



Guest Speaker



Tara Murphy

Manager of Events & Marketing



SID WILLIAMS
THEATRE
SOCIETY



Spektrix Open API

Presentation by
Tara Murphy
Sid Williams Theatre Society



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About Sid Williams Theatre Society

3 main roles

- Professional theatre rentals
- Arts presenter
- Outreach to expand arts & culture

Spektrix client since April 2018



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What is API?

“An API is a set of rules or protocols that enables software applications to communicate with each other to exchange data, features, and functionality without exposing (or needing to understand) underlying code and infrastructure.” – IBM



Website Integration

- Reduce or eliminate duplicate entry of event info
- Improve customer online sales experience
- Paywall for virtual events



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Event level

Instance level

SPEKTRIX[®]

Admin [+]

Bob Williams Theatre Society

EventsSubscriptionsPricingSeatingCustomersOtherDocument designs

Event Search > Too Many Zoot! Caravan Tour > October 10, 2025 7:30:00 PM

Event Instance Details

Print icon | Email icon

Basic details

Price List

Ticket Commission

Ticket Donations

Locks

Seating Plan

Audit

Event Name:

Too Many Zoot! Caravan Tour

Event Instance Id:

161881

Date:

October 10, 2025

Time:

19:30

Price Lnk:

RCS - Too Many Zoot!

Tax Code:

GST - Goods and Services Tax Only

Ticket Commission:

THF Aug 1 2013

Ticket Design:

SWTS - 25-26 season RCS

Print at Home Ticket Design:

ET - SWTS - 25-26 season RCS

Digital at Home PDF Template:

ET - General

Printful Pass Template ID:

Status:

Live

Max Seats for online purchase:

10 (Default)

Will Call Allowed:

☒

Past Allowed:

☒

Print At Home Allowed:

☒

Web Instance Id:

Loy Amount:

\$2.10

Cancelled:

☐

Include in Metrics:

☒

	Visible	On Sale	Start selling	Sell until (relative to start)
Sales	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2025-07-02 11:00	2 hours after
Web	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2025-07-09 12:00	30 minutes before
Opportunities	<input type="checkbox"/>	<input type="checkbox"/>		1 hour after

Strict Bubble Seating:

☐ Only check box if strict bubble seating plan setup has been completed. Allows seats to be organized in separate groups or "bubbles" of predetermined sizes. Customers can only select a complete bubble of seats rather than just one or two of them.

Tax structure:

GST - GST Only

Select the same option that you selected in the "Tax Code" field.

Instance end date:

Instance end time:

Access Start Date:

Access Start Time:

Watch Window Start:

Access End Time:

Watch Window End:

Confirmation Text:

ENCORE discount applies:

☒ ONLY for RCS or events where SWTS is ONLY presenter. An offer of a 20% discount will apply to this instance

Staff Discount Applies:

☒ For SWTS events where staff are permitted to receive a 20% discount on tickets.

Override Available Count:

☐ Checking this box will tell the website NOT to list the # of available tickets remaining.

Enable volunteer comp offer:

☐ This enables the offer, but you may need to add an applicable promo code to the offer. ONLY use for applicable SWTS presented events.

Enable CM comp offer:

☐ This enables the offer, but you may need to add an applicable promo code to the offer. ONLY use for applicable SWTS presented events.

Enable Member 2 for 1:

☐

Safety info pre show email:

Intermediation:

Yes

No

This field will determine which pre-show email template patrons receive.

Text:

Yes

No

Send crowd@ngage:

YesNoThis field will determine which crowd@ngage pre-show email or mobile tickets.

Parking Advisory:

Special Note:

File Program:

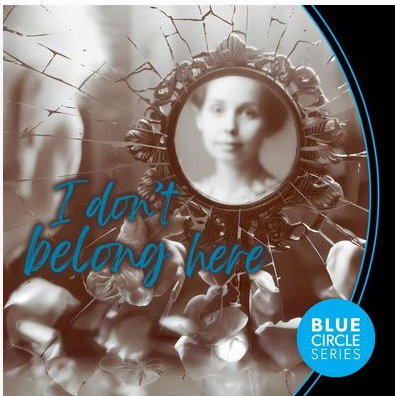
Regenerate Print at Home Tickets

Delete

PDF



TICKETS & INFO



I Don't Belong Here

BLUE CIRCLE SERIES

Sat Jan 17, 2026

TICKETS & INFO

PRESALE OCT 15



DANCING ON STRINGS

VANCOUVER ISLAND SYMPHONY
Conductor: James Mallory, Artistic Director

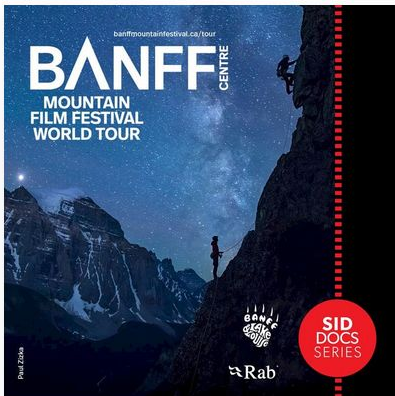
Symphony at the Sid: Dancing On Strings

COMMUNITY GROUPS

Sun Jan 18, 2026

TICKETS & INFO

TICKETS & INFO



Banff Centre Mountain Film Festival World Tour

SID DOCS SERIES

Jan 22, Jan 23, Jan 24, 2026

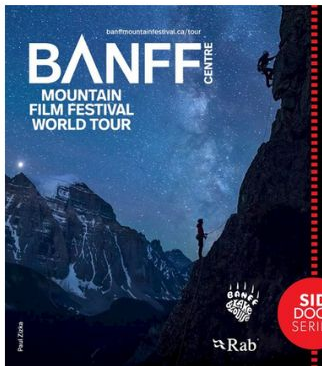
PRESALE NOV 12



Banff Centre Mountain Film Festival World Tour

Presale(s) begin **Wed November 12, 2025 at 12:00 pm**

On sale to general public **Wed November 19, 2025 at 12:00 pm**



Dates & Times

Thu Jan 22, 2026 (7:00 pm)
 Fri Jan 23, 2026 (7:00 pm)
 Sat Jan 24, 2026 (1:00 pm)
 Sat Jan 24, 2026 (7:00 pm)

Series

SID DOCS SERIES

Venue

Sid Williams Theatre
[Accessibility Information](#)

Prices

Admission \$30
 PLEASE NOTE:
 Different films on different dates (see description).

Box Office

250.338.2430
tickets@sidtheatre.com

Presented By: Sid Williams Theatre Society

Film programs to be announced Tues Dec 16.

***PLEASE NOTE: We aim to screen 4 different film programs, however, due to film availability 2 screening dates may have the same lineup.

Presenting partners: Rab, Banff & Lake Louise Tourism

Sponsored by: Oboz, YETI, World Expeditions, The Lake Louise Ski Resort, SLY Foods, DUER, Grangers, HOVERAIR, NOLS

Banff Centre Mountain Film and Book Festival is one of the largest and most prestigious mountain festivals in the world! Hot on the heels of the Festival that is held every fall in beautiful Banff, Alberta, the Banff Centre Mountain Film Festival World Tour hits the road. With stops planned in over 600 communities and more than 40 countries across the globe, the Banff World Tour celebrates amazing achievements in outdoor storytelling and filmmaking worldwide.

From the over 400 entries submitted into the Festival each year, award-winners and audience favorites are among the films that are carefully selected to play in theatres around the world.

Stand on the highest peaks, ski the steepest slopes, and be a part of the gripping adventures waiting for you in this year's Banff Centre Mountain Film Festival World Tour. From exploring remote landscapes to adrenaline-fueled action sports, films selected for the 2025/26 World Tour are sure to captivate and amaze you.

Ticket Details

ENCORE! Members Save 20% Per Ticket

Get yours today!

BECOME A MEMBER

^① Ticket prices include all applicable taxes and fees

Event Details

Photography and audio/video recording is NOT permitted for this event.

Content Warning: Films may contain coarse language and mature content.

Recommended Age: 14+

Event Length: 3 hours - including intermission


Seating: Reserved Seating

Genre: Film

Series: Sid Docs Series



Jeremy Dutcher



Dates & Times
Sat Nov 15, 2025 (7:30 pm)

Series
[Blue Circle Series](#)

Venue
Sid Williams Theatre
[Accessibility Information](#)

Prices
Adult (ages 25+) \$56
Youth (ages 24 & under) \$46
Indigenous Community \$46
[Refund Policy](#)

GET TICKETS

Box Office
250.338.2430
tickets@sidtheatre.com

Presented By: Sid Williams Theatre Society

JEREMY DUTCHER is a classically trained tenor, Two-Spirit song carrier, polymusic, activist, ethnomusicologist, and member of Negotik (Tobique First Nation) in Eastern Canada.

Dedicated to language revitalization, Jeremy's debut album *Wolastoqiyik Lintuwakonawa* unearthed century-old archival recordings of his ancestors, turning them into collaborative compositions on the grand piano. Sung entirely in Wolastoqy, his endangered mother tongue, it would go on to win the 2018 Polaris Music Prize and lead to collaborations with such iconic artists as Yo-Yo Ma and Leslie Feist. His sophomore album *Motewolonuwok* ᓄᓄᓄᓄᓄᓄᓄ was awarded the 2024 Polaris Music Prize, making Jeremy the first ever two-time winner.

Jeremy's music transcends boundaries: unapologetically playful in its incorporation of classical and jazz influences, full of reverence for the traditional songs of his home, and teeming with the urgency of modern-day resistance. He is regularly sought out for his perspectives on queerness, indigeneity, language revitalization, and fashion.

Ticket Details

ENCORE! Members Save 20% Per Ticket
Get yours today!

[BECOME A MEMBER](#)

① Ticket prices include all applicable taxes and fees

Event Details

Photography and audio/video recording is NOT permitted for this event.

Event Length: 2 hours - including intermission
Seating: Reserved Seating
Genre: Live music
Series: Blue Circle Series

Other Event Links



Event Funders & Sponsors

Blue Circle Series Funding Support



Blue Circle Series Funding Support



Blue Circle Series Funding Support



Choose Seats/Tickets

To see view from seat locations, [click here](#).
Please [click here](#) for accessibility information.

Ballet Victoria's Dracula, Tuesday, October 28, 2025, 7:30PM

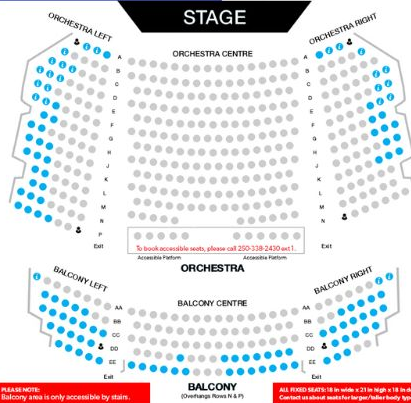
Sid Williams Theatre, Sid Williams Theatre, 442 Cliffe Avenue, Courtenay, BC V9N 2J2

Please select your seats (maximum 10 for this event per order)

***For accessible seating options, please call the Box Office at 250.338.2430.





PLEASE NOTE: Available seats are shown in colour.  Marks unavailable seat



[REFRESH](#) [CONTINUE](#)

Prices

	ADULT (AGES 25+)	YOUTH (AGES 24 & UNDER)	INDIGENOUS COMMUNITY
 SWTS PRESENTS	\$49.50 (INC. \$3.40 FEE)	\$29.50 (INC. \$3.40 FEE)	\$29.50 (INC. \$3.40 FEE)
 UNAVAILABLE			



[Home](#) / [Choose Seating](#)

Ballet Victoria's Dracula - Tuesday 28 October 2025, 19:30

Sid Williams Theatre, 442 Cliffe Avenue, Courtenay, BC V9N 2J2

Please select the type of tickets you would like.

Please confirm the tickets below are correct and click CONTINUE to add them to your cart.

Items in the cart are reserved for 10 minutes from the time they were added.

[Change My Seats](#)

AREA	SEAT	TYPE
BALCONY RIGHT	EEB	Adult (ages 25+) - \$49.50 (inc. \$3.40 fee) ▾

CONTINUE



Cart

Savings

If you have an ENCORE membership, you may be eligible for discounts. Log in and these will be applied to your order automatically.

Enter a promotion code here if you have one:

Item	Qty	Service Charge	Total
Ballet Victoria's Dracula	1	\$3.40	\$49.50
Tuesday October 28, 2025 @ 7:30PM 1 Adult (ages 25+) View details			
<input type="button" value="EDIT"/> <input type="button" value="DELETE"/>			
Grand Total:			\$49.50
Total Service Charge:			\$3.40

ITEMS IN YOUR CART ARE RESERVED FOR 10 MINUTES FROM THE TIME THEY WERE ADDED. Click to [add more events](#).

Ticket prices include all applicable taxes and fees.

REFUND POLICY

All purchases are final. Refunds will only be provided if an event is rescheduled, postponed, or cancelled. Exchanges to different dates within the same event are still permitted.

All patrons attending an event, no matter their age, require a ticket.

If children are attending an event, those ages 13 and under must be accompanied by, and be seated next to, a supervising adult.

Icon often powered by **SPECTRIX**

Featured Events



Too Many Zoos: Caravan Tour

[VIEW TICKETS](#)

Fri Oct 10, 2025

[TICKETS & INFO](#)



A Perfectly Reasonable Night of Comedy

[VIEW TICKETS](#)

Sun Oct 12, 2025

[TICKETS & INFO](#)



Vacant Lot by Ichigo Ichieh New Theatre

[VIEW TICKETS](#)

Wed Oct 15, 2025

[TICKETS & INFO](#)

MY VIRTUAL EVENTS

My Account

Logout

[Details](#) | [Addresses](#) | [Contact Preferences](#) | [Other Preferences](#) | [Offers](#) | [E-tickets](#)
[Orders](#)
[Memberships](#) | [Account Credit](#) | [Subscriptions](#)

Details

Title:

First Name:

Sid

(required)

Last Name:

Williams

(required)

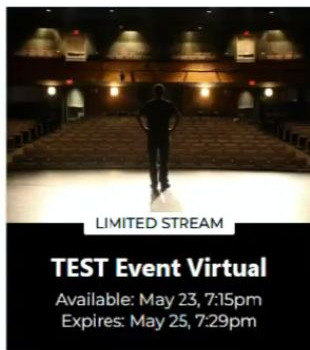


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My Virtual Events

Click an event to play a stream.



Contact

250.338.2430

tickets@sidtheatre.com

[More Contact Info](#)



Get Involved

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[Donate](#)

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Resources

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Land Acknowledgement

The Sid Williams Theatre Society is honoured and privileged to provide artistic programming and theatre services on the Unceded traditional territory of the K'òmoks First Nation.



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TEST Event Virtual

[MY VIRTUAL EVENTS](#)**LIMITED STREAM**

Available: May 11, 12:00pm

Expires: May 13, 7:29pm



Identifying Success

- Within first 6 months, online sales up 12%
- Within 1 year, jump was 23%
- Positive feedback from twice a year surveys
- A working paywall for virtual events!



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Communication with Patrons

- Send pre-show communication not dependent on email preferences
- Automatically send e-tickets at specific date/time closer to event



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Fewer queues. Happier customers. More revenue.

Live entertainment venues use crowdEngage to power audience messaging, mobile ticketing and seamless food and drinks ordering.

[Find out how it works](#)

How it works

1

Pre-show reminders and tickets

Tickets are automatically sent out by text before each show. No need for inbox-searching, faffing with printers, or queueing at the box office!

Each message is completely customisable and can be personalised with customer, order, or performance data.

2

Mobile tickets and so much more

From their mobile tickets, the customer can share tickets with others in their group, get directions, read up on FAQs, and order drinks or merchandise items too.

There's no login or signup required, and with Apple Pay and Google Pay, orders can be completed in seconds.

3

Orders are sent to the bar

With flexible ordering options you can decide how and when each order is sent to be fulfilled.

crowdEngage supports collection or at-seat service. Orders can be sent to the bar in a batch, in realtime, or when the customer arrives at the venue.

4

The customer receives their order

crowdEngage is integrated with ticketing systems, so it automatically provides all the information you need to make order fulfilment easy and hassle-free for both customers and staff.

crowdEngage supports collection, at-seat service, and digital fulfilment.



MOBILE TICKETS

Sid, click or tap the button below for your tickets to TEST In-Person on **Saturday September 28th at 7:30pm.**

Venue doors open at 6:30pm.

Please have the tickets ready for scanning when you arrive.

[VIEW MY TICKETS](#)

Mobile ticketing provides a convenient option for accessing your tickets. The mobile tickets is delivered automatically, but you don't have to use it. You may still use the e-ticket PDF attachment you received on date of purchase, if you prefer.

This email is related to a ticket order.

Our records indicate you purchased TEST In-Person.

[My Account](#)

[Getting Here](#)

[Seating Map](#)

Sid Williams Theatre Society

442 Cliffe Avenue, Courtenay, BC V9N
2J2

250.338.2430

tickets@sidtheatre.com

sidwilliamstheatre.com

Stay connected on our socials!



Tickets

FAQs

Map

TEST In-Person

Saturday, September 28, 7:30pm

Please show these mobile tickets to our event team at the door.



Share

Orchestra Centre

C9

Admission



Powered by crowdEngage

Sid, your mobile tickets for TEST In-Person at the Sid Williams Theatre on Saturday September 28th at 7:30pm:

<https://e.nga.ge/qvC4RpYFHkQK4Yzrfq>



NEW Mobile Ticketing! Tap the link above to view the tickets. Please call the box office with any questions: [250-338-2430 ext 1](tel:250-338-2430)

Access End Time:	
Watch Window End:	
Confirmation Text:	
ENCORE discount applies:	<input checked="" type="checkbox"/> ONLY for BCS or events where SWTS is ONLY presenter. An offer of a 20% discount will apply to this instance.
Staff Discount Applies:	<input checked="" type="checkbox"/> For SWTS events where staff are permitted to receive a 20% discount on tickets.
Override Available Count:	<input type="checkbox"/> Checking this box will tell the website NOT to list the # of available tickets remaining.
Enable volunteer comp offer:	<input type="checkbox"/> This enables the offer, but you may need to add an applicable promo code to the offer. ONLY use for applicable SWTS presented events.
Enable GM comp offer:	<input type="checkbox"/> This enables the offer, but you may need to add an applicable promo code to the offer. ONLY use for applicable SWTS presented events.
Enable Member 2 for 1:	<input type="checkbox"/>
Safety info pre show email:	
Intermission:	<div>No ▾</div> <div>This field will determine which pre-show email template patrons receive.</div>
Test:	
Send crowdEngage:	<div>Yes ▾</div> <div>Select Yes if this instance should include crowdEngage pre-show email or mobile tickets.</div>
Parking Advisory:	PARKING ADVISORY: There are multiple events happening downtown on Oct 17 evening - please allow extra time to locate parking. Start text with "PARKING ADVISORY:" or "ROAD CLOSURE:". This field will appear in crowdEngage email. Indicate any parking advisory notes for patrons. Also spot for noting known road closures.
Special Note:	
Film Program:	

Regenerate Print at Home Tickets

Delete

Edit

Previous

Next

Artist or promoter website link must include http:// or https:// as part of URL.

Social Facebook:	<div>https://www.facebook.com/toomanyzooz</div> <div>Artist or promoter Facebook link. Must include http:// or https:// as part of URL.</div>
Social Instagram:	<div>https://www.instagram.com/toomanyzooz/</div> <div>Artist or promoter Instagram link. Must include http:// or https:// as part of URL.</div>
Social Twitter:	
Social YouTube:	<div>https://www.youtube.com/@toomanyzooz5641</div> <div>Artist or promoter YouTube channel link. Must include http:// or https:// as part of URL.</div>
Pre event email for purchasers:	<input type="checkbox"/> Check this box if the event purchasers should receive an automated pre-event email.
Safety Protocols:	
Test:	
80 Percent Payout:	<input type="checkbox"/> Check this box if the renter has indicated they want an 80% payout.
Web pub:	<div>Yes ▾</div> <div>Select Yes if this event should be displayed on the website</div>
Web pub date:	<div>2025-06-03</div> <div>Select date to be published to website</div>
Web pub time:	<div>07:00</div> <div>Enter time to be published to website. Use 24hr time. E.g. 14:00</div>
Vouchers:	<input type="checkbox"/> Check box if this is voucher setup and NOT an actual event.
Voucher Line 1:	
Voucher Line 2:	
Opening Act:	<div>Opening Act: ZADA</div> <div>Start text with "OPENING ACT:". This field appears in pre-show emails sent by crowd Engage.</div>
Security Note:	<div>SECURITY NOTE: there will be bag checks when entering or re-entering the venue.</div> <div>Start text with "SECURITY NOTE:". This field appears in pre-show emails sent by crowd Engage. Note if there is any special security protocol for this event. (E.g. Security will be doing checks upon entry.)</div>
Special Intermission:	
Program Link:	

Edit

Delete

Identifying Success

- Increase in e-ticket deliveries
- Direct positive feedback about notices and ease of mobile tickets
- Reduced time at entry with less pinching/zooming pdfs when multiple tickets



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Are you using API?

Are you using crowdEngage?

Are you using other API integrations?

Thank you!



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