

Engaging and Interacting with Your Audience is as Easy as 1-2-3

Audience response systems are the most effective way to engage and interact with your audience. Ideal for any event, audience response systems give you the ability to more effectively produce memorable events with lasting outcomes.

Audience response systems can be used for:

- Rating presenters
- Getting consensus on issues
- Instant feedback
- Ensuring the audience understood the material presented
- Fun games and other interactions

Here's how it works...

During a presentation, the presenter uses a computer and video projector to project the PowerPoint presentation to the audience. The presenter builds these slides with the audience response system software, which displays the questions with several possible answers, including multiple choice to the audience. The audience participates by selecting the answer that they feel is correct by pushing the corresponding key on their individual wireless keypad. Their answers are then sent to a base station – or receiver – that is attached to the presenter's computer.



The audience response system collects the results, and the data is graphically displayed on screen for all to see. Data can be collected either anonymously (in the case of voting systems, e.g. how did the presenter perform today?) or can be tracked to individuals where tracking is required.

Incoming data can also be stored on a database that resides on a host computer and data reports can be created after the presentation for further analysis.

Why use an audience response system?

- Improved focus – research has shown that participants using an audience response system rate presentation quality and speaker quality higher than presentations not using interactive techniques. Audiences also report a higher ability to pay attention during presentations. (Freeman et al 2005, Miller et al 2003).
- Improved ability to retain information – studies have also demonstrated that participants have improved ability to retain information when audience response systems are used. (Gagnon and Thivierge, 1997)

- Anonymity – instead of a show of hands, audience response systems allow for anonymous results. Participants are not influenced by other audience members and are more likely to give honest answers.
- Instant display of results – audience response system software runs on the presenter’s computer, which records and tabulates responses instantly. As soon as polling has ended, the software displays a bar chart indicating the audience percentage for each possible response. Audience members can view the summary of how many other audience members chose the same response, along with how many audience members (or percent) chose different responses.
- Interactive and fun environment – when audience members answer questions, they are eager to see the results and see how their views compare to their fellow audience members.
- Instant feedback – wonder if your audience members liked the subject topic? Felt the meeting was relevant? Enjoyed the topic? Enjoyed the speaker? All of this information can be obtained instantly.
- Effective data for analysis – it’s difficult to count hands or response cards. Audience response systems use software that records all of the audience responses and stores them in a database. These database entries are linked to a particular user, which is based on an ID number entered into the handheld device. Answers can be analyzed over time, used for research, or other forms of analysis.

Contact GavCom Media Productions today to learn how we can put our audience response systems to use at your next meeting!

References

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