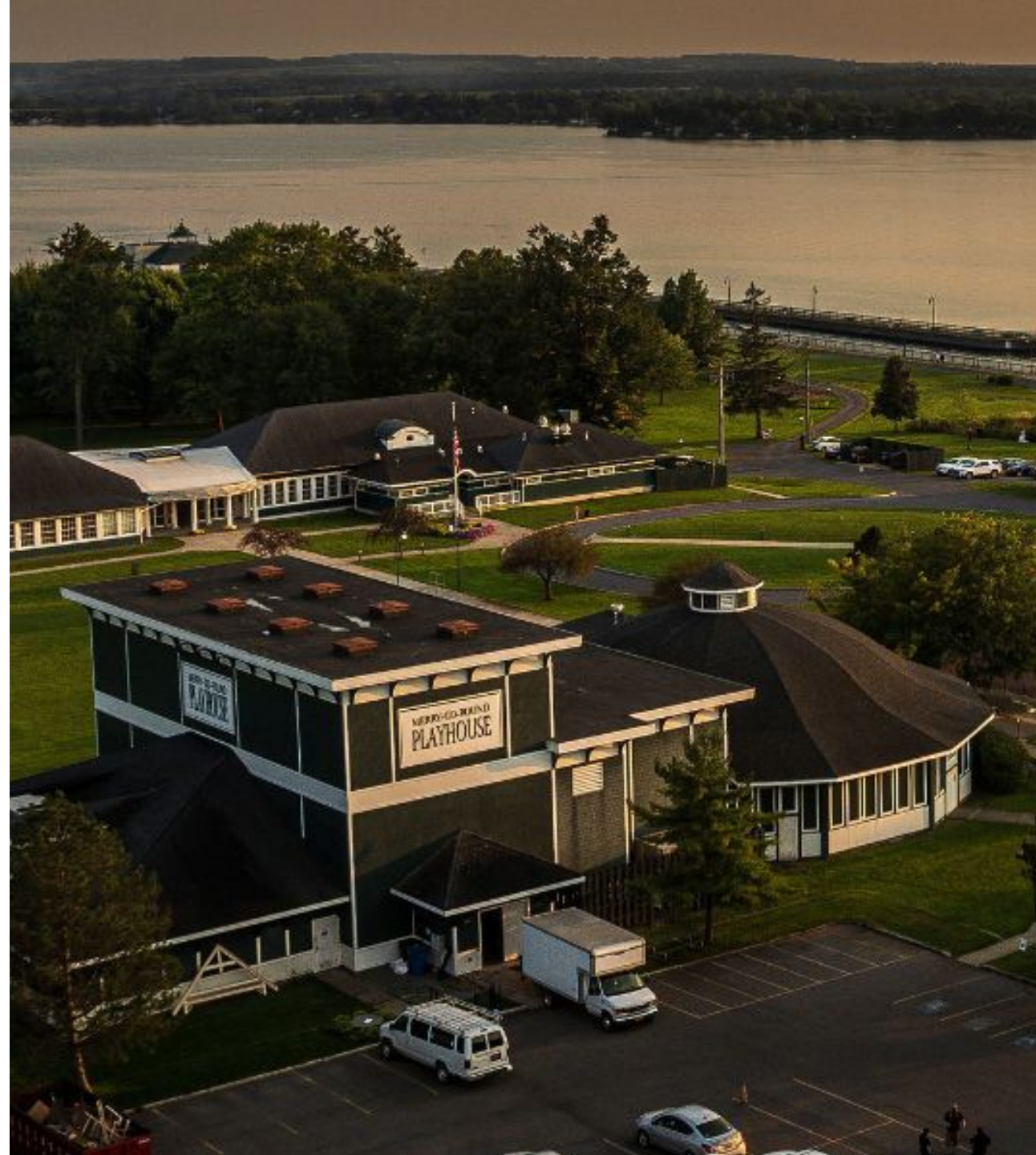




# Guest Speaker



**Hannah Malone**  
Director of Audience Services





# Improving Accessibility with Spektrix CRM



The REV Theatre Company  
Hannah Malone, *Director of Audience Services*





## The Problem:

- Many patrons with accessibility requirements
- No accurate, up-to-date way to track attendance by event instance
- Lack of quick communication between Box Office and Front of House Staff

## The Solution:

- Create a Accessibility Tag Group and manual tags for various needs
- Work with Spektrix to create a customized report that pulls all patrons, their tags, and account notes per event and per event instance
- Train Front of House Staff to run this report before each show and update tags and account notes after pre-show as needed

## Access Requirements for Wicked on 14/10/2025 19:30

Preston H. Thomas Theatre

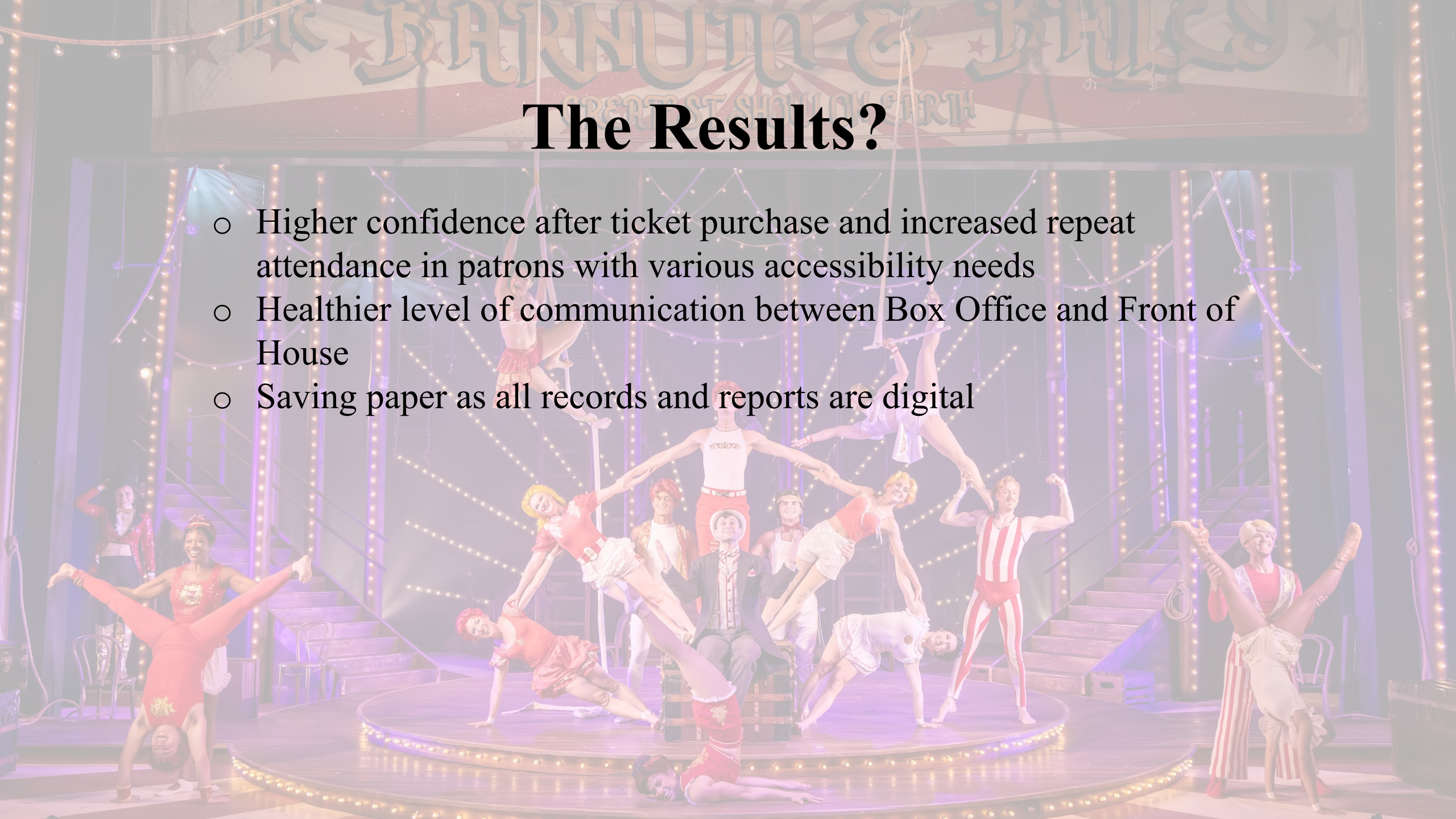
Number of Customers with Access Requirements: 5

Name	Access Requirements	Area	Seat	Ticket Type	# Tickets
Sleeping Beauty	Deaf/Hoh	Centre	D103 - D104	Comp - Gen	2
Customer Notes: Will need ALD for Wicked 10/14 -HM 10.9.25					
Prince Charming	Blind/Visually Impaired	Centre	C110	Comp - Gen	1
Evil Queen	Escort Seat Assist	Centre	B111 - B112	Comp - Gen	2
Customer Notes: Idina Menzel's agent – gets VIP seats -HM 10.9.25					
Red Riding Hood	Service Dog Wheelchair Removal	Centre	B101 - B104	Comp - Gen	4
Customer Notes: Has tiny dog that usually stays in her lap Wheelchair user - please remove seat B101 for Wicked on 10/14! -HM 10.9.25					
Snow White	Service Dog	Centre	C103 - C104	Comp - Gen	2
Customer Notes: requires an aisle seat for her dog to sit next to her -HM 10.9.25					



# The Results?

- Higher confidence after ticket purchase and increased repeat attendance in patrons with various accessibility needs
- Healthier level of communication between Box Office and Front of House
- Saving paper as all records and reports are digital





**Thank you for listening!**







# Guest Speaker



**Hannah Malone**  
Director of Audience Services at The REV  
Theatre Company

