

Contemporary American Theater Festival

SHEPERDSTOWN, WV

Named as one of the **top theater festivals in the world**, the Contemporary American Theater Festival (CATF) at Shepherd University produces **six new plays each season** in rotating repertory.

CATF were introduced to Spektrix in 2019 by TRG Arts, when they sought a system that would bring together ticketing and development tools. With an adventurous annual program managed by just six permanent staff, and ambitious fundraising targets, it's vital to make the most of every relationship, from first time visitors through to major sponsors.

Connect with donors

Vicki Willman has been Director of Development at CATF for six years, and much of her focus has been on creating a more professional, formalized development program. With responsibility for the festival's relationship with every donor, from \$5 gifts to \$1000 pledges, she's also the point of contact for major sponsors and senior stakeholders who play a vital role in the festival's success. With so many relationships to manage, Spektrix helps her to keep highly personalized records for every individual.



Image: Tom Lesser

"Being able to see my notes from a conversation that I had a year ago, that they mentioned a husband, grandchildren, or a special group of friends that they come with - **I really appreciate the ability to keep track of those connections.**"

The marriage of ticketing and development functions, and the ease of processing transactions within Spektrix, has helped Vicki support VIP patrons directly with ticket requests and changes. For the first time, she's confident enough using the system to make bookings directly, rather than running over to the box office for every change.

"Having that kind of control has **helped us to offer customer service at a much better level**, especially for our very important partners and donors."

SPEKTRIX»»»

What's more, it's simple to hold tickets in the system and restrict access to certain users so there are always seats available if a major donor calls; and it's easy to guide them towards the best seats with no risk of overbooking

"It's been great for me to be able to **start working with our major donors, our trustees, our honorary board**, I try to take on all of those relationships and help them with their ticket selection."

Personal connections

As Public Relations Manager, Gabrielle Tokach has responsibility for setting up and selling CATF's events. She finds Spektrix so easy to use that it's possible to build and test different versions to find the best approach for both patrons and colleagues.

"**Sometimes I'll build an event two or three different ways and test it out** to see what is going to be the easiest for our patrons, and for reporting. It's just such a robust, flexible tool that it really can be individualized to our company."

Meanwhile, both Gabrielle and Vicki use reports and segmentation in Spektrix to manage more personalized communications, automate discounts based on memberships, zip code and purchase history, and accurately measure success.



Image: Seth Freeman

"Tags are my absolute favorite thing in the universe. That ability to talk to our audience in a very specific way has really **changed what we're able to do and our relationship with our patrons.**"

This means that customers tagged with Access needs can now easily view and select accessible seats online, helping CATF meet ADA recommendations and improving the experience for every patron. Front of house teams also receive a bespoke attendance report flagging access customers and VIP visitors, which helps seasonal team members to welcome patrons on a more personal level.

In just two years, the switch to Spektrix has already brought CATF huge benefits, by uniting ticketing and fundraising data, improving patron experience, and providing better reporting for staff and funders. Gabrielle's determined not to stop there - she's been attending regular online training sessions, open to every Spektrix user at no extra cost, which are designed to help organizations get the very best value from the system.

"Having all of that information right on hand lets them know who they are talking to and **provide their best customer service to that patron.**"

"It's just such a robust tool, and I am constantly learning, I'm constantly figuring out the best way for us to use the system."

DISCOVER MORE

Learn how arts organizations across the US and Canada have benefitted from making the switch to Spektrix:

LEARN MORE

Get in touch to find out more:

sales@spektrix.com | (646) 741-5110