

# TEDx



## TEDxPortland Tomorrows

At Sprinklr, we have the pleasure of working with amazing partners around the world. Here in Portland some of the most inspiring heavy hitters are right in our backyard. We are fortunate to work with local partners in [Silicon Forest](#) to create truly original experiences in line with their missions.

The focus of this year's TEDxPortland conference, produced by [do503](#), was "Tomorrows." Incredible partners and speakers came together to facilitate the discussion of the themes surrounding the sentiment that: "We exist to dream – to think up what might be – with not one vision, but many. We can inspire one another to see past, present and future."

To help activate the community around this theme for its third year, the TEDxPortland team had goals to up the ante in every aspect of the production, including all the social media efforts.

Last year Sprinklr created completely custom social media displays for TEDxPortland Perfect. This year, in conjunction with do503, [Instrument](#), and [Henry V](#), Sprinklr was tasked with continuing to create social experiences both on the web and at the event that would highlight and heighten the amazing conversation surrounding [#TedXTomorrows](#).

### challenge

This year do503 wanted to leverage all of the great conversation that TEDx sparks to heighten awareness of both the local and global TEDx [missions](#). The team was looking for social activations that would encourage interaction with the large digital TED community to produce great content.



"Producing content under the banner of 'Ideas Worth Spreading', our team at TEDxPortland sees the Sprinklr products as perfect tools to inspire people to share their own ideas and introduce them into a global dialogue that is TED Talks."

### Samuel A. Baker

CONTENT & EXPERIENCES,  
CORE ORGANIZING TEAM  
TEDXPORLAND

## solution

Social had a place in every aspect of the 2015 TEDxPortland event. Sprinklr provided some truly imaginative data and community driven activations, all in line with the strategic branding of this year's event.

To highlight and encourage participation leading up to the 1-day event, Sprinklr worked with Instrument to create an online social hub where fans across the globe could see different posts shared on the TEDxPortland website.

In addition to the online portion, Sprinklr social media displays were also present during a 6k TEDxPortland race at OMSI with animated social posts appearing on a nearby building, projected from a van.

At the TEDxPortland 1-day event Sprinklr created a number of innovative social experiences. As attendees entered the venue, they were stopped in their tracks by the Sprinklr Command Center that was visualizing trending social data from both TEDxTomorrows, and other TED events taking place around the world.

Once inside the venue, Sprinklr worked with Henry V provide an imaginative social backdrop on stage that integrated fan comments about the inspiring speakers into an animated display.

## results

The volume of social conversation collected and displayed at this year's conference surpassed last year with a grand total of 4,056 posts aggregated with [#TedXTomorrows](#) and [#TedxPDX](#), generating nearly 845k impressions.

The social activations throughout the promotion and execution of the TEDxPortland Tomorrows event were truly one-of-a kind, making attendees a part of the production by highlighting their thoughts and commentary Attendees could interact directly with the content that was being created, influencing them to connect with the entire TEDx community.

