



Guest Speakers



Bramwell Pemberton

Marketing Manager



Kareen Lalicon

Manager of Ticketing
Services and Operations

**The Royal
Conservatory®**
The finest instrument is the mind.



Digital Wallets

Kareen Lalicon

**Manager of Ticketing Services and
Operations**

Bramwell Pemberton

**Associate Manager of Ticketing Services
and Operations**



The Royal Conservatory of Music

To develop human potential through leadership in music and the arts

- RCM founded in 1886
- Consists of Learning Systems including Examinations, Learning Through the Arts, Oscar Peterson School of Music, The Glenn Gould School, Taylor Performance Academy of Young Artists, and The Royal Conservatory Presents concerts as well as concerts presented by External Partners.
- Been with Spektrix since 2016

Print at Home Tickets

- Only option available at the time
- Allowed other pertinent information like maps, location, house rules

BUT

- There was a growing request for digital wallets
- Patron and client requests
- No more fumbling around to find the email with their tickets attached

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The finest instrument is the mind.

TICKETS

Box Office and Ticketing Services managed by The Royal Conservatory of Music

PRESENT THIS TICKET ON YOUR MOBILE DEVICE
OR PRINT AND BRING THIS TICKET TO YOUR EVENT.

AKVX-OQYF

The Royal Conservatory Presents
An Intimate Evening with Renée Fleming
Voices of Nature: The Anthropocene Recital

AT: Koerner Hall
ON: Saturday, November 01, 2025, 7:30 PM

LEVEL: Upper Balcony SECTION: Upper Balcony Centre
DOOR: Right ROW: F SEAT: 14

TICKET: Regular TICKET PRICE: \$288.00
TOTAL: \$300.00 TICKET PROCESSING FEE: \$12.00

25-YT-FN82
1-KL22-2MSY

AKVX-OQYF

Price includes HST & Ticket Fees when applicable. Ticket Processing Fee is non-refundable.

This barcode allows only one entry per scan. Unauthorized duplication or sale of this ticket may prevent your admission to this event.

LOCATION

TELUS Centre for Performance and Learning includes:

KOERNER HALL
MAZZOLENI CONCERT HALL
TEMERTY THEATRE

273 Bloor Street West (Bloor St & Avenue Rd)
Toronto, Canada M5S 1W2
Weston Family Box Office: 416.408.0208



Like the show? Share your thoughts on Instagram or Facebook after the concert!

 Like us on FACEBOOK/koernerhall  Follow us on INSTAGRAM @koerhallrcm

Spektrix Hub NYC 2024

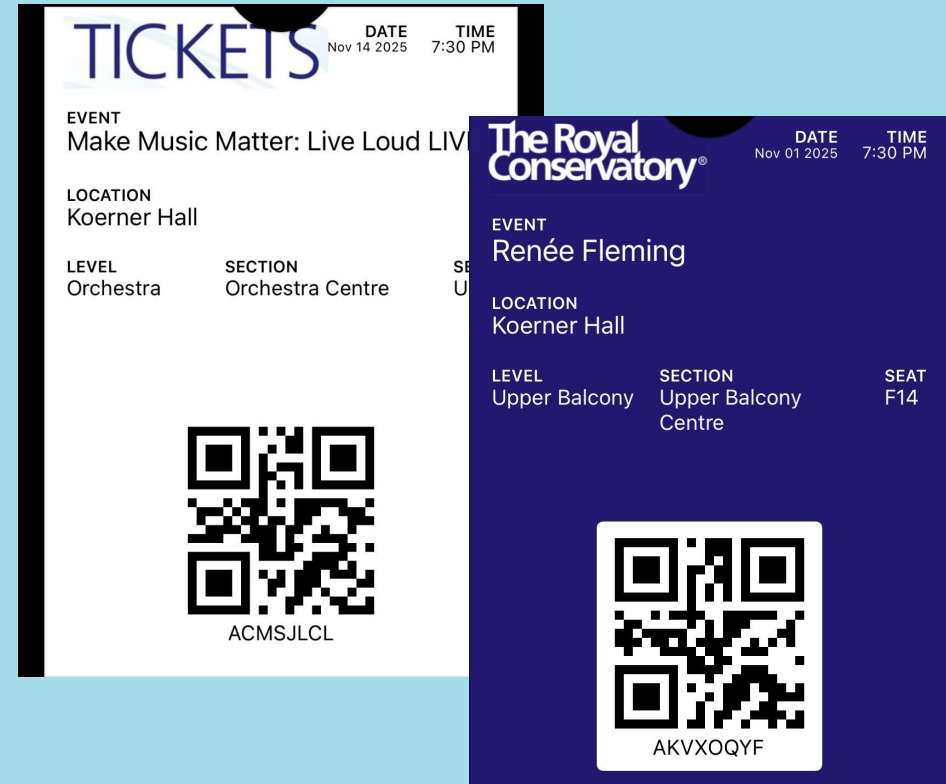
- Announcement of digital wallets in March
- Read source material and contacted Spektrix
- Access to Spektrix Link
- Build templates, change our PAH Delivery Email by adding graphics to make it look more welcoming
- Tested the delivery method on test events to view them on Apple and Google wallets



Digital Tickets!

What we experience with this change was;

- **Print at Home delivery increased by 6%**
- **Walk up/ Pick up delivery increased by 2%**
- **Postal Delivery decreased by 8%**



We saw a reduction of 34% in mailing cost and reduced our carbon footprint by not printing tickets, using less envelopes, and the process of mail delivery ie. driving, airmail, etc.

Also reduced human power by not spending time printing and packaging tickets.

The reduction of cost, human power, and time was invaluable.

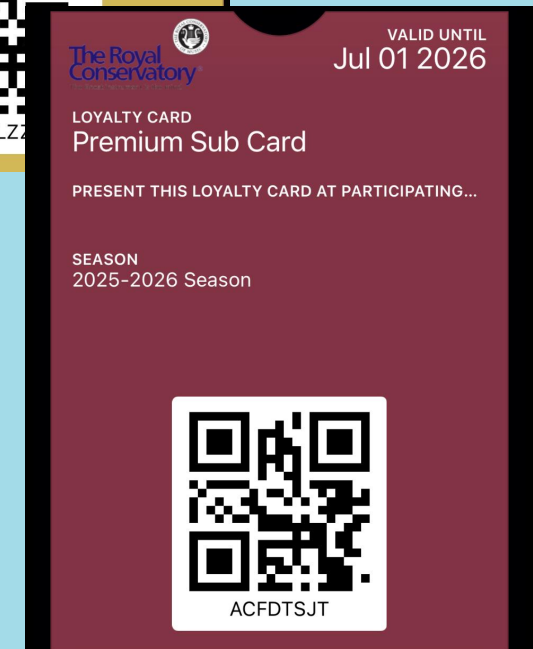
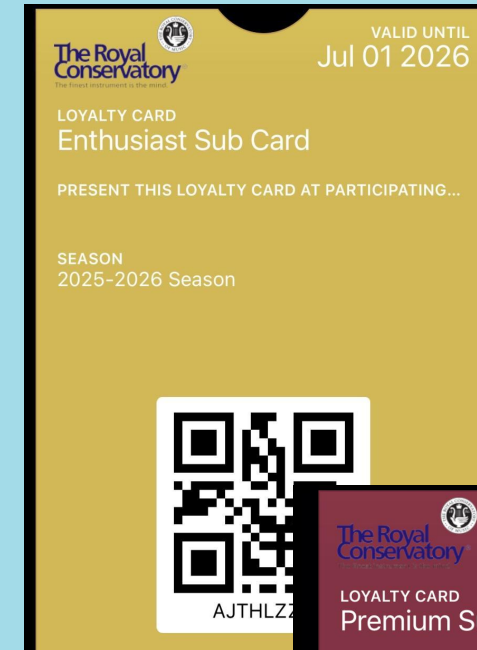
What's Next?

Subscriber Loyalty Cards!

Finding new benefits for our subscribers

- Created loyalty cards for our 25.26 Season
- CSRs send manually
- Can be used at participating organizations;
 - The Duke Restaurants, Fortunate Fox, B Espresso, etc
 - Discount tickets to Canadian Stage
 - Discounts on Community Classes and Programs
 - Discounts on concessions at the RCM

Work with our Marketing team and develop communication plans for our Subscribers. Touchpoints to include benefits as a subscriber and how to access partnerships.





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Associate Manager Ticketing
Services & Operations



Kareen Lalicon
Arts Administration
Professional

