

Integrating Live Polling in Conferences

This playbook details the steps required to incorporate live polling technology into a conference setting. The goal is to enhance audience engagement and gather instant feedback during events.

Step 1: **Choose Tool**

Research and select a live polling tool that meets the conference's needs in terms of size, features, and budget. Ensure the tool supports real-time results and is compatible with devices attendees will use.

Step 2: **Test Tool**

Conduct tests with the chosen live polling tool to ensure reliability. This includes checking internet connectivity, device compatibility, and understanding all functionalities of the tool.

Step 3: **Prepare Content**

Create the questions or polls you plan to use during the conference. Ensure that questions are clear, concise, and relevant to the conference topics.

Step 4: **Train Staff**

Train staff members on how to use the live polling tool efficiently. Include troubleshooting common issues, managing polling sessions, and supporting attendees in using the technology.

Step 5: Announce Polling

Notify attendees about the live polling sessions. Communication can be done via emails prior to the conference, announcements at the start of the conference, and reminders before each session that includes live polling.

Step 6: Run Polls

During the conference, launch the live polls at planned times. Monitor the progress to ensure that attendees are participating and that there are no technical issues.

Step 7: Share Results

Display the results of the polls in real-time for transparency and to encourage further engagement. After the conference, aggregate the data and share insights with participants and stakeholders, if appropriate.

Step 8: Gather Feedback

Solicit feedback on the live polling experience from both attendees and staff. Use this information to refine the process for future events.

General Notes

Wifi Access

Ensure there is stable and high-speed Wi-Fi access available at the conference venue to support the live polling technology.

Data Privacy

Make sure to comply with data protection laws and regulations when collecting and sharing polling data.

Engagement Tactics

Consider integrating other engagement tactics alongside live polling, such as Q&A sessions, to maintain a stimulating interaction with the audience.

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