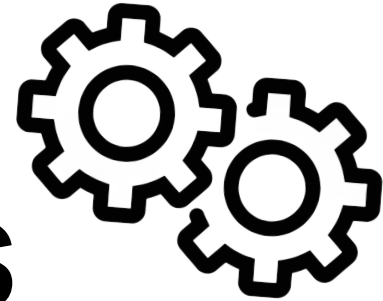




Activation Workshop

Improved Web Journeys



Web Journeys



Your website is your primary point of contact with **customers & donors**

 **75%**

of transactions occur online

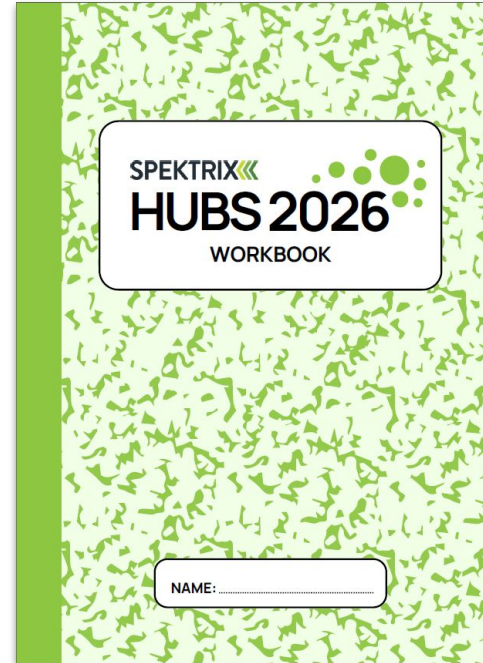


Matching You to the Right Solutions

- Subsites
- Apple & Google Pay
- Variable Recurring Giving

Coming Soon!

- *Enhanced Seat Selection*
- *One Click Checkout*



● Session Goal: What You're Walking Away With Today



- A **greater understanding** of your own website
- A **list of features** you can implement to enhance your online purchase paths
- **Next steps** to activate features you're interested in

1

Vocabulary

2

Enhancing Ways of
Giving

3

Improving Customer
Experience

4

Upselling
Opportunities

“

Ask not what **your website** can do for you –
ask what **you** can do for **your website**

“Iframe”



Short for inline frame, a “window” into Spektrix embedded on your website

“API”



Stands for Application Programming Interface, using custom code to communicate with Spektrix

“Web Component”



Customisable blocks that can be added on your website to complement your online booking journey.

“Subsite”



A ready-made website under your domain that hosts the Spektrix purchase path

1

Vocabulary

2

Enhancing Ways of
Giving

3

Improving Customer
Experience

4

Upselling
Opportunities

The Power of Regular Giving

One-Time Gift

£100

Single donation of £100

VS

+20% MORE

Monthly Gift

£120

£10 every month for a year



Memberships Offer Choices

- Auto-Renewable *or* Manually Renewable
- True “Membership” Program *or* Recurring Donations
- Fixed *or* Variable

Variable Memberships are *only* available via **Subsites**,
Web Components or the **API**

CENTRE STAGE MEMBERSHIP £50 PER YEAR

Be the first to know and one of the first to book.

- The best available discounts on up to 4 tickets per production*
- Money off food and drink at the theatre bars and Crucible Kitchen
- Advance notification of shows and events and priority booking (subject to availability)

*Excludes some non-discounted performances, concerts and snooker.

Membership Period: 1 year

Price: £50.00

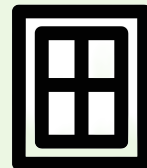
☒ Automatically Renew?

Add to basket

Gift Membership

TWINKLE LIGHT AND SEAT SPONSORSHIP
SHEFFIELD THEATRES LOTTERY
LEGACY GIVING

**SHEFFIELD
THEATRES**





LEARN MORE ABOUT THE BENEFITS AND EXPERIENCES AT EACH MEMBERSHIP TIER

01 FRIEND \$100-\$499

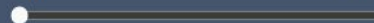
- **Members-only ticket presale** for Summer Season, Rosen House Concert Series, and Holiday Tea Musicales
- Invitation for two (2) to the annual **Friends' Garden Party**
- **Recognition** in our annual donor listing and annual report
- **Exclusive Member Discounts:**
 - 10% off Caramoor merchandise
 - 10% off on-site food and drink
 - 20% off Garden Listening tickets
 - 20% off tours of the Rosen House

1 YEAR

\$100

\$100

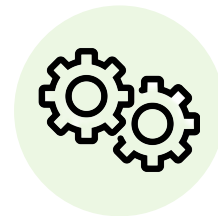
\$499



☒ Auto-renew my membership

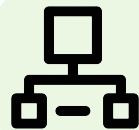
ADD TO CART

02 SUPPORTER \$500-\$999



Solidarity Fund

Latino Theater Company is committed to connecting teatristas with comunidad. Your support makes sure that there's a space where our communities are heard and seen. It is what keeps our stages alive, our youth programs free, and our home at the Los Angeles Theatre Center a vibrant hub of cultural experiences. When our community is going through challenging times, we continue to ask urgent questions, offer hope, togetherness, and solidarity, expanding the narrative of what American theater can be. Please consider making a contribution to Latino Theater Company and help us move our artistic mission forward.



Recurring Annual Donation

between \$1 - \$999

1 year

Enter Amount:

\$1-\$999

Make a recurring annual donation between \$1-\$999 and receive invitations to select performances of Latino Theater Company productions.

[Read more](#)

☒ Automatically Renew?

Add to basket

Recurring Monthly Donation

between \$1 - \$83

1 month

Enter Amount:

\$1-\$83

Make a recurring monthly donation between \$1 - \$83 and receive invitations to select performances of Latino Theater Company productions.

[Read more](#)

☒ Automatically Renew?

Add to basket

Recurring Quarterly Donation

between \$1 - \$249

3 months

Enter Amount:

\$1-\$249

Make a recurring quarterly donation between \$1 - \$249 and receive invitations to select performances of Latino Theater Company productions.

[Read more](#)

☒ Automatically Renew?

Add to basket

1

Vocabulary

2

Enhancing Ways of
Giving

3

Improving Customer
Experience

4

Upselling
Opportunities



Filtering With Attributes

Attributes can transform a generic booking path into one that reflects **your brand**, **priorities**, and **audience needs**





WHAT'S ON

 Search events

Genres

All

Month



All

Access Performance Type



All



Membership Discount



Online Bookings for Everyone

Features that can be used to support your approach to accessibility:

- Tags
- Info Overlays
- Lock Overlays
- Instance Attributes



WHAT'S ON

LISTINGS

CALENDAR

SEARCH

✦ [BROWSE THE NEW BROCHURE | 2026-27](#) ✦

All Access Theatre Studio Family Comedy Tours
Summer Events Series On Screen Workshops
National Year of Reading BOV260 BOVTS Summer Festival



ACCESS PERFORMANCES

Captioned performances convert live spoken word into text that appears on a screen for deaf or hard of hearing audiences.

BSL-interpreted performances feature a British Sign Language (BSL) interpreter who interprets the shows for deaf audiences.

Audio Described performances offer live narration through headphones for visually impaired audiences. Touch tours and audio notes also available.

Relaxed performances welcome audience members who may benefit from a more relaxed environment – with lower sound levels and house lights on.

To find out more, visit our [General Access Information](#) page, and for details of how to book, visit [Booking Information](#).

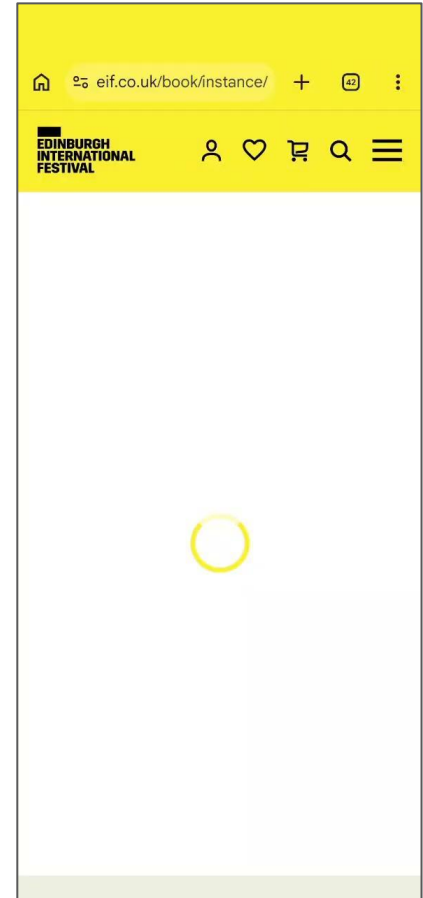
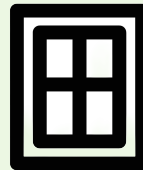
Show all **Captioned** **BSL** **Audio Described** **Relaxed**

Thu 14 May	7:30pm	KISS OF THE SPIDER WOMAN	Audio Described, Touch Tour at 6:00pm	LIMITED
Thu 18 Jun	7:30pm	AN IDEAL HUSBAND	BSL Interpreted	BOOK
Sat 20 Jun	2:30pm	AN IDEAL HUSBAND	Captioned	BOOK
Thu 25 Jun	7:30pm	FRANKIE GOES TO BOLLYWOOD	Captioned	BOOK
Thu 9 Jul	7:30pm	BRISTOL PRIDE COMEDY NIGHT 2026	BSL Interpreted, Interpreters Paul Mancini and Kat Wright	LIMITED
Wed 22 Jul	1:00pm	THE TEMPEST	Creative Captioning, Relaxed, BSL Interpreted, Integrated Audio Description Post-show Q&A	SOLD OUT



Enhanced Customer Seat Selection

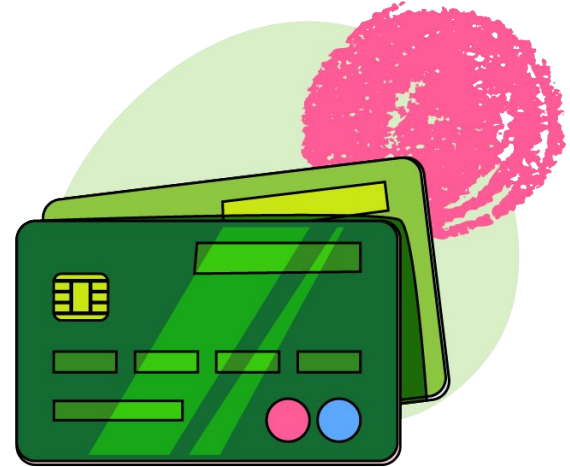
- User accessibility at the forefront
- Better experience on any device
- Style to match your branding
- Set up via our existing iframe





Direct Checkout

- Reduce friction for customers by removing mandatory login or registration before checkout
- Only available if using Spektrix Payments



1

Vocabulary

2

Enhancing Ways of
Giving

3

Improving Customer
Experience

4

Upselling
Opportunities

Upselling in the Purchase Path



35%

average increase in revenue via
upsells in the purchase path



Pre-Paid All Day Parking Vouchers

Save time and money on parking at St Mary's Car Park
Save money and avoid queuing at the ticket machines with this pre-paid parking voucher for St Mary's Car Park opposite the theatre.

Our price is a great deal as you can park from 9am just print off the ticket we send you by email and leave on your dashboard, no need to use the ticket machine in the car park or the app.

Reduced Price Parking is only available to those attending events at the Mercury Theatre and you may receive a parking fine if used incorrectly.

Notes: Valid all day. Voucher will be sent to you by email to print at home. Voucher must be displayed in your windscreen and booked at least 24 hours in advance.

21 May 2024 09:00

All-Day Car parking voucher £3.70

1

Add To Basket



Accessible Parking Vouchers

Book an accessible parking space next to the theatre.

We have a limited number of accessible spaces that are ideal for those with additional access needs that require you to be able to park close to the theatre. These spaces are only available to those that have signed up to our Access for All scheme which you can find out more about [here](#)

Notes: Valid only in your allocated time slot. Please select time slots for the entire duration of your visit. Voucher will be sent to you by email to print at home, or you can collect at the box office. Voucher must be displayed in your windscreen.

21 May 2024 10:00

[Book Tickets](#)

Babe in Arms tickets

If you are bringing a child of under 2 years of age to a performance and they will be sitting on a lap, you will need a Babe in Arms ticket.

Notes: This policy may vary on different performances depending on the show. Limited tickets are available at each performance, please check your basket prior to checkout.

21 May 2024 14:30

Babe in Arms £2.50

1

Add To Basket



Celebration Packages

Treat yourself to an indulgent celebration package to enjoy in our upstairs lounge during the interval!

Celebration for 2 people - £18

Two glasses of prosecco and four chocolates

Big Celebration Package for 4 people - £30

Bottle of prosecco and eight chocolates

Allergies on chocolates are Lactose, Egg and Soya and may contain nuts.

21 May 2024 14:30

Celebration Package for 2 £18.00

1

Add To Basket

Big Celebration Package £30.00

1

Add To Basket

MERCURY



Ice Cream Tub voucher

Don't forget to grab an ice cream voucher!

Upon arrival, take your voucher to the bar to pre-order your ice cream flavour for the interval. No waiting in line and gives you more chance to get your preferred flavour! Alternatively you can exchange with the usher at the interval.

If the performance you are attending has no interval, you can redeem this at the cafe-bar either before or after the show.

21 May 2024 14:30

Ice Cream Tub

£3.75

1

Add To Basket



Protect your tickets from the unexpected!

Add ticket protection for just £2 per ticket.

Ticket refund protection allows you to recover 100% of the paid ticket price (including all fees and order fees) in the event of:

- Accident, injury, or illness including COVID-19
- Severe weather preventing travel to the venue
- Travel delays due to breakdown or public transport failure
- Plus much more!

Please read the full terms & conditions before purchase by clicking [here](#).

For a worry-free purchase, protect your tickets today as you cannot add to your order after you have paid.

21 May 2024 14:30

Ticket Refund Protection

£2.00

1

Add To Basket

21 May 2024 14:30

Digital Programme Voucher

£2.00

1

Add To Basket

21 May 2024 14:30

Programme Voucher

£4.00

1

Add To Basket



Item	Qty	Total
Brassed Off		
19:15 Thursday 18 June 2026	1	£47.50
Edit	Delete	
Booking Fee		£2.95
Grand Total:		£50.45

If you have a Theatre Tokens Gift Card or eGift [use it here](#)

CONTINUE BROWSING

CHECKOUT

BECOME A MEMBER
You'd save £7.13 on your order today if you join our membership scheme.

- Individual pass: £30 per year
- 15% discount for 1 ticket per show
 - Priority booking
 - Free ticket exchange
 - £1 off Playhouse production programmes
 - Bar and restaurant discount (10%)
 - Invitation to our season launches

ADD TO BASKET AND JOIN

Cross Selling



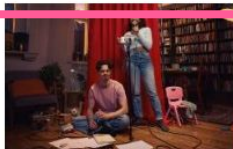
- Increase in basket sizes as customers are encouraged to book for more related events
- Recommended Events
- Multi-buy Cross Selling



Book more and save!

The more you book the more you save

Book 1 of these events to qualify for Season ticket - 20% off 2.



I'M NOT BEING FUNNY

Hope, endings, and how to survive if a knock knock joke hits you in the gut. Written by Piers Black and directed by Bryony Shanahan (Bloody Elle, West End).

Dates: Thu, 07 May 2026 - Sat, 13 Jun 2026

[More Information](#)

THE P WORD

The Olivier Award winning story of hope and romance returns for a strictly limited run, with Queer Eye mentor Tan France attached as Producer. Waleed Akhtar's sharp-witted and devastating play charts the parallel lives of two gay Pakistani men.

Dates: Thu, 28 May 2026 - Sat, 27 Jun 2026

[More Information](#)

TENDER

Audience favourite thriller-come-romance transfers to the Bush Theatre's main house in a new production. By turns thrilling and surreal, Tender promises to subvert your expectations of queer love stories.

Dates: Thu, 09 Jul 2026 - Sat, 01 Aug 2026

[More Information](#)[Continue To Basket](#)

OVERVIEW

SHOWTIMES

ENSEMBLE

SPONSORS

Wed - May 26, 2027 - 7:30 PM ★

Preview Performance | YP Preview Night

BOOK

[click here to
subscribe and save](#)

Thu - May 27, 2027 - 7:30 PM ★

Preview Performance

BOOK

[click here to
subscribe and save](#)

Fri - May 28, 2027 - 7:30 PM ★

Opening Night | Audio Description Service Available

BOOK

[click here to
subscribe and save](#)

Sat - May 29, 2027 - 7:30 PM

BOOK

[click here to
subscribe and save](#)

Thu - Jun 3, 2027 - 7:30 PM

BOOK

[click here to
subscribe and save](#)

Fri - Jun 4, 2027 - 7:30 PM

BOOK

[click here to
subscribe and save](#)

Sat - Jun 5, 2027 - 2:00 PM

BOOK

[click here to
subscribe and save](#)

2026-2027 FLEXIBLE TICKET PACKAGES

Experience more and spend less. **Pick your package:**



PREMIUM SUBSCRIPTIONS (8)

These flexible subscriptions include 8 tickets and **seating in all zones, including Premium**, for any show in the mainstage season*, on any day of the week, with unlimited exchanges, and discounts off additional ticket purchases. (*Subscription does not include "Every Christmas Story" or "Dracula").

[BUY NOW](#)

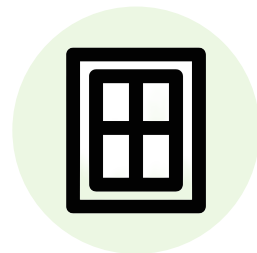
VALUE SUBSCRIPTIONS (8)

These flexible subscriptions include 8 tickets and more ways to save with **Value seating on the sides in the Lower Gallery and all of the Upper Gallery** (does not include Premium seats) or any show in the mainstage* season, on any day of the week, with unlimited exchanges, and discounts off additional ticket purchases. (*Subscription does not include "Every Christmas Story" or "Dracula").

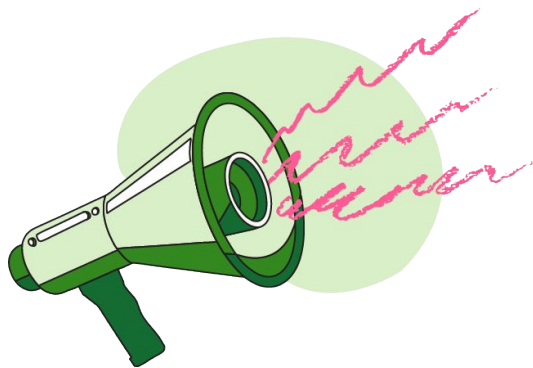
[BUY NOW](#)

PREVIEW SUBSCRIPTIONS (8)

These flexible subscriptions include 8 tickets and even more ways to save by attending a **Wednesday or Thursday Preview Performance*** during opening week, **with seating in any zone**, including Premium, unlimited exchanges, and the option to upgrade to another show night by paying the difference. (*Subscription does not include "Every Christmas Story" or "Dracula").

[BUY NOW](#)

Upselling includes asking for **donations** too!



Checkout

Personal Details

Edit

sam.bagwell@spektrix.com Sam Bagwell +1 (646) 569-9097

Ticket Delivery

Edit

Receive my tickets as e-tickets - (no charge)

Donations

General

A gift today supports our operas, artists, concert & community programming, and general operating expenses. Please consider giving!

Donation Amount

\$ 20.00



Recognition Name for Donor Lists

☐ I want this donation to be anonymous

CONTINUE WITH MY DONATION

I DO NOT WANT TO DONATE



 1 \$126.44

Make a Donation

Support Joshua M. Freeman Foundation

Donation Amount

\$ 10.00

-

+

CONTINUE WITH MY DONATION

I DO NOT WANT TO DONATE

Contact Preferences

Order Summary

[Privacy Policy](#) [Contact](#)



 2 \$252.88

Make a Donation

Support Joshua M. Freeman Foundation

Donation Amount

\$ 15.00

-

+

CONTINUE WITH MY DONATION

I DO NOT WANT TO DONATE

Contact Preferences

Order Summary

[Privacy Policy](#) [Contact](#)

The logo for Freeman Arts Pavilion, featuring a stylized blue circular graphic to the left of the text "FREEMAN ARTS PAVILION" in blue and orange.

A green circular icon containing a black square with a white grid pattern, resembling a window or a stylized letter 'H'.

Breakout Groups

1

Encouraging Loyalty from Donors and Members Online

2

Maximising Revenue through Online Transactions

3

Creating Frictionless Online Journeys that Delight your Customers