

BOOSTER

ADD STRATEGIC VALUE TO YOUR EVENT THROUGH DIGITAL INTERACTION

Get a positive attitude of the attendees thanks to interaction.

SparkUp: digital interaction aimed at boosting your events in real time



Jordi Nexus is an **Official SparkUp Facilitator** in the Iberian Peninsula, a live digital interaction tool aimed at motivating the participation of people who attend events, meetings and training sessions.

Through their mobile devices, **the participants can interact in real time** with the facilitator and all the **contents are stored** as data format. That means that they can be subsequently used by the companies, hence its **strategic value**.

SparkUp offers many advantages:

- It allows you to **manage your program** or calendar in an easier way
- It **boots the audience** in order to achieve your goals
- It fosters **teamwork** through gamification
- It gives some **strategic value** thanks to the possibility of analysing the contents after the event
- It helps to **revitalise** work sessions, training sessions, etc.
- It gives voice to **all the audience**, not only to the ones who always intervene
- It **fosters the attitude** required to develop the program in an interactive way
- It helps to **bring digital technology closer to people**

Jordi Nexus digitalises your event interacting with the audience through **technology**: he connects his screen to the attendees' mobile phones and gets access to some functions such as "word clouds" (one of the most visual ones), voting time, questions and answers session, etc. Know more.