



Audience Response Polling System Basics

Overall system: The polling system utilizes a wireless keypad handset (the size of a large TV remote control) that allows conference/event attendees to answer questions displayed on a video screen. The format of these questions are usually: Yes/ No, True/ False, or multiple choice with up to 10 options. The question and options appear on the screen, while the MC/speaker reads it aloud then asks the audience to respond. Within 10-20 seconds the respondents answers are in, (actual keypad tally is displayed on the lower right hand of the screen). The operator then closes out the polling and displays the respondents answers in bar graph/ or pie charts on the video display. Often, the MC or panel of speakers will discuss/ analyze the data, then move on to the next question. In some projects, the MC requests not to see the data (proprietary data or confidential info), so we are able to poll without always revealing the question results. After the event, ETI gives the data on diskette to the customer with report viewer software. ETI also generates reports for insertion into a hand out or a three ring binder. The ETI tech can also arrange for ASAP printing at the event site.

Demographic information: If a customer seeks to break out the data by certain demographics, i.e. male/female, management level, type of industry, then these questions are presented early in the polling process. After the event, we can break out the data by the specified demographic groups. It's a great way to get data on a specific segment of the audience.

Question Authoring: Depending on the information you seek, there are many ways to ask/ pose the questions. In addition to the question formats mentioned above, clients can pose an idea or put a comment on the screen and request the audience to respond choosing a range between 1) Strongly agree, and 5) Strongly disagree, or rating something on a "poor to excellent" continuum. ETI is available to assist in the authoring of questions. ETI usually request that question content be in to ETI, five business days prior to an event so we can evaluate and assist with the phrasing and authoring.

Impromptu Questions "on the fly": Frequently a question or idea can be overlooked at question authoring time. If a presenter/ speaker needs to add an impromptu question during the presentation, ETI can accommodate that presenter. ETI's software is very capable of doing these "off the cuff" questions. Typically, what the speaker will do is ask the ETI operator during the presentation to do an impromptu question giving the parameters (Yes/No, True/False, or multi choice), the operator then displays a generic "please respond now" screen and once data is gathered, displays the data in bar graph or pie chart. Post session, the question and answers are then authored for the subsequent data report.



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Graphics: ETI can customize graphics to keep with the theme of an event. We do this by getting your event/ power point backgrounds and any logos (bitmap or JPEG format) and apply those files as backgrounds to the question screens that are authored.

Music: Music/ audio files can be played during the question/ polling process. ETI has a varied library of music that is appropriate for most all meetings.

Coaching: Prior to every polling event, ETI sits down with each speaker to discuss the program and to coach/ give pointers on how best to integrate the polling system into a speaker's presentation. This discussion is usually preceded by conference calls in which the question/ content is discussed and modified.

Question Files: ETI can accept electronic versions of a presenters question files as: Word documents, emails, or text files. Again, we recommend that we have the files 5 business days prior to an event, but have authored questions shortly before events. A printout of each question session is given to each presenter to verify question order, content accuracy and to double check spelling (especially for healthcare conferences).

Team Competition: ETI has the ability to create fun and exciting team building "game show" like experiences with our new Synthesis 2000 PRO SE software. You can have teams or regions compete against each other for prizes or organizational pride regarding new processes or goals. Music, sound effects, customized backgrounds can be incorporated into a Jeopardy like game board or straight question/responses with team standing slides interspersed to create a "horse-race" type feel.