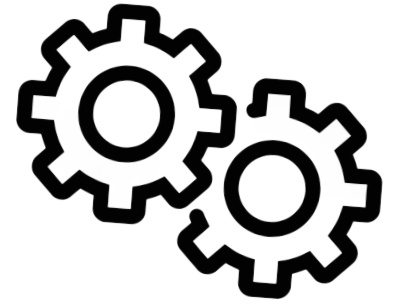




Activation Workshop



Enhanced Digital Communications

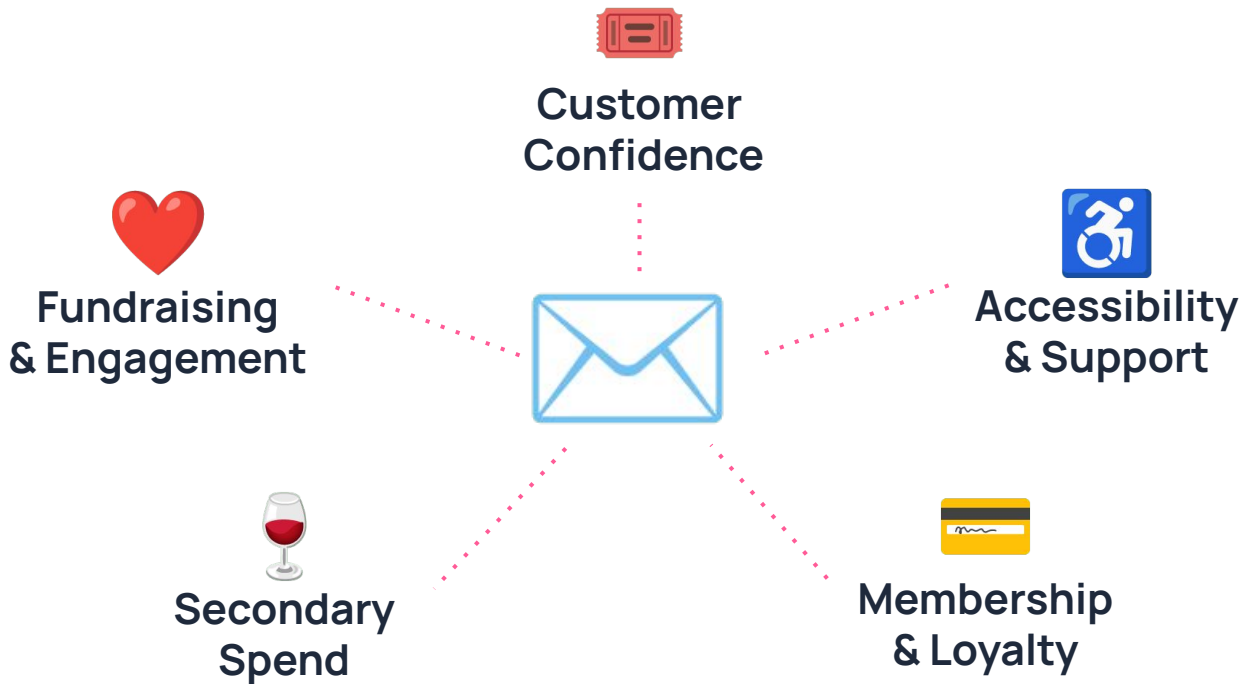
What You're Activating Today

-  Brainstorm ideas to start using/enhance the new **Pre-event Email Template** at your organization

● **11.2%** Average unique
click-through rate for
pre-event emails

● **6x** Standard marketing
emails, which have a
click-through rate of 1.9 %

The Opportunity





What's changed?

- Name
- Date
- Time
- Image
- Description
- Venue
- Duration

Gateway Theatre

Know Before You Go!
[View in Browser](#)

PLAN YOUR VISIT | WHAT'S ON | MY ACCOUNT | DONATE

The Richmond Academy of Dance

Presents



SNOW WHITE

June 5, 6:30pm
June 6, 1:00pm

A whimsical and wonderful performance of dance, acting and song presented by the entire Academy!

www.dance@richmondacademyofdance.com

Snow White
on Friday June 05, 2026 at 6:30 pm

About Your Event
Step into a magical production of Snow White brought to life by the Richmond Academy of Dance! This joyful performance features dancers ages 3-18 showcasing ballet, jazz, tap, musical theatre, hip hop, and lyrical along with acting and singing. A vibrant celebration of young talent, this enchanting show highlights the passion and creativity of the Academy's budding artists.

Event Details
Venue: Gateway Theatre
Duration: 3 hours
Intermission Length: 15 minutes
Will Call: Open 1 hour before the show.
Concession: Open 1 hour before the show. For everyone's safety, outside food or drink will not be permitted on-site.

PLAN YOUR VISIT | WHAT'S ON | MY ACCOUNT | DONATE

The Richmond Academy of Dance 
Presents
SNOW WHITE
June 5, 6:30pm
June 6, 1:00pm
A whimsical and wonderful
performance of dance, acting and song
presented by the entire Academy!
www.dance@richmondacademyofdance.com

Hi Gateway,

We're excited to see you for

Snow White
on Friday June 05, 2026 at 6:30 pm

About Your Event

Step into a magical production of Snow White brought to life by the Richmond Academy of Dance! This joyful performance features dancers ages 3-18 showcasing ballet, jazz, tap, musical theatre, hip hop, and lyrical along with acting and singing. A vibrant celebration of young talent, this enchanting show highlights the passion and creativity of the Academy's budding artists.

Event Details

Venue: Gateway Theatre

Duration: 3 hours

Intermission Length: 15 minutes

Will Call: Open 1 hour before the show.

Concession: Open 1 hour before the show. For everyone's safety, outside food or drink will not be permitted on-site.

Getting Here

6500 Gilbert Road, Richmond, BC

[Get Directions](#)

Canada Line: 15 min walk from

Richmond-Brighouse Station

Bus: 401 & 407

[How to Get to Gateway - Visual Story](#)

Parking

Gateway Theatre Pay Parking Lot

Options include:

1. \$2 for 30 mins

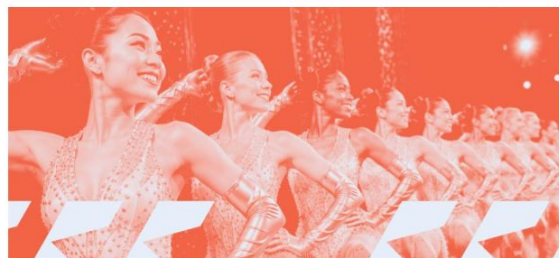
2. Gateway Theatre - \$6.75 until 9pm (**Free after 9pm**)

3. \$3.65 for 1 hour

4. \$4.75 for 1.5 hours

Credit cards only, no cash.

PLAN YOUR VISIT | WHAT'S ON | MY ACCOUNT | DONATE



Hi Kim,

We're excited to see you for

42nd Street
on Saturday December 19, 2026 at 1:00 PM

Event Details

Venue: Gateway Theatre

Will Call: Open 1 hour before the show.

Concession: Open 1 hour before the show. For everyone's safety, outside food or drink will not be permitted on-site.

Getting Here

6500 Gilbert Road, Richmond, BC

[Get Directions](#)

Canada Line: 15 min walk from

Richmond-Brighouse Station

Bus: 401 & 407

[How to Get to Gateway - Visual Story](#)

Parking

Gateway Theatre Pay Parking Lot

Options include:

1. \$2 for 30 mins

2. Gateway Theatre - \$6.75 until 9pm (**Free after 9pm**)

3. \$3.65 for 1 hour

4. \$4.75 for 1.5 hours

Credit cards only, no cash.

Plan to Arrive Early

The show will start on time, so we recommend arriving at least 20 minutes before the showtime to allow time for parking, ticket scanning, and finding your seats. Due to the [Richmond Hospital Redevelopment Project](#), the Richmond Hospital parkade is now permanently closed, and parking at Gateway Theatre is limited.

```
{ } Liquid markup
{% assign spektrix_instance_id = '$INSTANCEID$' %}
```

Pre Event Liquid Header



{{ event.image_alt_text }}

Hi @INFORMALSALUTATION@,

We're excited to see you for {{ event.name }} on {{ instance.instance_startday }}
{{ startDateTime | date: "%d %B %Y" }} at {{ startDateTime | date: "%H:%M" }}

About Your Event

{{ instance.event_description }}

Decision

When instance.instance_attribute_dotdigitalinstancefield1_text != blank

{{ instance.instance_attribute_dotdigitalinstancefield1_text }}

New content

Otherwise

Event Details

Venue: {{ instance.instance_venue }}

Decision

When instance.event_duration != 0

Duration: {% if Hours != "0" %}{{ Hours }} hour{% if Hours != 1 %}s{% endif %}{% if Minutes != "0" %} and {{ Minutes }} minutes{% endif %}{% else %}{{ Minutes }} minutes{% endif %}

New content

Otherwise

↻ Decision

⋮ ▾ ✎ When event.event_attribute_dotdigitalEventField1_text != Blank

✕

{{ event.event_attribute_dotdigitaleventfield1_text }}

[New content](#) +

▾ Otherwise

↻

↻ Decision

⋮ ▾ ✎ When event.event_attribute_dotdigitalEventField2_text != Blank

✕

{{ event.event_attribute_dotdigitaleventfield2_text }}

[New content](#) +

▾ Otherwise

↻

↻ Decision

⋮ ▾ ✎ When event.event_attribute_dotdigitaleventfield3_text != Blank

✕

{{ event.event_attribute_dotdigitaleventfield3_text }}

[New content](#) +

▾ Otherwise

Event Attributes

Division:

Season Year:

55th | '25 - '26 ▼

Season Year is identified from June - May. | (i.e 55th season is 2025 - 2026)

Event Kind:

dotdigitalEventField1: Outside doors open one hour before show time, and the theatre will open approx. 25 minutes before the show is set to begin

→ *Used in Dotdigital Pre-Event emails Entry and arrival information*

dotdigitalEventField2: Parking is available on the street or in the Safeway lot.

→ *Used in Dotdigital Pre-Event emails: Parking*

dotdigitalEventField3: When arriving, please check in with the box office desk for our staff to escort you to your seats. For additional accessibility accommodations or accessible seating, please contact the box office (events@cleoparkerdance.org) in advance.

→ *Used in Dotdigital Pre-Event emails: Obtaining Tickets*



Edit

Delete

Hi Kim,

We're excited to see you for **Legacy: Sweet In the Morning** on **Sunday May 10, 2026 at 2:00 PM**

Thank you for supporting Cleo Parker Robinson Dance in closing out a memorable 55th Anniversary.

We're so excited in sharing this inspiring concert with you.

- The Cleo Village



Event Details

Venue:

Duration: 2 hours and 40 minutes including intermission

When To Arrive:

Outside doors open one hour before show time, and the theatre will open approx. 25 minutes before the show is set to begin

Parking:

Parking is available on the street or in the Safeway lot.

Accommodations:

When arriving, please check in with the box office desk for our staff to escort you to your seats. For additional accessibility accommodations or accessible seating, please contact the box office (events@cleoparkerdance.org) in advance.

When leaving the theatre, roses will be available for all our mothers to take — compliments of Cleo Parker Robinson Dance on Sunday's show. Happy Mother's Day!

Tickets:

You will need to present your QR code ticket (digital or PDF) with in order to enter the theatre. You can find this in your ticket email or in your patron account. For assistance, please contact events@cleoparkerdance.org in advance.

Access Tickets Through Patron Account

Event Attributes in your Spektrix Email

THEATRE ROYAL



Hi Kim,

We're excited to see you for *Danceweekender* on **Saturday 25 April 2026 at 3:05PM**

Event Details

Venue: The Studio Theatre, The Hedberg

Duration: 25 minutes

Event Information: • Recommended for ages 12+ • Suitable for all ages • Audience interaction/participation • Bring a water bottle & wear dance appropriate clothing if you wish to take part in the movement

DARLINGTON HIPPODROME

Your warm welcome at Darlington Hippodrome awaits. Some important information for you...



Hi Rebecca,

We're excited to see you for *Glorious!* on **Wednesday 13 May 2026 at 19:30**

Event Information:

Venue: Darlington Hippodrome

Duration: 2 hours and 5 minutes

LEGACY

Sweet in the Morning



Hi Kim,

We're excited to see you for *Legacy: Sweet in the Morning* on **Sunday May 10, 2026 at 2:00 PM**

Thank you for supporting Cleo Parker Robinson Dance in closing out a memorable 55th Anniversary. We're so excited in sharing this inspiring concert with you.
- The Cleo Village

Event Details

Venue:

Duration: 2 hours and 40 minutes including intermission

When To Arrive:

Outside doors open one hour before show time, and the theatre will open approx. 25 minutes before the show is set to begin

Parking:

Parking is available on the street or in the Safeway lot.

Accommodations:

When arriving, please check in with the box office desk for our staff to escort you to your seats. For additional accessibility accommodations or accessible seating, please contact the box office (events@cleoparkerdance.org) in advance

When leaving the theatre, coats will be available for all our mothers to take — compliments of Cleo Parker Robinson Dance on Sunday's show, Happy Mother's Day!

Tickets:

You will need to present your QR code ticket (digital or PDF) with in order to enter the theatre. You can find this in your ticket email or in your patron account. For assistance, please contact events@cleoparkerdance.org in advance

[Access Tickets Through Patron Account](#)



SPEKTRIX 

Prepare to use the new template

1

Create **Event Attributes** in Spektrix

2

Add **Event Set Up details** in Spektrix

3

Brand and style your **email** in Dotdigital

ACTIVATION WORKSHOP:
**Sending Smart
Relevant
Pre-Event Emails**

TYNESIDE

CINEMA

Kelly, it's almost time to take your seat for *Akira 4K Restoration*.

Your screening is taking place on **Friday, 24 April 2026** at 20:15.

THE CLASSIC

You'll be in the **Classic**.

If you're booked for the **Stalls**, the entrance is located on the **Lower Ground Floor**, accessible to the left of the Box Office.

If you're booked for the **Circle**, the entrance is located on the **First Floor**.

Don't forget to grab those all-important snacks and drinks from the kiosk located **inside the Classic screen**.

Please note that this title contains scenes of flashing images which may affect viewers who are susceptible to photosensitive epilepsy.

**THE
GODFATHER
COMBO
JUST £9.95**



Decision

When instance.instance_attribute_Screen_Number_text == "1"



THE CLASSIC

You'll be in the **Classic**.

If you're booked for the **Stalls**, the entrance is located on the **Lower Ground Floor**, accessible to the left of the Box Office.

If you're booked for the **Circle**, the entrance is located on the **First Floor**.

Don't forget to grab those all-important snacks and drinks from the kiosk located **inside the Classic screen**.

When instance.instance_attribute_Screen_Number_text == "2"



THE ELECTRA

You'll be in the **Electra**, which is located on the **Fourth Floor**.

Don't forget to grab those all-important snacks and drinks from the kiosk located **just outside the screen**, and on the **Third Floor foyer**, next to the Gallery screen.

When instance.instance_attribute_Screen_Number_text == "3"



THE ROXY

You'll be in the **Roxy**, which is located on the **Third Floor**.

Don't forget to grab those all-important snacks and drinks from the kiosk located **just outside the screen**, in the **Gallery foyer**.

When instance.instance_attribute_Screen_Number_text == "4"



THE GALLERY

You'll be in the **Gallery**, which is located on the **Third Floor**.

Don't forget to grab those all-important snacks and drinks from the kiosk located **just outside the screen**, in the **Gallery foyer**.

New content

Otherwise

Don't forget to grab those all-important snacks and drinks from our kiosk located on the **Third Floor foyer**, next to the Gallery screen.



Work Smarter, Not Harder

   When instance.instance_seating_plan_name == "Studio" 

Access Information

The **Studio** is located on the **ground floor** with level access directly from the main lobby. The space features double-width doors and is fully step-free. For more detailed information, you can review our full [accessibility guidance](#).

   When instance.instance_seating_plan_name == "Theatre" 

Access Information

The Theatre is fully accessible via the lifts located next to the Box Office and step-free routes are clearly signposted throughout the foyers. Accessible toilets are located on the ground floor and on the first floor inside the bar. For more detailed information, you can review our full [accessibility guidance](#).



Increase Revenue

⋮ ▼ ✎ When instance.instance_attribute_dotdigitalPreEventSupplementaryUpsell_yesno == true ✕

Food & Drink



Make your evening seamless!

Pre-order your favourite glass of wine or a signature cocktail and enjoy a **10% discount**.

Spend your time
relaxing, not waiting.

[Pre-Order Now](#)





Build Loyalty

 Decision

  When contact.data.TAG_MEMBER == false



Join the inner Circle

As a member, your support sustains our stage and gallery year-round. Enjoy exclusive perks like early ticket access, private gallery openings, and behind-the-scenes previews.

[Join Our Community](#)

▼ Otherwise



You're invited to join us in the Members' Bar

Join us before the performance in the Members' Bar, where tonight's pre-show talk will take place ahead of the show. It's the perfect chance to relax with a drink and hear more about the production before the curtain rises.



Deepen Relationships

Decision

When event.event_attribute_event_type_text == "Family" and contact.data.tag_education...

Thank you for making this event possible!

This family event is made possible by your generosity. Without your gift to our education fund events like these would not be possible. Thank you for your continued support and for helping our community enjoy events like this.

When event.event_attribute_event_type_text == "Family" and contact.data.tag_education...

DID YOU KNOW?

Our family series is made possible by individual donors who contribute to our education fund. To learn more about how a gift will impact future works, visit our website.

Donate To Our Education Fund

New content

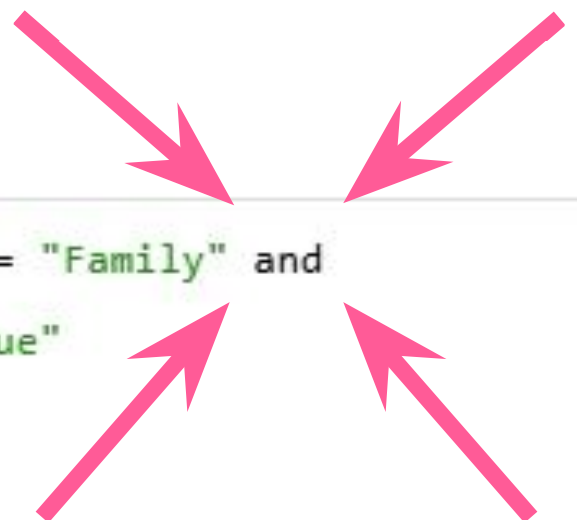
Otherwise



Deepen Relationships

When

```
1 event.event_attribute_event_type_text == "Family" and  
  contact.data.tag_education_donor == "true"
```



Liquid Script Formula

When

```
1 Event.event_attribute_name_type (Operator) "answer"  
2 Event.event_attribute_Genre_text == "ballet"  
3  
4 Instance.instance_attribute_name_type (Operator) answer  
5 Instance.instance_attribute_Member_night_yesno == true
```

Liquid Script Formula

When

1 Contact.data.tag_ name (Operator) answer

2 Contact.data.tag_ First_Time_Visitor== true

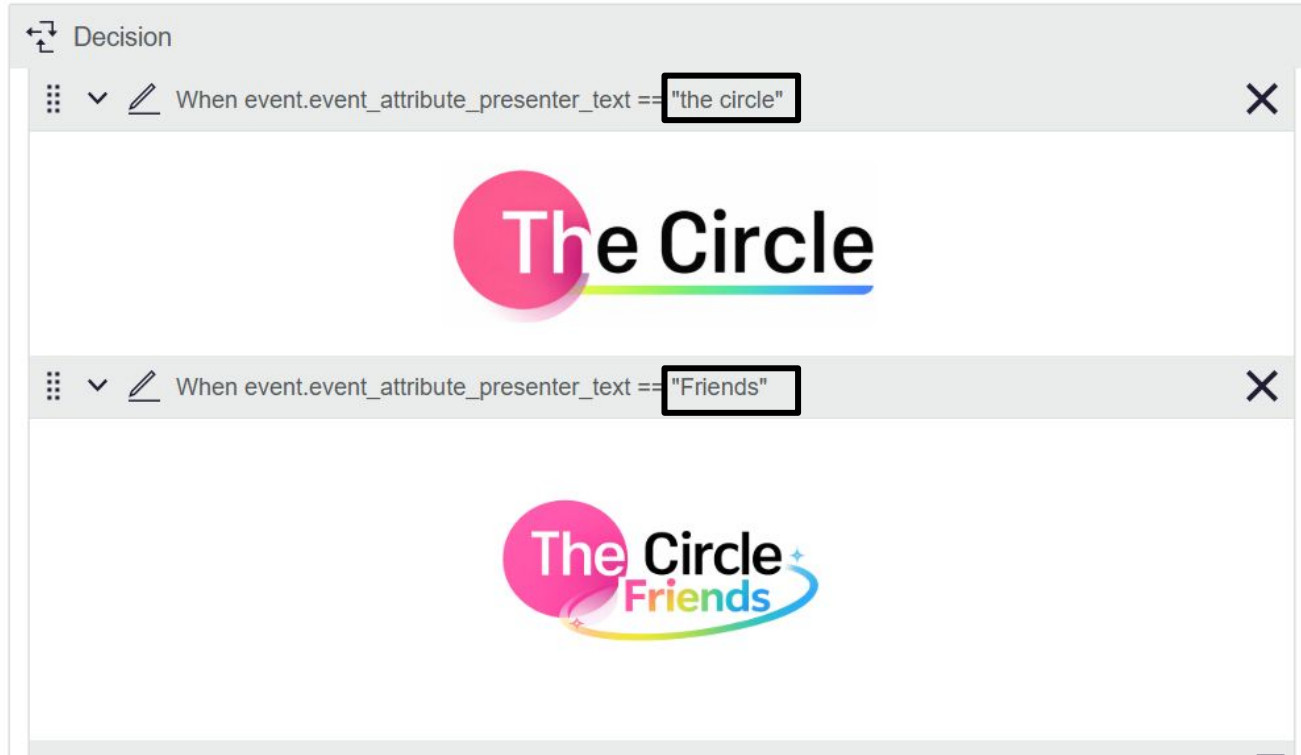
3

4

5



Dynamically Update Your Header



Change Tone and Guidance Based on Genre

Decision

When event.event_attribute_genre_text == "Musical Theatre"

Helpful Hint: Be comfortable for your night out! We want everyone to enjoy their experience, so wear what ever makes you feel most at ease - from causal to dressy, all are welcome!

When event.event_attribute_genre_text == "Comedy"

Cell Phone Policy: Prepare for a night of big laughs, strong language, and unfiltered adult humor! This is a cell phone free event using Yondr Pouches. For a full list of **guidelines visit our website.**



Add Sponsor informat

 Decision



When event.event_attribute_event_type_text == "Family"



Family Fun! All performances in our Family series include free ice cream from the time doors open until 10 minutes before the performance. **Stewart's Shops** will be handing out ice cream in the main lobby. Weather permitting - our kids zone will be set up outside before you enter the main doors.

New content

 Otherwise



One template
acting as **hundreds**



Start Simple, Then Build Over Time

