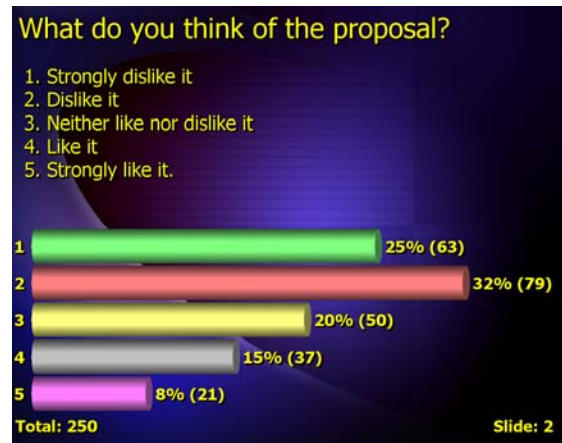
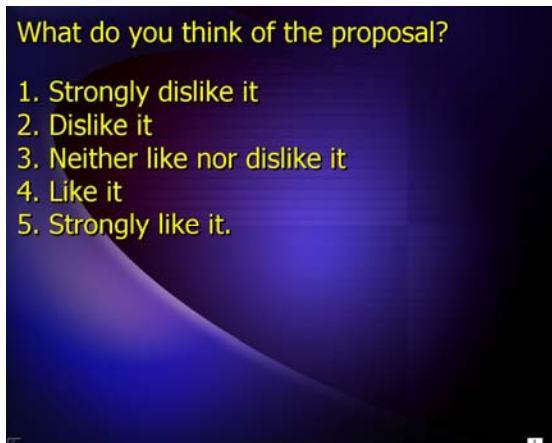


## Audience Response Service Guidelines

The aim of this sheet is to give some guidelines on how the audience response system works, and how you can get the best use of it.

The system is used in a similar way to that seen when they “Ask the Audience” in the TV programme “Who Wants to be a Millionaire”. Each member of the audience has a radio based voting keypad with numbers 1 – 10 on it. Multiple choice type questions are put to the audience via the projector system and the audience read the questions, read the answer choices and then press the button that corresponds with the answer that they want to give. The results are collected and the shown as a graph on the screen. Various types of graphs can be produced and these include horizontal bar charts, vertical bar charts, and pie charts.

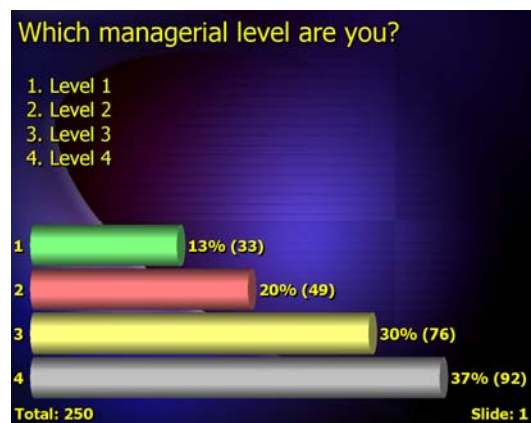


If 600 people were present and they all voted at the same time then all the answers would be in and the results on the screen within 7 seconds.

### Demographics

We can ask questions that split the audience down into demographic segments. The simplest demographic question is based on gender. Are you 1) male; 2) female.

You can then split the question result to find out how the differences of opinion within the group look. Be careful using demographics, if you ask too many demographics questions then the “Female” “IT” “Level 2 Manager” from the “Northern” Region might feel that she could be easily identified.



In this example it can be seen that the Level 1 managers are the most favourable to the proposal and the level 3 managers are least favourable.



### Comparisons

Sometimes a question is asked twice; once before a discussion, and once after a discussion and you want to see if there has been any change in view.

As can be seen in the example on the right hand side, the proposal was thought more of after a discussion on it.



### Impromptu Questions

Sometimes participants raise issues that they think important and ask that they be voted on. We can enter questions on the fly and we call these impromptu questions. Don't expect excellent formatting of the results though.

### Equipment

We supply the voting computers, the receiver units, and the keypads. Anything else including cables is the responsibility of the Audio Visual company providing the projector and sound services. We do come with a few spare cables and other odds and ends just in case someone somewhere has forgotten something.

The usual set up is that the voting computer and the presentation computer are fed into a switcher box and the switcher box is used to switch the computers between the projector. You usually have the presenter give his or her presentation and then say something along the lines of "And now I have some questions to ask you and I want you to answer using these keypads". The switcher box is then switched so that the voting computer is then shown on the screen.

## Preparation of Questions.

There are various styles of questions; for training type events you normally ask a question that has correct answers and you need to know who got what right or wrong. It is important that you tell them in this type of event that results will be tracked.

When you are asking people for their opinions, they want to give them knowing that they cannot be identified if they do not give what could be seen as the “approved” view. It is important that at the beginning of voting that you tell people that the use of this voting tool allows them to give their view in a “safe and anonymous manner”. Say it once and then leave the subject as continuous protestations of anonymity will make the participants suspicious

Make questions and answer choices clear. Only ask one question per slide and avoid the use of “and”, “or”, “because” in the questions and answer text as this signifies 2 options together. “What do you think of doing A and B?” is not a clear question; some people might think that A should be done and not B and vice versa.

Ask the participants a straightforward question that can be asked on a sliding scale of up to 10 choices, the normal is 5. Put the negative choices at the lower end of the scale and the positive choices at the higher end of the scale.

Do you think we should do Project ZZZZZ?

1. Strongly No
2. No but
3. Neither Yes nor No
4. Yes but
5. Strongly Yes

Or make a positive statement and ask people to agree or disagree with it.

We should do project ZZZZZ?

1. Strongly Disagree
2. Disagree
3. Neither Disagree nor Agree
4. Agree
5. Generally Agree

Once the answers have been shown, ask people about why they voted the way they did – ask a volunteer who say was strongly against the proposal to explain why they were against the proposal; you might gain some real information here. We were involved some time ago in an event where the CEO asked 1,100 people if they trusted the information they were given. The answer was a decided NO. The CEO was most upset about this and he assured the audience that they were not being told lies and asked why they didn’t trust the information sent down. An audience member got a big round of applause when he said that he received so much information from so many different sources that said different things about the same issues that he didn’t know what to believe.

## The Questions Themselves

We need to receive the questions in a timely manner (normally 4 days before hand) in a simple and easy to read format. The best way is as Word document laid out as follows:

Here is the text for question 1

1. Answer choice 1
2. Answer choice 2
3. Answer choice 3
4. Answer choice 4
5. Answer choice 5

Here is the text for question 2

1. Answer choice 1
2. Answer choice 2
3. Answer choice 3
4. Answer choice 4

Here is the text for question 3

1. Answer choice 1
2. Answer choice 2
3. Answer choice 3
4. Answer choice 4
5. Answer choice 5
6. Answer choice 6

Here is the text .....

Please, no fancy formats or tables with indents; just a simple Word document. You will need to provide us with any specific backgrounds; either a picture or a Power Point slide background if you want us to use a corporate format.

Be aware that we DON'T use Power Point for our voting software.

We like the questions preferably 4 days in advance to allow us to programme them in. We can frequently do last minute additions and alterations on the day.

Please do not do what one client did and give us a 100 slide Power Point presentation 10 minutes before the conference started.

Participants need to be able to read and understand the questions, read and understand the answer choices, make a decision and press the button. This takes time and we normally set a clock on the slides of about 10 seconds (depending on the audience size). We start the clock once about half of the audience have voted.

It is wise to start the day off with a couple of light hearted questions to get people used to using the system.

When presenting the questions the questioner will need to read the question, read out the answer choices and then say the magic words – VOTE NOW (these two words do make a difference). After about three or four questions the questioner should be able to read out the question and then say something like “Choice 1, 2, 3 or 4 VOTE NOW”

Do find the time to rehearse the event and get yourself (as near as) word perfect.

If you have any questions then please call me, Russell Collins on 01908 526264 or email me at [sales@teamtalk.co.uk](mailto:sales@teamtalk.co.uk)