



New York Theatre Workshop Casts Docubee in Health Tracking Role

NEW YORK THEATRE WORKSHOP

New York Theatre Workshop (NYTW) is a community of artists and audience members committed to exploring new ideas, seeing new perspectives, and hearing new voices. Founded in 1979, the artist-driven organization promotes the power of theatre by staging innovative productions and supporting a dynamic workshop system. As the first home to some of the most celebrated Broadway shows, NYTW has staged over 150 productions and received a Pulitzer Prize, 25 Tony Awards, and two Grammy awards.

Overview

As a non-profit theatre establishment, NYTW relies on community engagement and special fundraising events to provide boundary-pushing artists with the resources they need to realize their creative vision. One of the most pivotal events of the year is the annual NYTW Gala which brings donors and artists together to celebrate important contributions and accomplishments in the theatre community. After a two-year hiatus due to the COVID-19 pandemic, the team at NYTW was excited to bring the event back for 2022.



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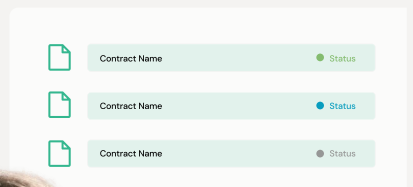
Challenges

Even from the early stages of planning this year's gala, NYTW's Director of Special Events, Matt Renskers, knew they would be taking on an unprecedented challenge. "It's a big responsibility to bring about 450 people together for this gala," he says. "It puts a lot of people in the same room and in the current landscape, that's a scary risk. Especially if there's another peak."

The stakes were particularly high, not only because NYTW was concerned about the safety of donors and other attendees, but also because many of the performers scheduled to appear at the gala were cast members of running Broadway shows. "There was a lot riding on that one singular event," Renskers recalls. "We had to be sure that if performers were going to be in a room, that something at our event didn't impact their health. We don't want to turn around and shut Broadway down."

That commitment to safety convinced the team that it would be best to collect both vaccination status and COVID test results from all attendees. The idea of gathering that information manually quickly proved unworkable since it would be difficult to track and verify. It would also potentially put sensitive health information at risk if the proper security precautions were not in place. Renskers realized that NYTW needed a solution that was both flexible and simple, which sent him looking for a partner capable of meeting them on their level.

"What we were asking for was actually a very simple thing," he says, "but trying to find somebody to understand that we didn't need a lot of bells and whistles was challenging. We needed it to be a streamlined experience, we needed user accessibility, and we needed it to be easy to read. A lot of different people were going to have their eyes on this."



Results

After researching a variety of health tracking solutions, Renskers came across Docubee and knew right away that he'd discovered someone capable of working with NYTW's unique requirements. "When we reached out, we were told about a client who had just used Docubee for a wedding," he recalls. "That was an indicator to us that Docubee works with a lot of different organizations and is open to thinking outside of the box."



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The NYTW team jumped into implementation quickly after making the decision to use Docubee's HIPAA-compliant health-tracking workflow capabilities. They started by customizing the existing form component to streamline the user experience. This allowed gala attendees to upload vaccination information and test results from their phones just as easily as they could from their desktops. NYTW staff members with administrator access to the platform's backend could then verify the information to ensure that everyone had submitted the appropriate materials, making the large-scale event as safe as possible.

Rather than navigating a complex process or submitting information over insecure channels like email, attendees could access Docubee via a link or QR code. This allowed them to quickly, intuitively, and securely upload everything needed to verify health status with just a few clicks. Docubee's support team was available to help every step of the way, always looking for ways to tweak the platform to better serve NYTW's specific needs.

"There was a huge requirement on us to get 450 people to participate in providing appropriate and supportive information to make sure we were hosting a safe event and not a super spreader event," recalls Renskers. "Using Docubee to support that in building an easy process was a lifesaver."

That process proved so successful for the 2022 NYTW Gala that the theatre decided to use it again for a subsequent event. "It was a no-brainer coming back to Docubee," Renskers explains. "If we're going to test again, we need to go through the same process."

The need to adapt to changing situations continues to shape both the theatre community and the tech industry. As needs change, NYTW feels confident that Docubee is a well-cast partner when it comes to health tracking for their major events in the future.



The Docubee team were super great listeners, which was very important to us. They never once tried to persuade us into fitting into the mold of the product, but rather molded Docubee around us to support what we needed.

— MATT RENSKERS,
DIRECTOR OF SPECIAL EVENTS,
NEW YORK THEATRE WORKSHOP

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About New York Theatre Workshop

For 40 years, New York Theatre Workshop has cultivated a space where our common humanity is affirmed—where audiences are both challenged and delighted by the daring vision of our artists. Together, we seek to understand what it means to be alive today; we are committed to exploring new ideas, seeing new perspectives, and hearing new voices. We believe theatre can deepen empathy and spark wonder. It can help us better understand our world—and that's exactly what we strive to do, through innovative productions, a dynamic workshop system, and empowering community engagement programs. To learn more, visit nytw.org.

About Docubee

Docubee, an Accusoft brand, is an intelligent contract automation platform that lets businesses create, manage, sign, and track digital contracts in one secure platform. Docubee powers contracts by enabling users to gather vital customer data, create contracts using tools like generative AI or pre-built templates, and connect pieces of the process with dynamic workflows. Users can integrate Docubee with their existing site or platform via the API or connect to thousands of apps and CRMs using native and webhook-powered integrations. For more information, visit docubee.com.

