



# Case Study

RATP uses Sparkup to energize seminars and conferences and collect relevant feedback.

RATP is the world's leading multimodal transport. RATP positions itself as a preferred partner for smart and sustainable cities.

## Context

RATP organizes seminars and conferences several times per year to spread relevant and strategic messages. With around 200 collaborators present in plenary rooms, RATP challenge was to involve the audience into the topics discussed.



## Challenge

- **Enhance** participation, **give a voice** to every collaborator
- **Energize** conferences while serious topics are evoked
- **Collect** feedback from the audience



## Sparkup as a solution

Sparkup has several objectives with RATP: enhance collaborators participation while making the conference more interactive and fun.

Sparkup is an **easy-to-use** conference interaction platform **without downloads**, that fosters participation with 15+ activities.

## How is Sparkup used?



### Give a voice to the collaborators

With an open wall, the audience is free to ask any questions anonymously to the speakers and organizers.

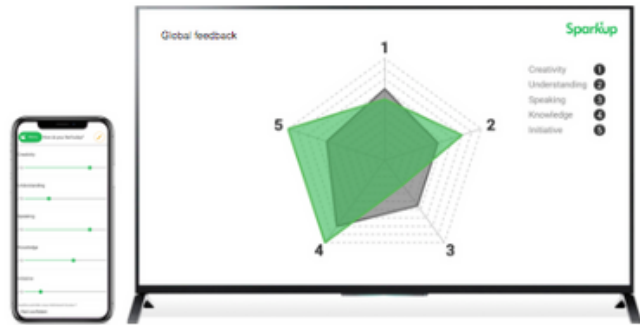




**Get the audience's expectations**  
With a wordcloud or a poll, organizers simply ask the audience their expectations from this conference to tackle the most awaited topics.



**Collect the audience feedback**  
Ask the audience multi choice or open questions to evaluate their satisfaction or opinion on the topics discussed.



## Results

**200 participants**

The audience is engaged from the start and participates actively.

**10x more questions**

The audience is now less reluctant to ask their questions as it can be anonymous.

**Relevant data for the organizers**

Feedback are collected by the organizers during and after the conferences for further analysis.

*"Sparkup involves the audience in the strategical topics discussed at our conferences".*

**Leslie Labruyère - RATP**