

HOST YOUR COMMUNITY ENGAGEMENT ONLINE

Synthetron dialogues enable you to run an interactive real-time discussion that can effectively replace face-to-face sessions especially for larger groups. Synthetron allows you to provide your community with an update on issues followed a moderated conversation to share, test and score ideas and perspectives about those issues.

With Synthetron, you now have options to host your community engagement online using a dynamic platform. We provide a real time virtual roundtable with a capability unlike anything else in the market. You can move forward with certainty and quickly.

WHAT IS SYNTHETRON?

Synthetron is an online engagement platform that was developed in Belgium. Today it is used by research institutions, businesses, governments and not-for-profit institutions in more than 20 countries.



Synthetron is ideal for running community engagements and is the platform of choice globally for many organisations seeking *dynamic* online conversations in real time.

Synthetron provides decision makers with deep insights about what people really value.

WHAT MAKES SYNTHETRON SPECIAL?

Synthetron is fast, easy to use, and scalable for conversations with 10 or 1000.

Synthetron enables clients to:

- Engage with their community without having to bring people together in person;
- Host moderated discussions;
- Receive actionable insights into what their community really think; and
- Get a written record of the outcomes and areas of agreement from the engagement with the option for deeper dive analysis.

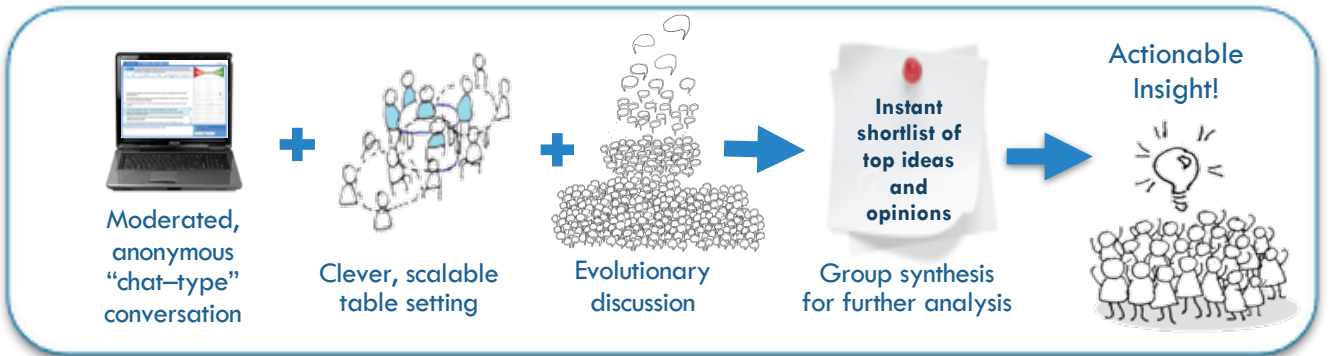
Synthetron enables participants to:

- Join the discussion from any location (participants only need a computer or tablet and an internet connection);
- Engage in the conversation in a truly interactive manner; and
- Voice their ideas, comment on the ideas of others, and score ideas.

How to guide for
community engagement

Deliberately Engaging Pty Ltd is the official partner of Synthetron for Australia and New Zealand. Contact us to find out more about how Synthetron can support your next community engagement.

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HOW DOES SYNTHETRON WORK?

Synthetron puts people into small virtual groups allowing participants to experience a more intimate conversation. The anonymity of participants supports quieter people joining equally in the discussion.

Synthetron dialogues are moderated using a pre-established script, similar to a run-sheet. But unlike face-to-face group work, with Synthetron the client can watch the discussion unfolding and can modify the script by adding or deleting questions, testing hypothesis, and providing guidance and encouragement to participants as the session unfolds.

The interactive nature of Synthetron offers everyone the opportunity to have their say, build on others' views and identify (score) the ideas they support or oppose. Ideas which gain traction in one virtual group are immediately shared with other groups, where they form part of those groups' dialogue and are scored.

KEY FEATURES

- Engage any number of people through small group conversations (virtual "tables")
- Anonymous participation means people engage with ideas and not personalities, and everyone can feel comfortable to participate especially those who don't like speaking in public
- Embed media (video and images) to trigger discussion and obtain feedback
- Gather quantitative as well as qualitative information about what participants think and value
- Quickly identify the ideas which have widespread support.

CASE STUDY

A NSW government agency wanted to engage with their stakeholders in the development of a strategic plan to improve safety outcomes. They used Synthetron to better understand how their stakeholders viewed the current situation and the challenges ahead. Participants watched a video of the agency's director welcoming them and explaining the project's importance. The first part of the session focused on gathering input about existing practice. A further video highlighted how the agency was approaching safety which underpinned a discussion about addressing the challenges.

TAP INTO OUR UNIQUE EVOLUTIONARY DISCUSSION

Synthetron enables participants to engage in a unique evolutionary discussion powered by our state-of-the-art algorithm.

With Synthetron, strong ideas move on and are shared across the virtual "tables" while weak ideas stay at the table.

