

SPEKTRIX <<<

New at Spektrix



Fall 2025

While we're getting
underway...

SCAN ME

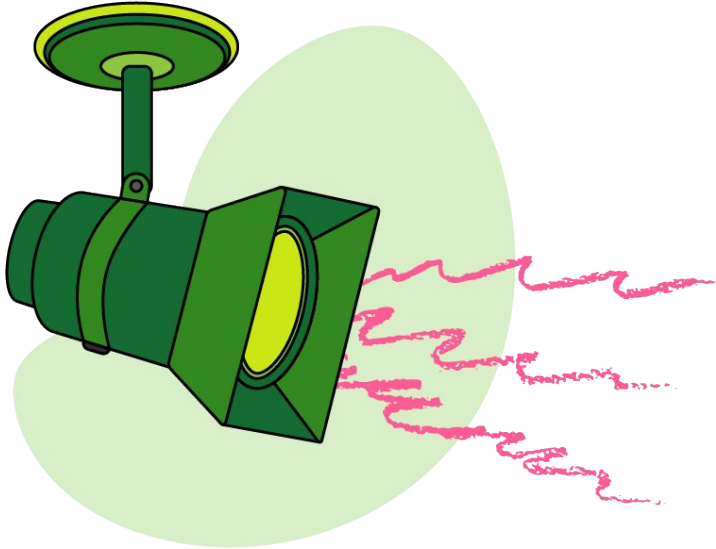


Join the Spektrix
Community online

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



Welcome!



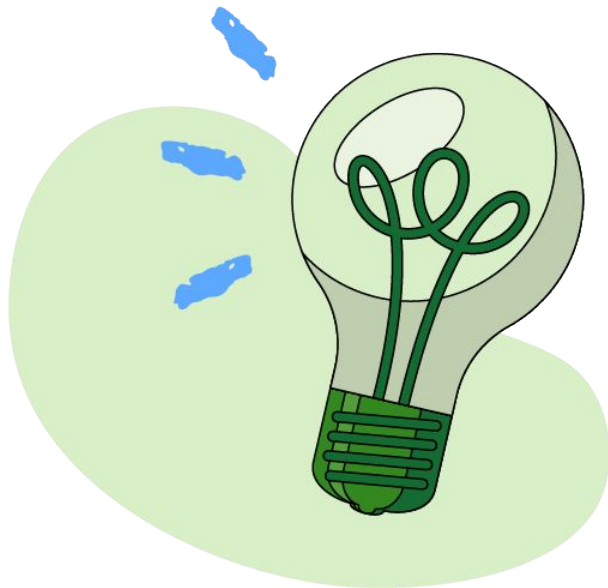
MIKE GELLER

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

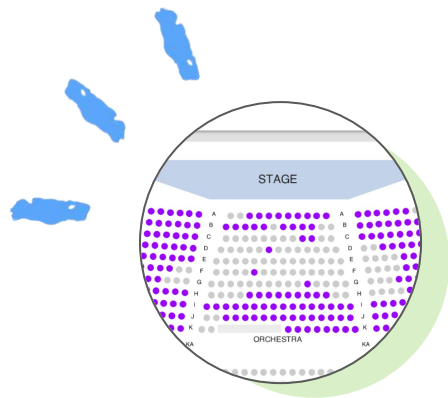
COMMUNITY
&
TRAINING

4

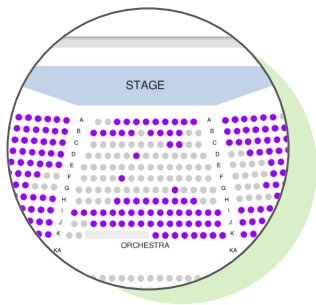
AUDIENCE
COMMUNICATIONS

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



Brontë Parsonage MUSEUM


DATE
Aug 08 2024

EVENT


A Test Event

LOCATION
Example Venue Address

TICKET TYPE
Sample Ticket Type



ABCDEF GH

Chelmsford Theatre

DATE
Aug 08 2024

TIME
7:45 PM

Base Seating Plan


A Test Event

VENUE
Base Seating Plan


TICKET TYPE
Sample Ticket Type

SEAT
A1

LOCATION
Area Name



ABCDEF GH

Chelmsford Theatre

Base Seating Plan


A Test Event

Date
Aug 08 2024


Time
7:45 PM

Ticket Type
Sample Ticket Type

Seat
A1



ABCDEF GH

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

Membership Pass

Template ID: 1001091

Preview passes

Get Sample Data

Front of pass

Apple

Google

Header

Label 1

Header

The Circle Arts

Row 1

Label 1

Membership Type

{IF:membershipName="G...

Label 2

Label 3

Expiry

{passexpirationdate}

Front of pass preview

The Circle Arts

MEMBERSHIP TYPE

Gold Member

EXPIRY

27/10/2025

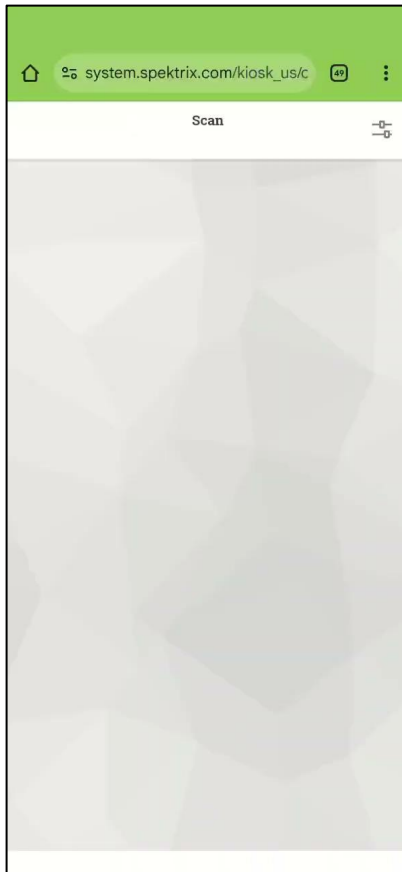
START DATE

01/10/2025

PRICE

£75.00

Scan by camera phone





Digital passes and scanning

This year

Winter 2025 / 2026

Use mobile phone
cameras to scan tickets

Validate passes and
membership cards
through scanners

Distribute
zero-value tickets
through scanners

Ready Now





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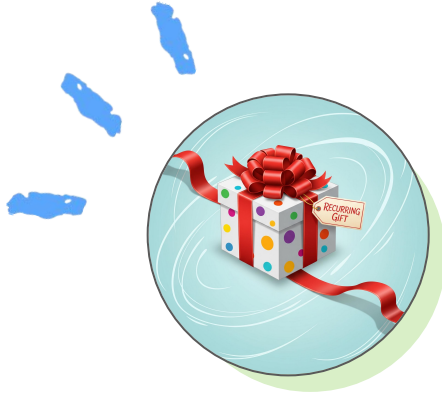
COMMUNITY
&
TRAINING

4

AUDIENCE
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5

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&
QUESTIONS



Variable Recurring Giving

Sara Stevens

Lead Client Success
Consultant
she/her





Variable recurring giving

1

Philanthropic memberships

2

Recurring donations

New Membership

Empowering
donors

Name:

Description:

Image: None

Variable: ☒

Min Price: \$

Max Price: \$

Renewal Price: \$

Membership Period:

☒ Fixed period of year(s) month(s) day(s)

☐ Fixed period of week(s) day(s)

☐ Fixed expiry on the day of

☐ Open ended

Renewal Period: day(s)

Grace Period: day(s)

Can Auto Renew?: ☒

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 programs?
- 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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GIVING

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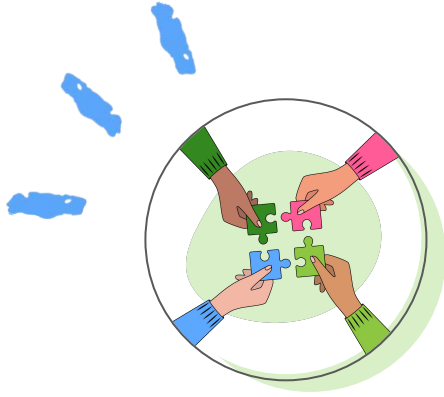
COMMUNITY
&
TRAINING

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5

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&
QUESTIONS



Online Community & Training

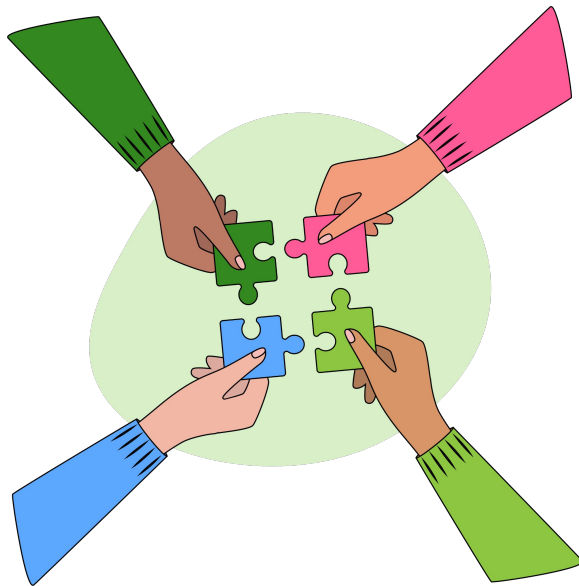
Brittney Aston

Senior Community
Manager
they/them





The Spektrix Community is live!



Connect. Learn. Share. With fellow Spektrix users.



Ask questions or swap tips and tricks

SPEKTRIX

[Home](#)

[Forum](#)

[Events](#)

[Resources](#)

[People](#)

[Chat](#)

[FAQ](#)



Casual
Conversations



Community
Questions &...



Fundraising &
Donations



Jobs and
Opportunities



Marketing &
Communications



Reporting & Insights



Strategy &
Leadership



System Setup &
Tools



Ticketing & Events



Websites



What's New at
Spektrix

[See all](#)



Explore the forum



How to track First-Time Buyer Retention?



audience development

reporting

best practice



REPORTING & INSIGHTS



Like



5



2



NEW: More design options for your digital ticket passes



box office

ticketing operations

sell items and fulfill orders



WHAT'S NEW AT SPEKTRIX



Congrats



Comment



5



Who in your organization is responsible for your Offers creation?



best practice

box office

marketing



MARKETING & COMMUNICATIONS



Like



2



Wheelchair booking



accessibility



TICKETING & EVENTS



Like



5



5



Commission charged per order rather than per ticket



box office



SYSTEM SETUP & TOOLS



Like



3



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

Starting in 35 days



Meet a Fellow
Spektrix User



1:1 Match

Meet a Fellow Spektrix User

🕒 3:00 PM - 4:00 PM, Dec 17 CST

📺 Online

Register

Starting in 14 days

🟢 Registered

ACTIVATION WORKSHOP:
Identifying Previous Donors
to Tailor Your
Subsequent Donation Asks

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

SPEKTRIX

[Home](#)

[Forum](#)

[Events](#)

[Resources](#)

[People](#)

[Chat](#)

[FAQ](#)



Matt Akers · Sep 30th, 2025

Finding the Right People, the Right Way

FUNDRAISING

SEGMENTATION

Like | Comment



Mindy Barenblat · Sep 30th, 2025

Pre and Post Event Emails

MARKETING

Like | Comment





Connect with peers

Spektrix

Home

Forum

Events

Resources

People

Chat

FAQ

Search



Search

Location

City, state, or country

Which areas are part of your current role?

- ☐ Executive Team
- ☐ Finance / Administration
- ☐ Front of House
- ☐ Fundraising / Development
- ☐ Governance / Board Member

Show more

How would you describe your company?

- ☐ Agent
- ☐ Arts Centre

Clear

Apply

✓ All people

Bookmarked



Canterbury, United Kingdom

Brooke Gallagher

Head of Community and Events @ Spektrix



Manchester, United Kingdom

Bryony Bell

Head of Content & Campaigns @ Spektrix



Manchester, United Kingdom

Matt Akers

Sector Strategy and Events Lead @ Spektrix



Manchester, United Kingdom

Sarah Frost

Client Insights Lead @ Spektrix



Manchester, United Kingdom

Victoria O'Brien

Lead Consultant - Fundraising @ Spektrix



Calgary, Canada

AJ Lantano

Support Specialist @ Spektrix



London, United Kingdom

Amy Wilkes

Senior Implementation Project Manager @ Spektrix



London, United Kingdom

Anne Harvey

Head of Strategy and Operations (UK/IE) @ Spektrix



New York, United States



Buffalo, United States



New York, United States



Nashville, United States



Join the conversation!

SPEKTRIX

Home

Forum

Events

Resources

People

Chat

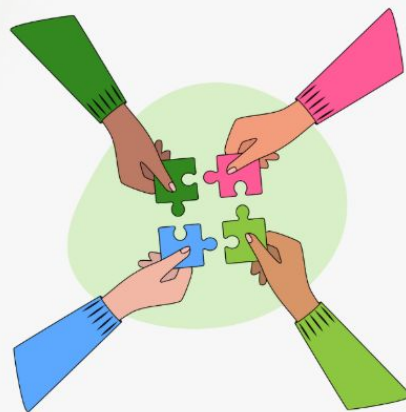
FAQ

Q Search



Welcome back, Brittney

Connect. Learn. Share. The Spektrix Community.





SPEKTRIX

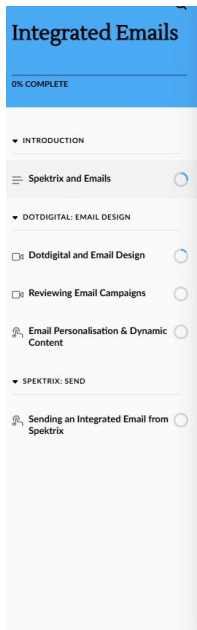
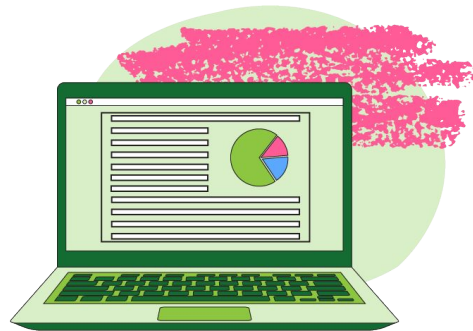
Improving how you learn with Spektrix

More flexible
training and education



Available now...

...our first eLearning modules



Lesson 1 of 5

Spektrix and Emails

« Kellie Paz

Your customer data

Customers can provide their emails and set how they would like to be contacted through their Spektrix accounts. This means only the most relevant emails are sent to them.

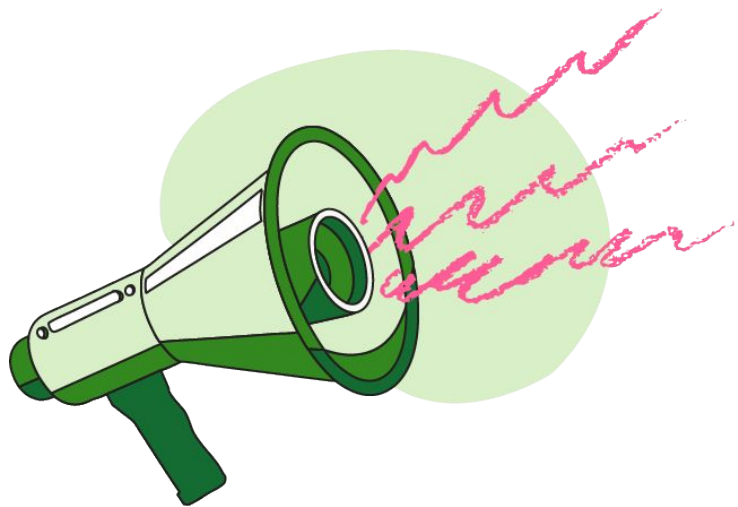
In this chapter you'll get an overview of where those emails are designed and sent from.

Emails

To start with, there are three categories that emails fall into:

- 1 System Emails
- 2 Pre- and Post-Event Emails
- 3 Integrated Mailings

> What's coming next?

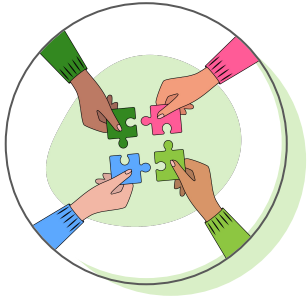


1

Instructor-Led Training

2

A new home for education



Online Community & Training

This year

Early 2026

**Online
Community**

Ready Now



**Live, online
training for new
users**

Ready Now



**First
eLearning
modules**

Ready Now



**Live, online
training for
everyone**



**More
eLearning
modules**





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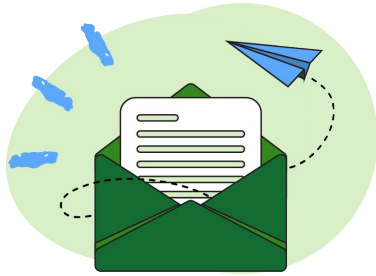
COMMUNITY
&
TRAINING

4

AUDIENCE
COMMUNICATIONS

5

ROUNDUP
&
QUESTIONS



Audience communication improvements

Nickasey Freeman

Relationship Manager
she/her



Email audiences at the most effective time

Mailings | **New Mailing**

New Mailing

1 Basic Details

Name: New Season Announcement

Mailing Category: Mailing

Fulfilment Method: 00.30 ¢ (Integrated Email)

Send: 9/5/2025 15:41 ☒ Immediately

Send Time-Optimized: ☒

Send to: ☒ All
☐ A Random Sample

Customer List: Email - Weekly Newsletter

Email Campaign:

Target events: [Edit](#)

[Cancel](#) [Send](#)



Email 'need to know' updates

New Customer Service Email

1 Campaign Details

Campaign ID: Validate

2 Additional Info

3 Send Options

4 Confirmation

5 Summary

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.

Cancel Next



New Customer Service Email

1 Campaign Details

2 Additional Info

3 Send Options

4 Confirmation

5 Summary

Free Text:

We regret to inform you that tonight's performance has been postponed due to an unexpected electrical fault at the venue. We are currently working to secure a new date and ask that customers not travel to the venue this evening.

Cancel Back Next



Email 'need to know' updates



AN UPDATE TO YOUR BOOKING...

Hi Sara

We are contacting you about your booking for **The Makings of a Murderer 2** on
Saturday, 20 September 2025 at 19:30

We regret to inform you that tonight's performance has been postponed due to an unexpected electrical fault at the venue. We are currently working to secure a new date and ask that customers not travel to the venue this evening.

We apologise for any inconvenience this may cause and thank you for your understanding.
We will contact you as soon as possible with a new date and details on the next steps.

Additional info
text you
entered

New Customer Service Email

1 Campaign Details	<p>Free Text:</p> <p>We regret to inform you that tonight's performance has been postponed due to an unexpected electrical fault at the venue. We are currently working to secure a new date and ask that customers not travel to the venue this evening.</p>
2 Additional Info	
3 Send Options	
4 Confirmation	
5 Summary	

Cancel Back Next



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](#)

Upsell food, drinks,
or merchandise

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](#)

Pull in information
about upcoming
events

Following Us?



22:39



Circle Theatre



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](#).

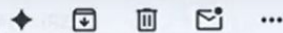
Please bring your e-ticket(s) with you on the

← Reply

→ Forward



22:39



Parasite

Wednesday, 10 September 2025 at 1:15

K7

Balcony - Use Door 3

Full Price



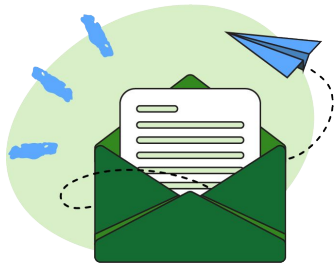
AATVZGBL

Parasite

Wednesday, 10 September 2025 at 1:15

K8

Balcony - Use Door 3

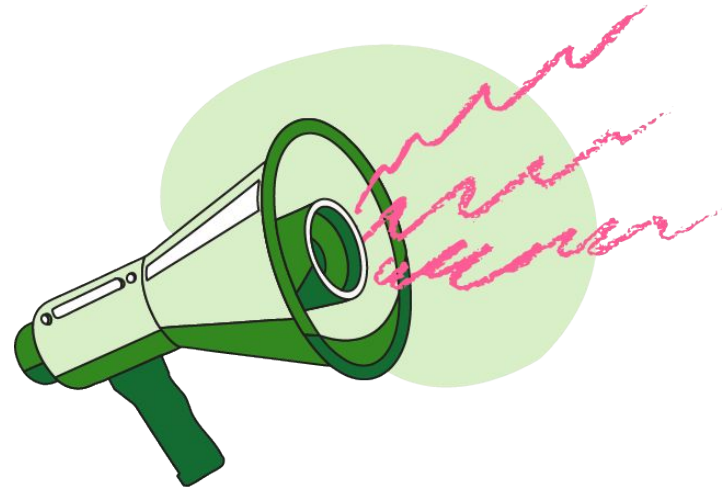


Audience communication improvements

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



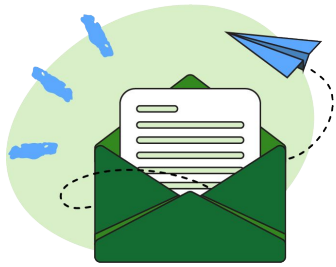
[Event Search](#) > [Hairspray The Musical](#) > **01 March 2027 19:00:00**

Event Instance Details

[Previous](#) | [Next](#)



Basic Details	Schedule Option:	<input type="radio"/> Do not create Customer Service Email scheduled send
Customer Service Email Schedule		<input checked="" type="radio"/> Create scheduled send for Customer Service Email
Price List	Send Before Event Instance:	<input type="text" value="0"/> Day(s)
Ticket Commission		<input type="text" value="5"/> Hour(s)
Ticket Donations	Campaign ID:	<input type="text" value="3761129"/> Validate
Locks		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.
Seating Plan	Free Text:	<div></div>
Audit		



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

1

2

3

4

5

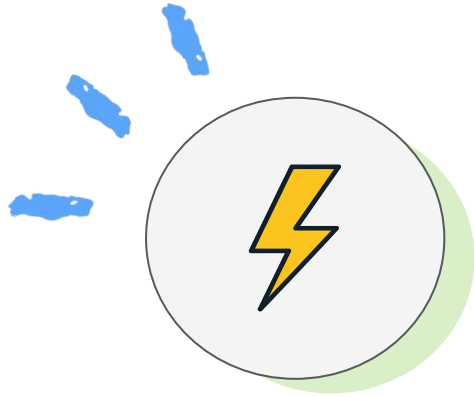
CUSTOMER
JOURNEYS

RECURRING
GIVING

COMMUNITY
&
TRAINING

AUDIENCE
COMMUNICATIONS

ROUNDUP
&
QUESTIONS



Final Roundup

Security & compliance information

Status:

Ready Now -

trust.spektrix.com

SPEKTRIX Security and Compliance Page

Start your security review
View & download sensitive information [Get access](#)

Search content

Security and Compliance at Spektrix

We are committed to information security and data privacy, and this is embedded in our ways of working.

Explore these pages for an overview of our security and compliance processes. Each of the tiles below contains information on a different subject area.

If you see a heading with '(restricted)' and this padlock icon, this shows that there is additional content. You can request access to this by clicking on the 'Get Access' button.

Certifications

- GDPR
- ISO/IEC 27001 SoA
- ISO/IEC 27001:2022
- PCI DSS v4.0.1

Documents

All Public Private

[Get access](#) [Bulk download](#)

CERTIFICATIONS
ISO/IEC 27001 SoA

CERTIFICATIONS
ISO/IEC 27001:2022

CERTIFICATIONS
PCI DSS

CERTIFICATIONS
PCI DSS v4.0.1

DATA PROTECTION
Data flow

DATA PROTECTION
Data Processing Agreee...

Add data in bulk

Status:

Ready Now -

Request Access

Import CSV

Import Mode

☒ Append

☒ Match on email address

☐ Overwrite

☐ Match on email address


"Append" adds on information to existing records.

"Overwrite" allows to overwrite the values of existing fields with new values.

If a field is left blank, this is considered to be "do nothing". To specifically clear a value, the cell must specify "{clear}" in the file. Please consult the documentation to find out which fields can be cleared using this method.

Foreign Id Customer Custom Field Name

Upload CSV file (3MB max)



Drop file here or [select file](#)

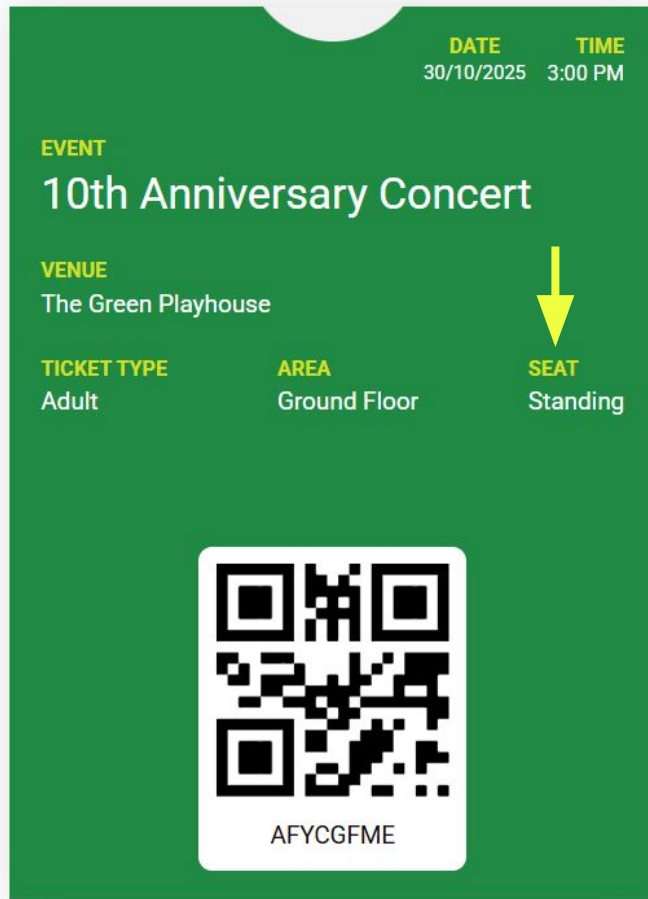
CancelRun Importer

Digital Passes - design options

Status:

Ready Now

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

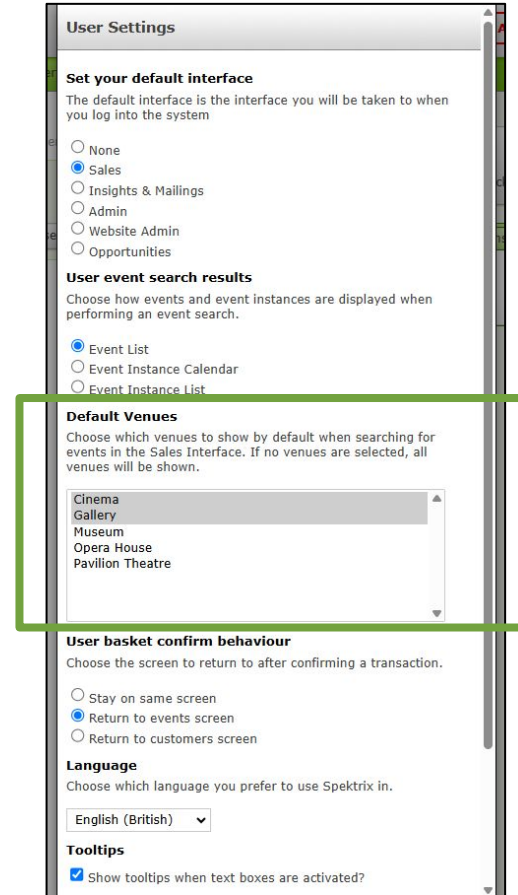


Setting default Venues

Status:

Working On -

Ready end 2025



User Settings

Set your default interface
The default interface is the interface you will be taken to when you log into the system

☐ None
☒ Sales
☐ Insights & Mailings
☐ Admin
☐ Website Admin
☐ Opportunities

User event search results
Choose how events and event instances are displayed when performing an event search.

☒ Event List
☐ Event Instance Calendar
☐ Event Instance List

Default Venues
Choose which venues to show by default when searching for events in the Sales Interface. If no venues are selected, all venues will be shown.

Cinema
Gallery
Museum
Opera House
Pavillion Theatre

User basket confirm behaviour
Choose the screen to return to after confirming a transaction.

☐ Stay on same screen
☒ Return to events screen
☐ Return to customers screen

Language
Choose which language you prefer to use Spektrix in.

English (British) ▼

Tooltips
☒ Show tooltips when text boxes are activated?

Segmenting all household members

Status:

Working On -

Ready end 2025

Edit Segment

Information and Criteria

Name:

Description:

Purchasing statistics:

When data is grouped by:

Household

▼

Include in Customer List:

All Household members

▼

Total number of items purchased

between

1

and

Total value of items purchased:

between £

and £

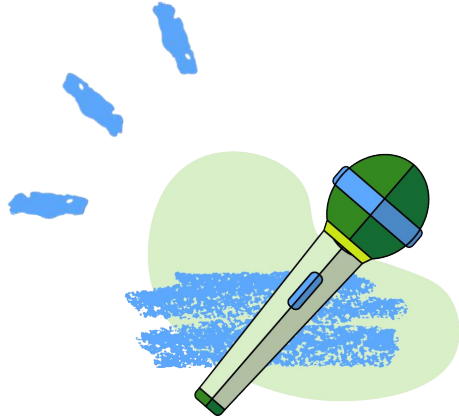
All Household members

Only Primary Householder

Back

Save

Cancel



**Your
questions
answered**

SPEKTRIX 

Are you a Spektrix user?

**Continue the
conversation...**

SCAN ME



**...in the Spektrix
Community**