

# Introducing **DIGITAL ENGAGEMENT SPACE BY RPS**



## ONLINE ENGAGEMENT MADE EASY

Adding resilience and diversity to community and stakeholder engagement, through an engaging digital platform.

With the challenges of Covid-19, virtual consultation has emerged as a vital tool for connecting with stakeholders and gaining feedback. To help you stay connected and engaged with the community, RPS has developed digital engagement spaces that allow the community and stakeholders to interact with your project and provide valuable feedback, at a time that suits them.

# WHY CHOOSE A DIGITAL ENGAGEMENT SPACE?

**Engaging and interactive**, it simulates the experience of an in-person information session.

Complements face-to-face engagement activity and demonstrates your work to **reach interested and impacted communities** via different channels. Improves **access for people with all abilities**, including vulnerable groups and those unable travel to attend in-person events.

**Enhances choice** by allowing the community and stakeholders to engage with project information where and when they choose.

Improves your capacity to **engage with audiences that are traditionally hard to reach** – people with children, younger people, full time and shift workers, culturally and linguistically diverse community members.

Allows you to evaluate the effectiveness of your communication through **real time data insights**, giving you the flexibility to adapt your materials to resonate with audiences.

**Seamless integration** with existing platforms and project websites.

# KEY FEATURES

- 3D environment.
- Analytics and reports for insights on user dwell time and most visited information.
- Response information that is easy to collate, export and interrogate.
- Fully customisable – add or remove functionality to suit your requirements.
- Custom branding to suit your project needs.



- Ability to select from existing digital engagement space designs or create your own.
- Choice to have one or multiple digital engagement spaces.
- Ability to integrate video, graphics, GIS and 3D modelling.
- Option for live chat connection with team members.



- Booking functionality for call-back requests.
- Feedback forms and surveys to capture comments and wider sentiment.
- Capability to add downloadable content.
- General Data Protection Regulation (GDPR) compliant.
- Mobile responsive – accessible from all devices.







## EXPERIENCE DIGITAL ENGAGEMENT SPACES BY RPS

At RPS, we design, define and manage projects that matter and have been supporting clients to meaningfully engage with communities and stakeholders for more than 50 years. Our platform is built with a deep understanding of the intricacies of engagement on complex projects and planning processes.

### Customising your engagement space

RPS digital engagement spaces are modular and can be customised to meet your unique engagement needs. Our design team works with you to define the look, feel and functionality of your space, while our communication and engagement specialists provide advice on how to structure your space for the best project engagement outcomes.

#### Customise your digital engagement space to:

- Adapt an existing RPS digital engagement space or create your own environment.
- Integrate client or project branding.
- Scale information up and down at different points in the engagement process.
- Switch off or pause engagement to allow re-skinning of your space at different phases of your project.
- Maintain the site after the engagement phase for project communication and updates.

## SOPHISTICATED INSIGHTS

Engagement events collect a vast amount of qualitative and quantitative data. We are able to gather and analyse the audience behaviour data from the digital engagement space and present insights. Our data analysts actively monitor users' interactions with digital engagement spaces, to identify trends and find opportunities for further enhancements and provide maximum value to our clients. With each of our engagement spaces we provide an intelligent dashboard overview of key findings, which can be tailored to meet your unique requirements.

## COMPELLING CONTENT

Designing an engaging digital space is fundamental to the success of your engagement. In addition to the digital engagement spaces themselves, our team of designers and visualisation specialists can assist you with:

- Design and production of engagement content and supporting assets.
- Promotional assets to support consultation.
- Engaging visualisations including 3D models, interactive renders, video flythroughs and prototyping.

## ACCESSIBLE AND INCLUSIVE DIGITAL ENGAGEMENT

Our engagement space is designed with inclusivity at its core. It's a more accessible option for many members of the community, including those with reduced mobility who may struggle to attend traditional in-person events. By reducing the time commitment for participation and making the engagement available in an online format, it can also increase engagement from time-poor groups.

All content is developed for compliance with the latest Web Content Accessibility Guidelines (WCAG 2.0) and is compatible with screen readers. Information can be delivered in a range of languages, helping you to reach culturally and linguistically diverse community members.

### ACCESSIBILITY FEATURES

Plain text and audio are available to interact with screen readers and make the engagement accessible to all





## ABOUT RPS

Founded in 1970, RPS is a leading global professional services firm of 5,000 consultants and service providers. With experience across 125 countries and six continents, we define, design and manage projects that create shared value to a complex, urbanising and resource-scarce world.

From the transport infrastructure that keeps our cities moving, to the master planned communities and commercial projects that enhance our regional centres, RPS collaborates with industry, government and the community to take critical projects from ideas to reality.

### We work across six sectors:

- Transport
- Property
- Energy
- Water
- Resources
- Defence and government services

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