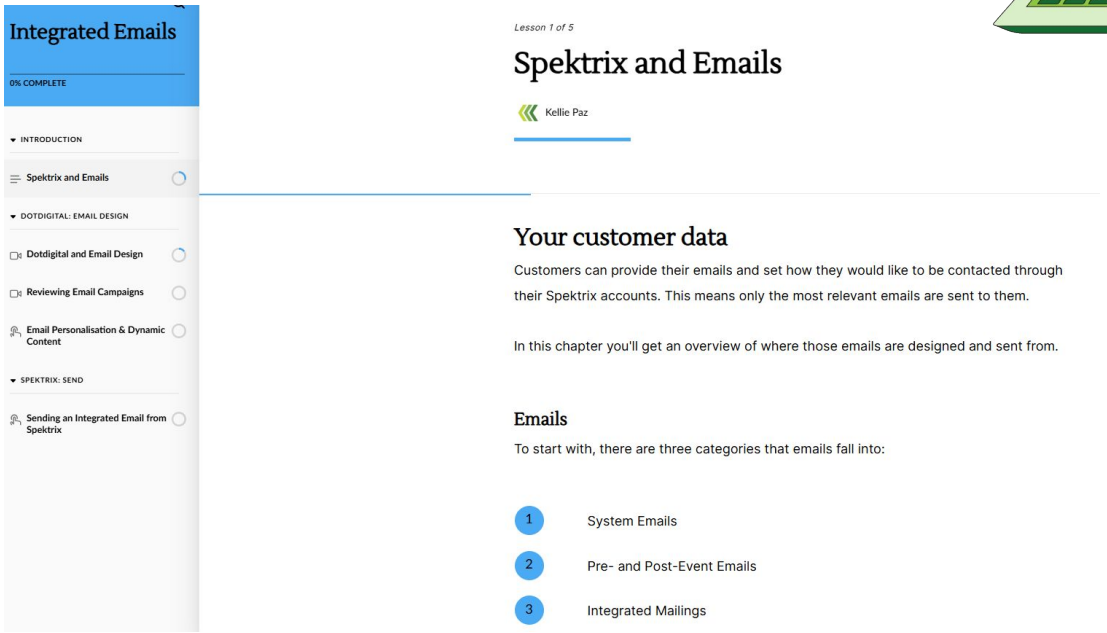
SPEKTRIX

Improving how you learn with Spektrix

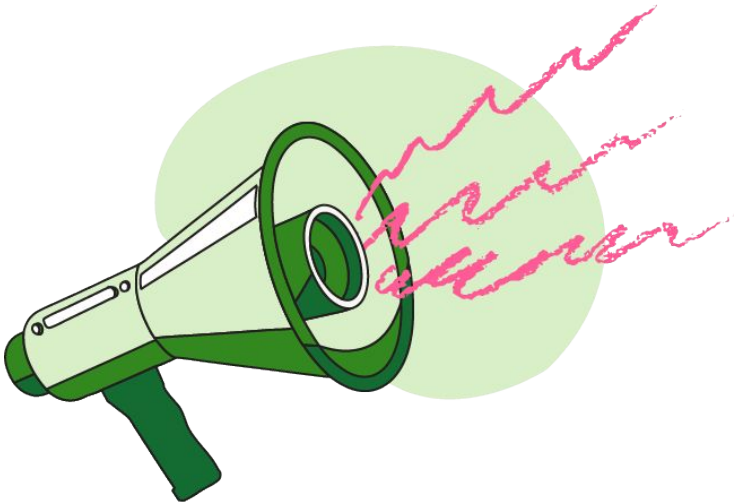
More flexible training and education

Available now...

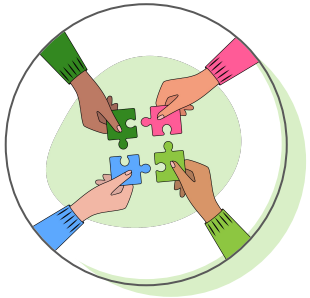
...our first eLearning modules



What's coming next?



1. Instructor-Led Training
2. A new home for education



Online Community & Training

This year

Online Community

Ready Now

Live, online training for **new users**

Ready Now

First **eLearning** modules

Ready Now

Early 2026

Live, online training for **everyone**

More **eLearning** modules

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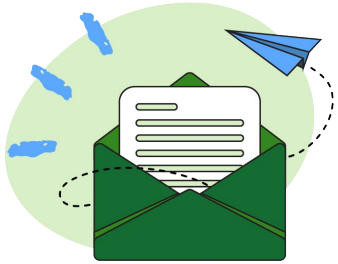
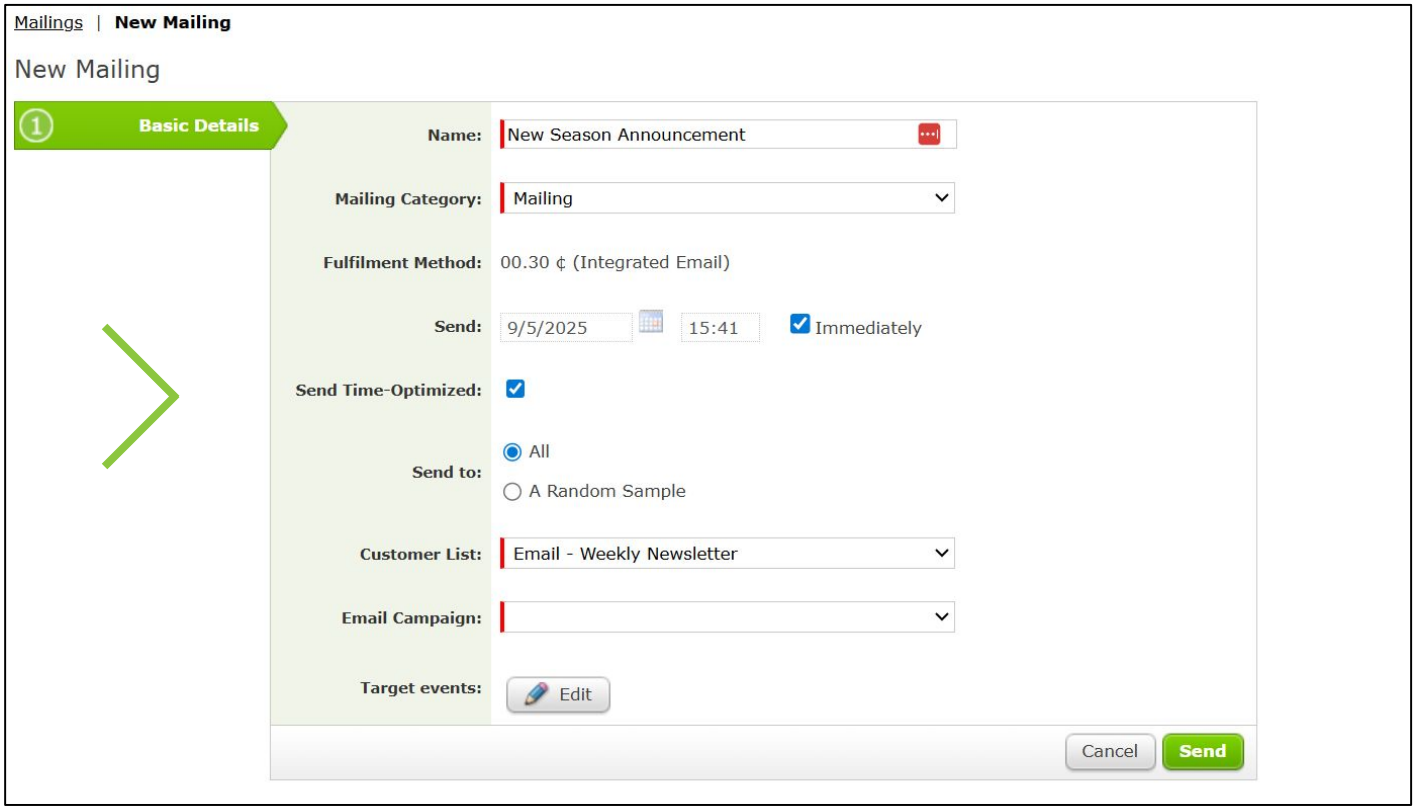


Audience communication improvements

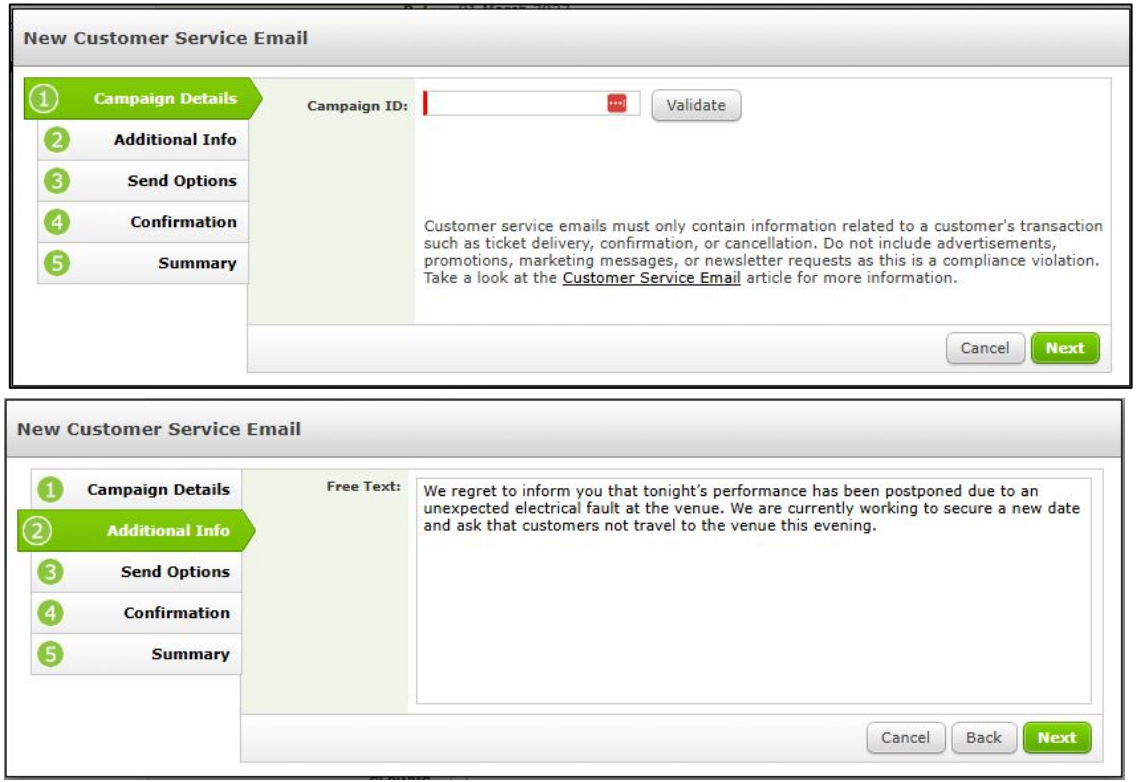
Gina Butterworth

Senior Support Analyst
she/her

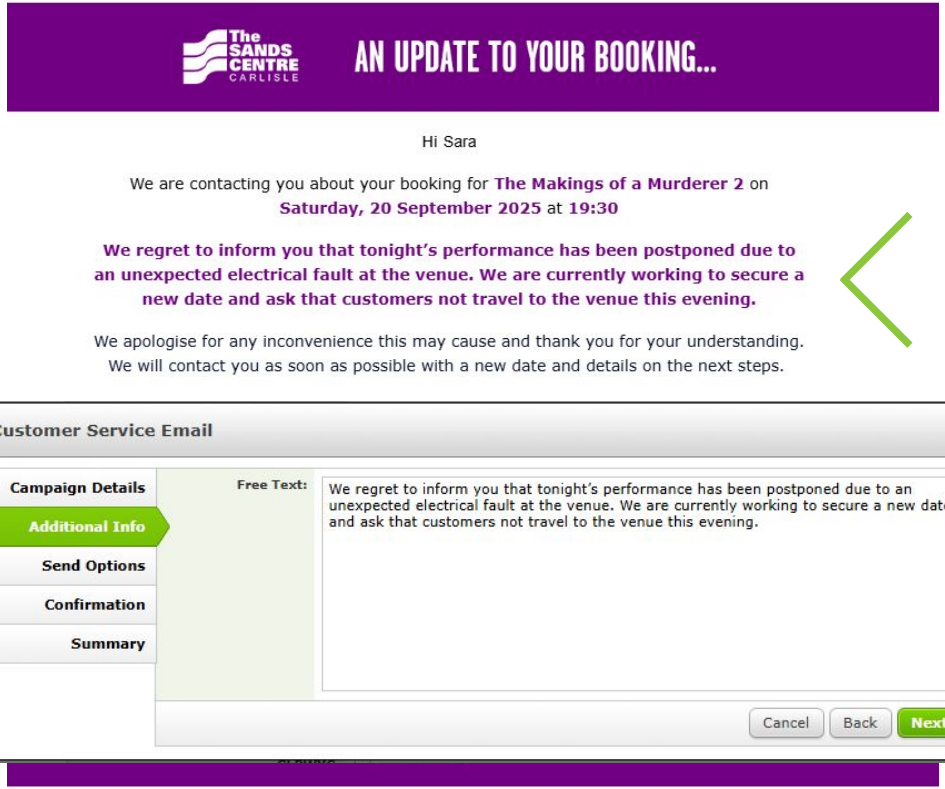
Email audiences at the most effective time



Email ‘need to know’ updates



Email ‘need to know’ updates



Additional info text you entered

Improved pre-event emails

The Circle

Hello Thomas, we are looking forward to welcoming you to...

Disney's Frozen on Wednesday 05 November 2025

Where to go?
The Theatre is located within the main building. Head to Level G and follow the signs to find your seating level.

This performance includes British Sign Language (BSL) interpretation.

Start time: 19:00
Running time: 135 minutes, including a 15 minute interval.
Age guidance: The show is recommended for audiences aged 6 and up. Children under 4 are not admitted
Content guidance: The show uses smoke, haze, and strobe and flashing lights.

Doors open 45 minutes before the performance. Latecomers may not be admitted until a suitable break. For full terms and conditions, visit our Ticketing Policy.

Event and instance data

Instance attribute data

Improved pre-event emails

Treat Yourself!

Why not skip the queues and pre-order a drink package in our VIP Bar?

Book today and save 10%.

Pre-order today and save

You may also like...

Everybody's Talking About Jamie

21 November 2025 - 29th November 2025

This musical follows Jamie New, a 16-year-old from Sheffield as he takes on his school, his bullies, and his disapproving father as he decides to go to his school prom in full drag.

Book Now

Come From Away

November 10th at 19:30

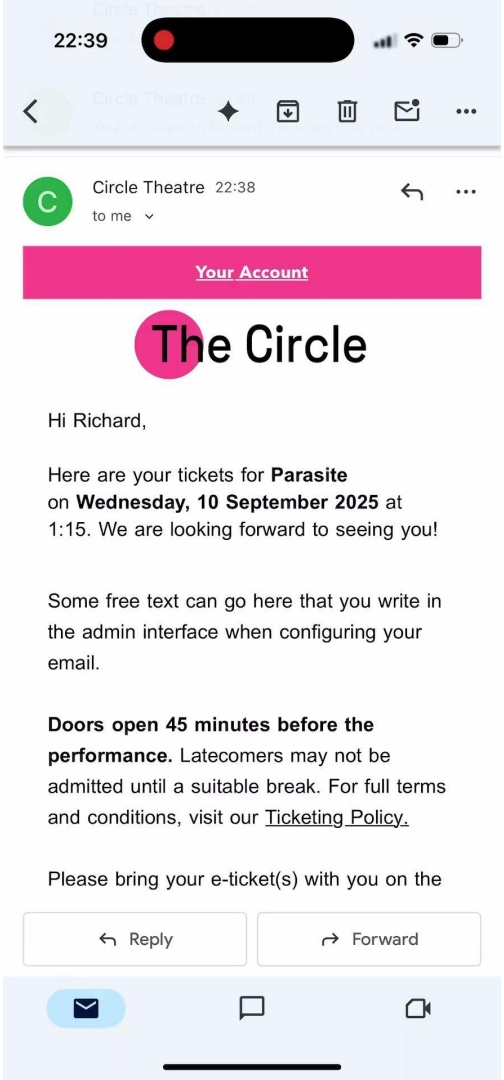
Welcome to The Rock. Based on an extraordinary true story, Come From Away chronicles how the isolated town of Gander, Newfoundland played host to the world.

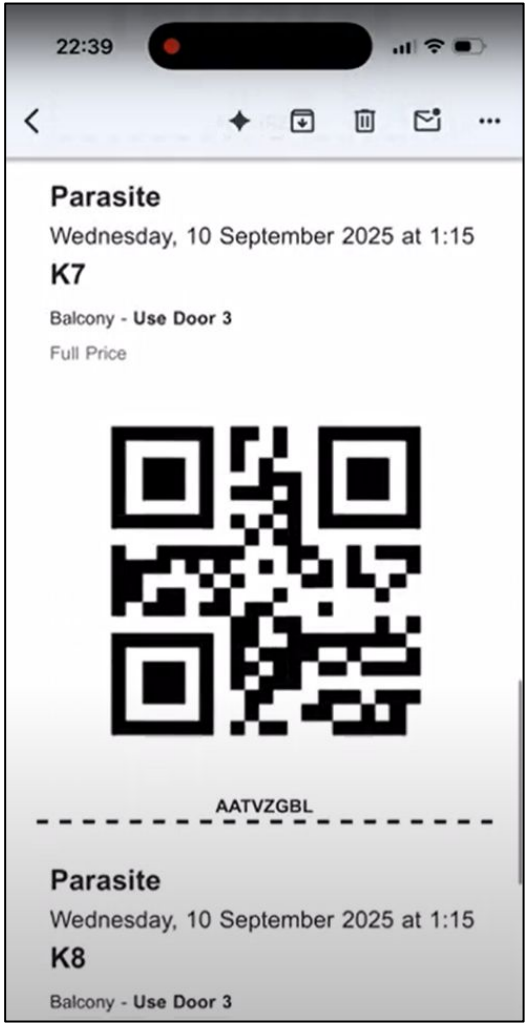
Book Now

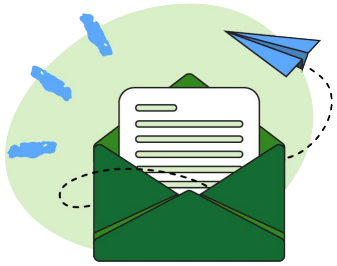
Following Us?

Upsell food, drinks, or merchandise

Pull in information about upcoming events


22:39
Circle Theatre 22:38
to me
Your Account
The Circle
Hi Richard,
Here are your tickets for **Parasite** on **Wednesday, 10 September 2025** at 1:15. We are looking forward to seeing you!
Some free text can go here that you write in the admin interface when configuring your email.
Doors open 45 minutes before the performance. Latecomers may not be admitted until a suitable break. For full terms and conditions, visit our Ticketing Policy.
Please bring your e-ticket(s) with you on the
Reply
Forward


22:39
Parasite
Wednesday, 10 September 2025 at 1:15
K7
Balcony - Use Door 3
Full Price
AATVZGBL
Parasite
Wednesday, 10 September 2025 at 1:15
K8
Balcony - Use Door 3

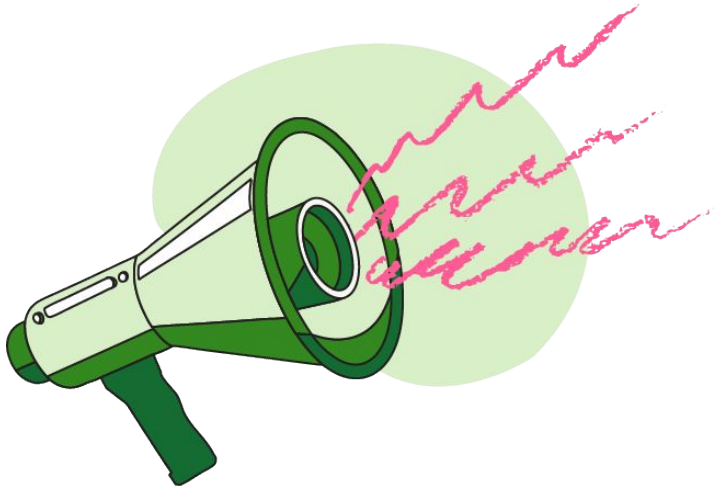


Audience communication improvements

Run targeted ads on TikTok

Status:

Ready Now



Event Search > Hairspray The Musical > **01 March 2027 19:00:00**

Event Instance Details

Previous | Next

- **Basic Details**
- Customer Service Email Schedule
- Price List
- Ticket Commission
- Ticket Donations
- Locks
- Seating Plan
- Audit

Event Name:	Hairspray The Musical
Event Instance Id:	17801
Date:	01 March 2027
Time:	19:00
Price List:	Standard
Tax Code:	S - Standard Rate
Ticket Commission:	Custom
Ticket Design:	Mobile E Ticket
Print at Home Ticket Design:	Standard Print at Home
Print at Home Pdf Template:	Print at Home
Digital Pass Template ID:	1000049
Send Print at Home Email:	☐
Status:	Live

Event Search > Hairspray The Musical > **01 March 2027 19:00:00**

Event Instance Details

Previous | Next

- Basic Details
- Customer Service Email Schedule
- Price List
- Ticket Commission
- Ticket Donations
- Locks
- Seating Plan
- Audit

Schedule Option:
- ○ Do not create Customer Service Email scheduled send
- ◉ Create scheduled send for Customer Service Email

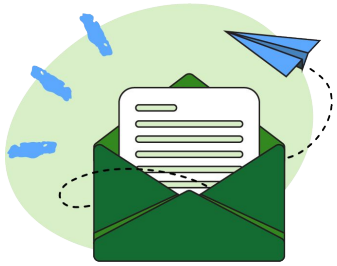
Send Before Event Instance: 0 Day(s)

5 Hour(s)

Campaign ID: 3761129 Validate

Customer service emails must only contain information related to a customer's transaction such as ticket delivery, confirmation, or cancellation. Do not include advertisements, promotions, marketing messages, or newsletter requests as this is a compliance violation. Take a look at the Customer Service Email article for more information.

Free Text:



Audience communication improvements

This year

2026

Improved pre-event emails

Send e-tickets right before events

Deliver your emails at the right time

Send audiences ‘need to know’ emails

Add ticket details to marketing emails

Agenda

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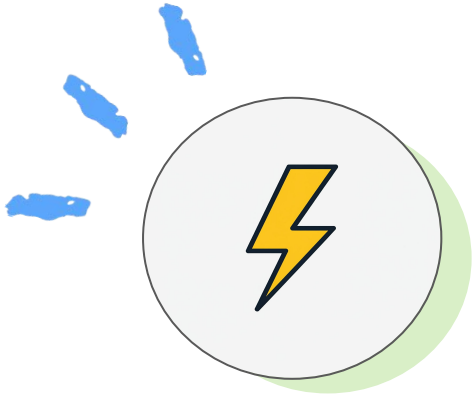
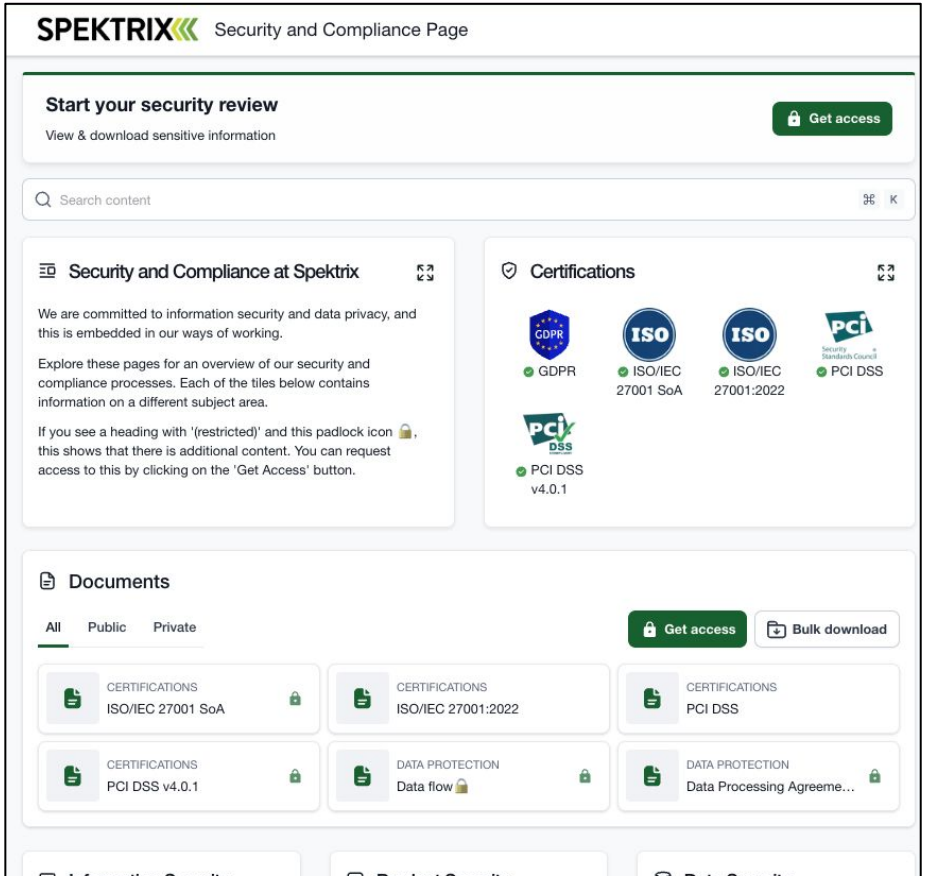


Final Roundup

Security & compliance information

Status:

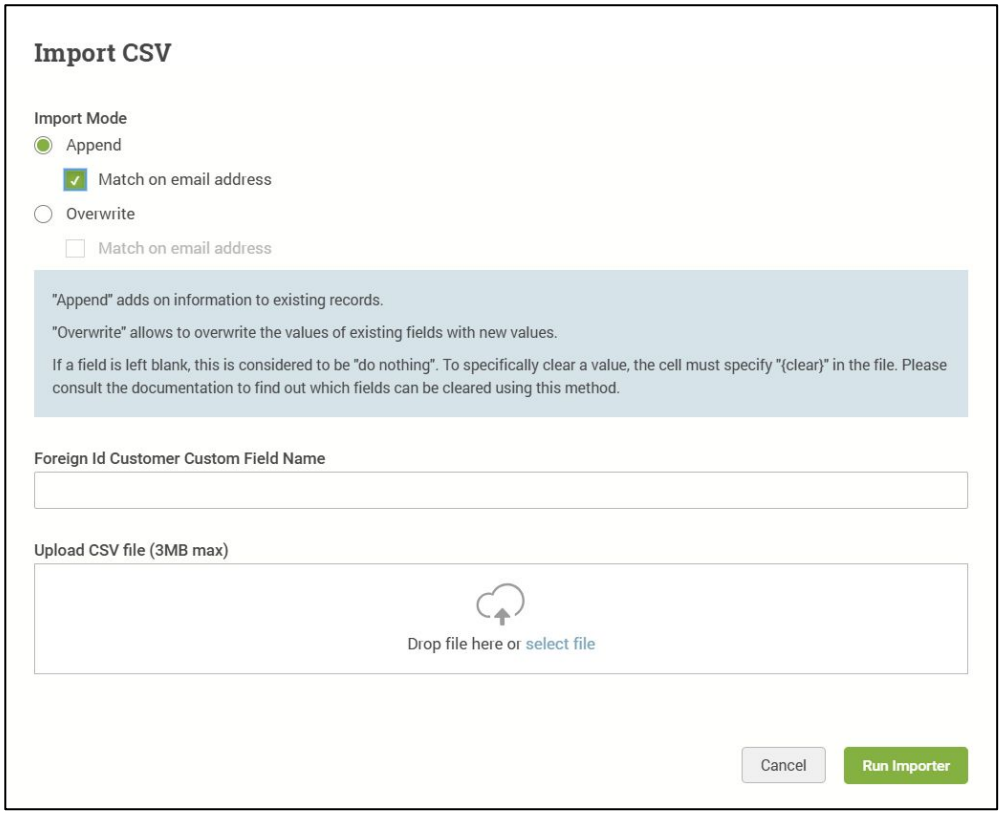
Ready Now -
trust.spektrix.com



Add data in bulk

Status:

Ready Now -
Request Access

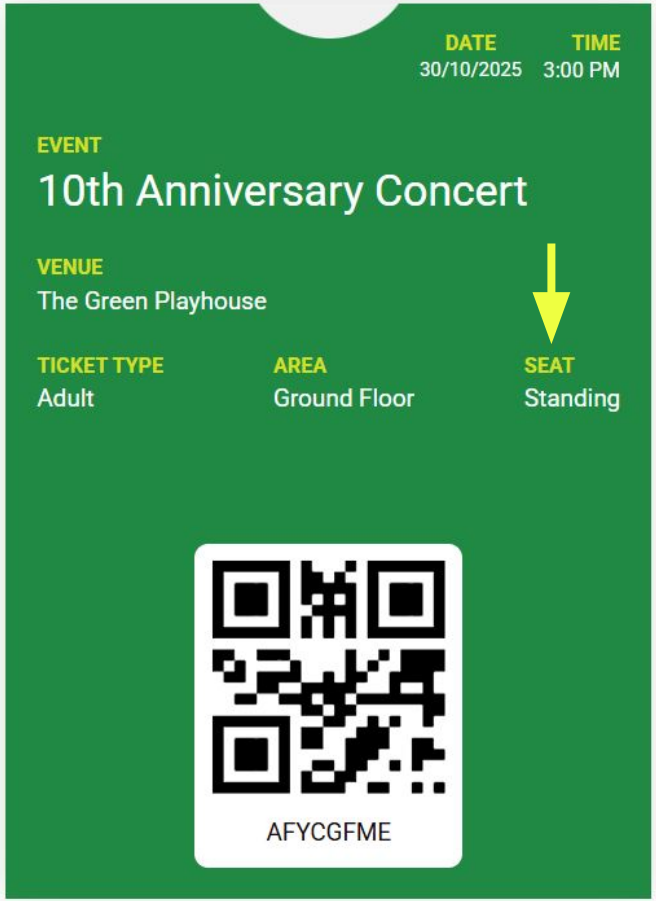


Digital Passes - design options

Status:

Ready Now

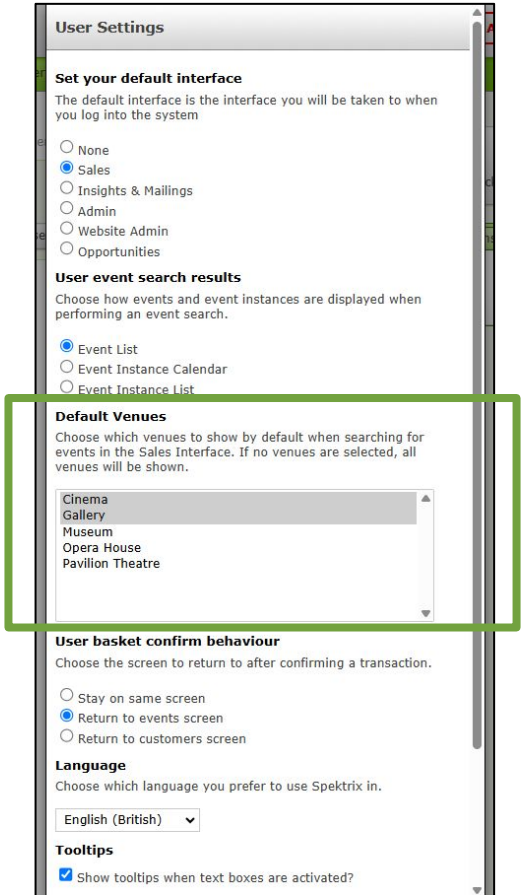
- Add free text
- Include URLs on back
- Create conditional logic



Setting default Venues

Status:

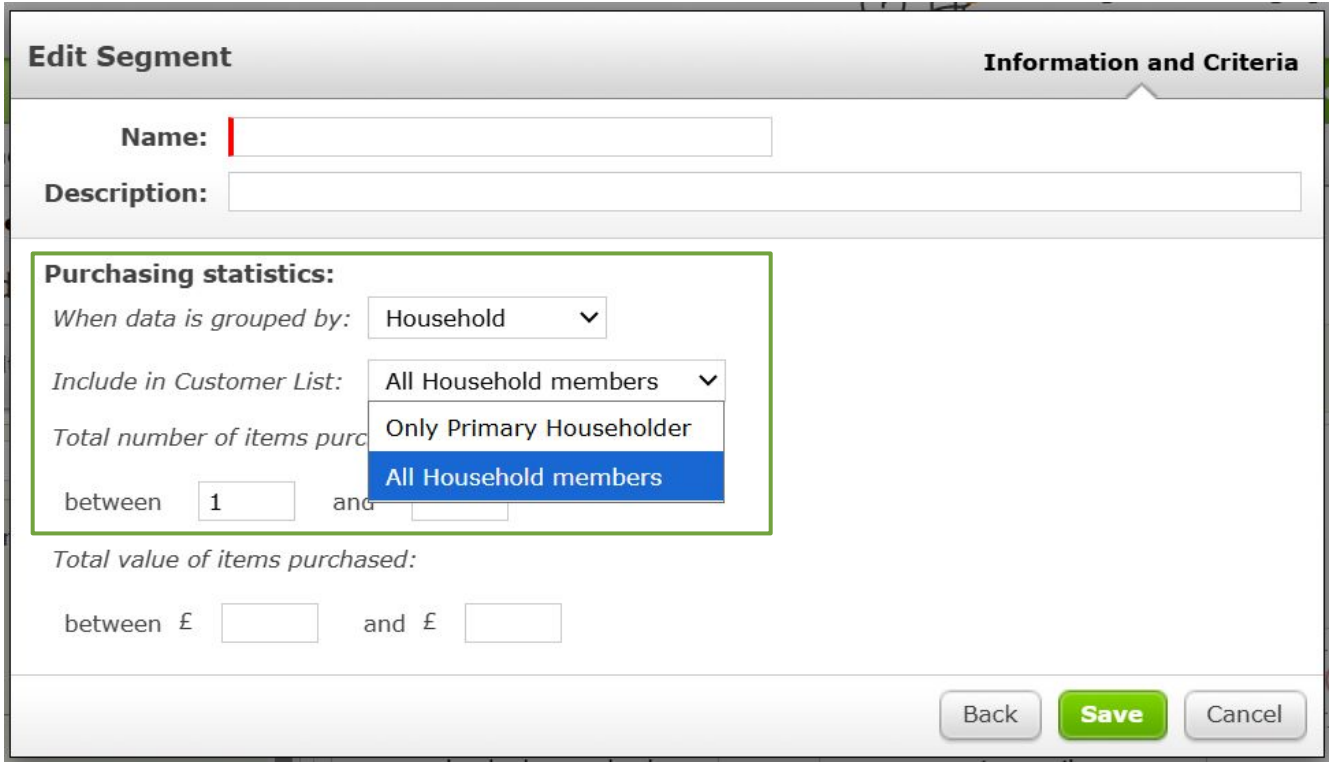
Working On -
Ready end 2025

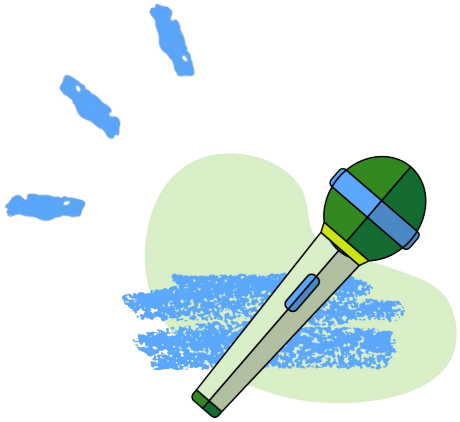


Segmenting all household members

Status:

Working On -
Ready end 2025





Your questions answered

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