

Adding Audience Finder Artform Codes to Spektrix

How it works

In order to extract meaningful and consistent data for use in Audience Finder, Spektrix and The Audience Agency have collaborated to put together this short guide to set up Audience Finders standardised artform codes in Spektrix.

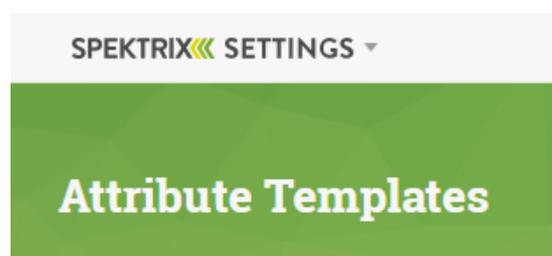
In order for this to be extracted from Spektrix, the artform codes will need to be setup as event attributes and recorded against your events. You may already have attributes that are doing a similar function, but by creating these attributes that are specific to Audience Finder it makes the process the process of contributing your data much simpler going forward.

You may wish to review how you are currently coding your events. If you need any help extracting a list of events and associated attributes from Spektrix, just get in touch with the Spektrix Support Team. An up to date list of the Audience Finder artform codes to apply to your events can be found on The Audience Agency's website within [Artform Coding Resources](#).

Setting up the Attributes

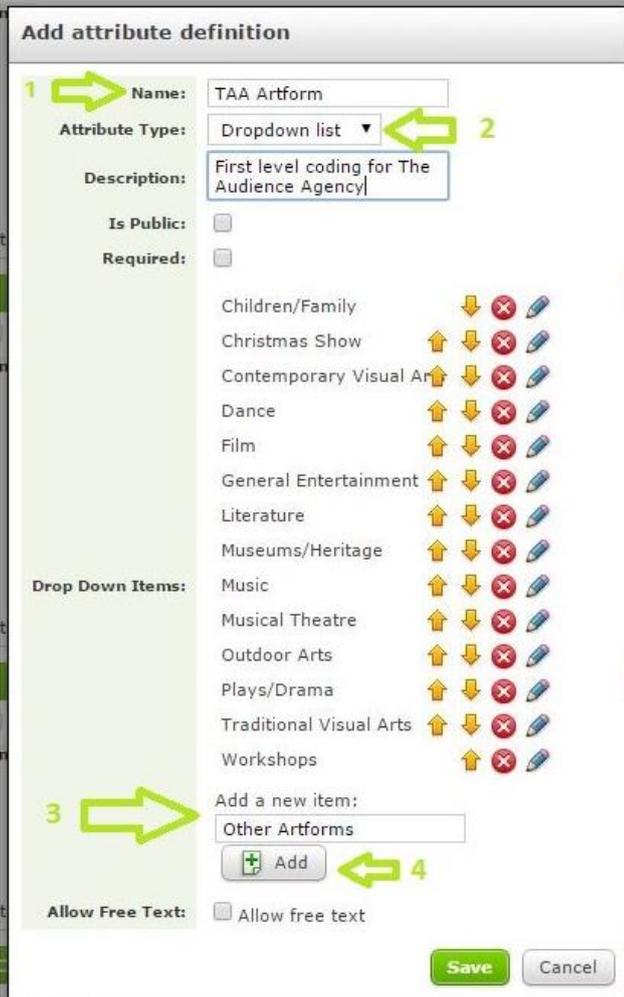
To set up the artform codes in Spektrix you will need to create two new Event Attributes called TAA Artform and TAA Sub Genre. Please note that these must be an Event Attributes for The Audience Agency to be able to extract them, and not Event Instance Attributes, or other. If you are unfamiliar with Attributes and would like to read a little more about them just visit our article on the Support Centre which you can find [here](#).

There are two different Interface layouts in the Spektrix Settings, so the steps are outlined for each layout. The best way to check what version you are seeing is to look for the Spektrix control panel. If the control panel is still in the bottom left, you are in the original interface. If you don't see it on the bottom left and see this on the top left instead, then you are in the new user interface:



Original Interface

- Navigate to Settings > Attribute Templates
- Click on Events and you will be presented with your current list of Event Attributes
- Scroll to the bottom and click “+ Add Attribute”
- Name the attribute “TAA Artform” (1)
- Change the attribute type to “dropdown list” (2)
- You can add a description to the description field so that the purpose of the attribute is clear to everyone
- In the “add a new item” field, you need to fill in all of the options that appear in the coding spreadsheet under the column titled TAA Artform (3)
- Click “Add” as you add each option (4). It will start to look something like this:



Add attribute definition

1 → **Name:** TAA Artform

Attribute Type: Dropdown list ← 2

Description: First level coding for The Audience Agency

Is Public:

Required:

Drop Down Items:

Children/Family	↓	×	✎	
Christmas Show	↑	↓	×	✎
Contemporary Visual Art	↑	↓	×	✎
Dance	↑	↓	×	✎
Film	↑	↓	×	✎
General Entertainment	↑	↓	×	✎
Literature	↑	↓	×	✎
Museums/Heritage	↑	↓	×	✎
Music	↑	↓	×	✎
Musical Theatre	↑	↓	×	✎
Outdoor Arts	↑	↓	×	✎
Plays/Drama	↑	↓	×	✎
Traditional Visual Arts	↑	↓	×	✎
Workshops	↑	×	✎	

3 → **Add a new item:** Other Artforms

4 → **Add**

Allow Free Text: Allow free text

Save **Cancel**

- Save the attribute once you have created a value for each field in the spreadsheet
- Repeat the steps above for the second column in the spreadsheet. This time the Attribute will be called “TAA Sub Genre”
- This list is much longer than the first one. Ensure that all of the attributes and drop down items appear exactly as they do in the spreadsheet
- Once you have created both attributes your attribute screen will look a little like this:



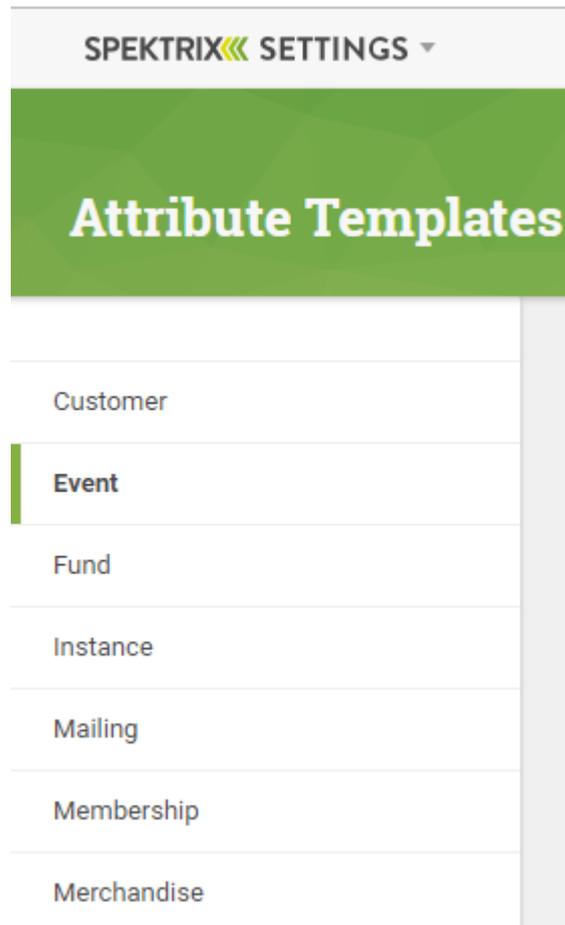
The screenshot shows the 'Attribute Templates' configuration page in the Spektrix system. The left sidebar contains a navigation menu with categories like Customers, Events, Funds, Memberships, Merchandise, Seats, Ticket types, Tickets, Price bands, Offers, Orders, Mailings, and Seating plans. The 'Events' category is selected. The main content area displays three attribute definitions, each with a title, type, and configuration options.

Attribute Name	Type	Public	Required	Drop Down Items	Allow free text
Season	Dropdown list attribute	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Spring 2013 Autumn 2013 Christmas 2013	<input type="checkbox"/>
TAA Artform	Dropdown list attribute	<input type="checkbox"/>	<input type="checkbox"/>	Children/Family Christmas Show Contemporary Visual Arts Dance Film General Entertainment Literature Museums/Heritage Music Musical Theatre Outdoor Arts Plays/Drama Traditional Visual Arts Workshops	<input type="checkbox"/>
TAA Sub Genre	Dropdown list attribute	<input type="checkbox"/>	<input type="checkbox"/>	Children/Family C&F Branded C&F Community/Amateur C&F Concert C&F New Writinn	<input type="checkbox"/>

Additional notes from the screenshot:
 - Under 'Season': 'First level coding for The Audience Agency'
 - Under 'TAA Sub Genre': 'First level coding for The Audience Agency'

New Interface

- The first page in the Setting Interface you see will be the Attribute Templates page. On the left hand side, click 'Event' to bring up the list of Event Attributes:



- Click 'New Attribute Template' on the top or bottom right of the screen
- Name the attribute "TAA Artform"
- Change the attribute type to "dropdown list"
- You can add a description to the description field so that the purpose of the attribute is clear to everyone
- Tick the box that says 'This Attribute is visible in your API integrations'
- Add all of the required dropdown fields in the 'dropdown values' box, with a new line separating each one

- Once you have added all the dropdown values, press ‘Create Attribute Template’
- Repeat the steps above for the second column in the spreadsheet. This time the Attribute will be called “TAA Sub Genre”

New Attribute Template

Name

TAA Artform

Type

Dropdown list

Description

First level coding for The Audience Agency

This attribute is visible in your API integrations

This attribute is always required

This attribute is protected

Only users with ****Protected Data**** access will be able to edit this attribute

Dropdown values

Children/Family
Christmas Show
Contemporary Visual Art

Type each of your values for this attribute on a separate line. Each line appears as a value in this attribute's dropdown list

Allow users to enter free text for this attribute

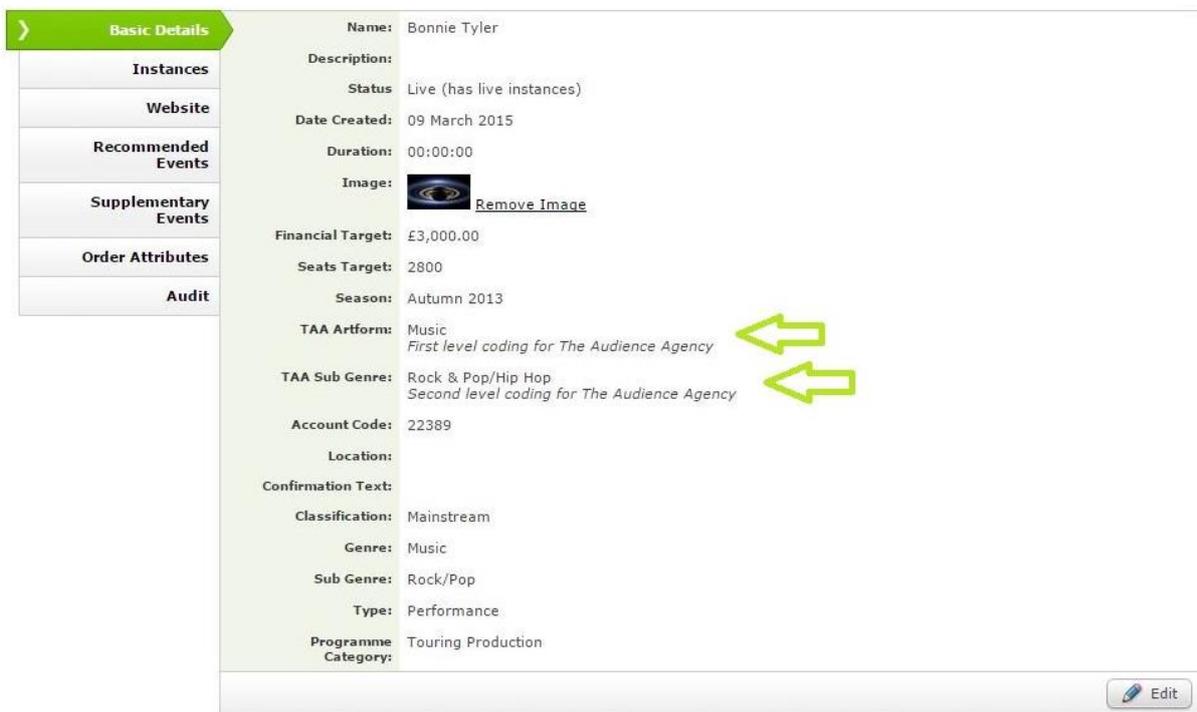
Cancel

Create Attribute Template

Setting the attribute against your events

Now that you have these attributes you can go about setting them against your events. These can be done historically on past events as well as all future events. If you so wish you can make the Attribute “required” however this may be problematic for people setting up the events if they do not know which code to choose. We leave this option to your discretion.

If you now navigate to the Admin screen and choose an event, you will see that you now have these options to choose from. Click edit and you can set the appropriate coding to your events. It will then look something like this:



Basic Details	Name: Bonnie Tyler
Instances	Description:
Website	Status: Live (has live instances)
Recommended Events	Date Created: 09 March 2015
Supplementary Events	Duration: 00:00:00
Order Attributes	Image:  Remove Image
Audit	Financial Target: £3,000.00
	Seats Target: 2800
	Season: Autumn 2013
	TAA Artform: Music <i>First level coding for The Audience Agency</i>
	TAA Sub Genre: Rock & Pop/Hip Hop <i>Second level coding for The Audience Agency</i>
	Account Code: 22389
	Location:
	Confirmation Text:
	Classification: Mainstream
	Genre: Music
	Sub Genre: Rock/Pop
	Type: Performance
	Programme Category: Touring Production

[Edit](#)

Including the attributes in Audience Finder

Once you have set up the event attributes and have set them against your events, you just need to let The Audience Agency Support Team know on **020 7260 2505** or drop them an email support@theaudienceagency.org.

Additional Support

If you are unsure about any of the steps above, or you want to check that you are doing things correctly before you start, please don't hesitate to give Spektrix Support a call on **020 7183 3586** or drop them an email support@spektrix.com.