

GUYKAT TO LAUNCH FLOWSPARKS IN US MARKET

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FLOWSPARKS is already well established in continental Europe. In March 2022 the partnership with GuyKat was set up as a way to accelerate product adoption in the UK and North America. The product's simple-to-use interface allows the quick creation of great-looking content based on sound instructional design principles. **FLOWSPARKS'** output can be installed on any standard LMS.

DevLearn will take place on October 26th-28th at The Mirage Hotel, located in the centre of the famous Las Vegas Strip. Find GuyKat with **FLOWSPARKS** at booth #827.

'We're lucky nowadays, there are some great authoring tools on the market. Our own content creation team loves tools like Captivate, Storyline, and Rise. They are superb products. But all have various learning curves. When clients build stuff in-house, they usually want to focus on the content itself. They don't want to invest time upskilling as an IT developer, graphic artist, or instructional designer. **FLOWSPARKS** solves that problem. You get great-looking output created with ease. The software does the heavy lifting. Anyone at DevLearn should swing by to see the new show in town!'

GuyKat Founder & CEO, Guy McEvoy

About FLOWSPARKS

FLOWSPARKS is a cloud-based eLearning software suite used for content authoring. The company offers its clients flexibility and autonomy in creating digital training courses. Based on proven instructional design principles, **FLOWSPARKS** guides authors in creating awesome-looking interactive content.

www.flowsparks.com

Read more: <https://www.guykat.com/blog/why-use-flowsparks-authoring-tool/>

About GuyKat

GuyKat, tagline 'Beyond eLearning', is a multi-award-winning eLearning agency specializing in corporate learning. Their content team thrives on 'making complex information seem simple'. Their platform team thrives on making content easy to access. With offices in Birmingham, UK, and Tampa, US, they work with some of the world's biggest brands.

<http://www.guykat.com>