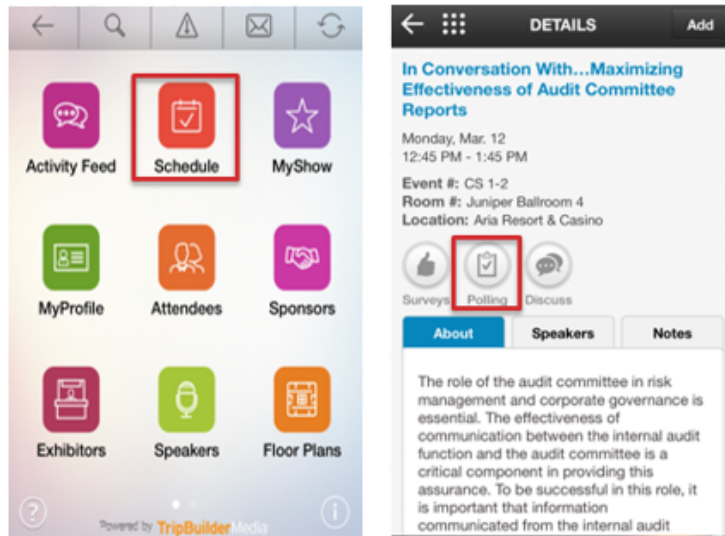# IIA Conferences

Polling Tool Information

How does the polling tool work?

The IIA will add an instructional slide to the beginning of your presentation indicating that polling will be used for your session.

How does the polling tool work?

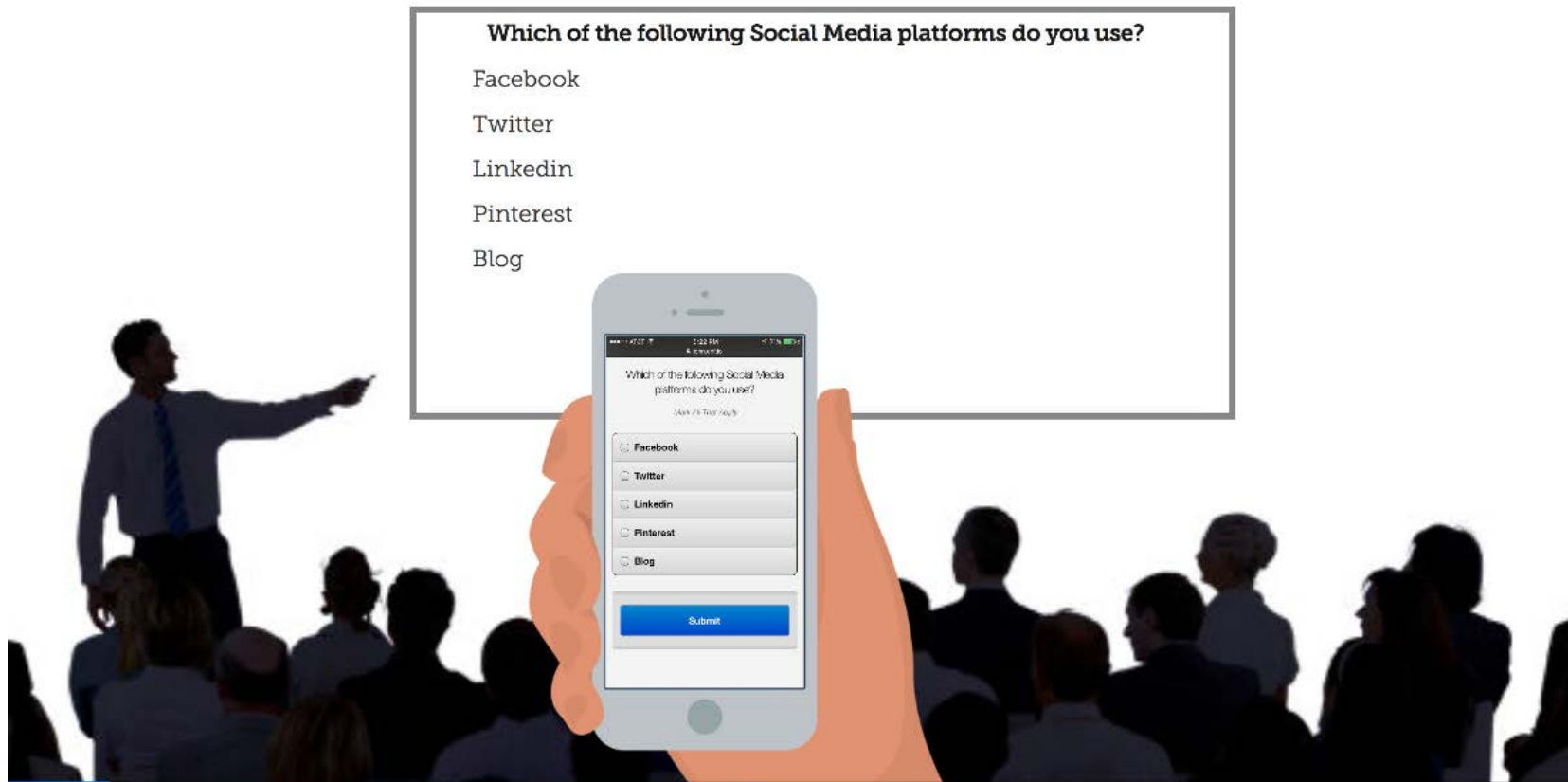The polls will be embedded right within your PowerPoint Slides and will become live when you are on the polling question.
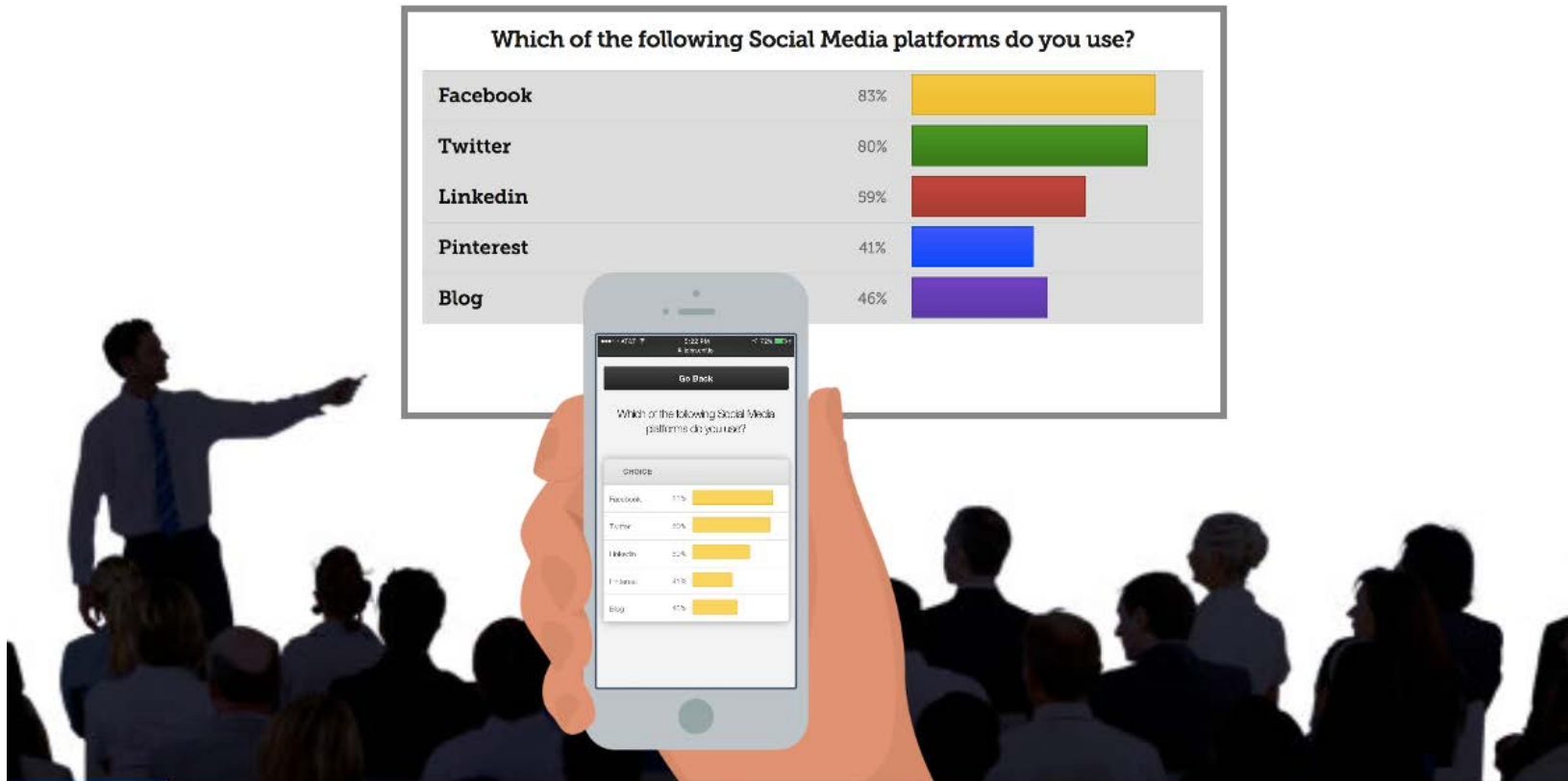
How does the polling tool work?

When it's time to respond, the poll will instantly appear on your attendees' device.

How does the polling tool work?

The results will display on screen in real-time. Attendees will also see the results through the mobile app.

Why is audience engagement important?

Traditional lecture style presentations only result in 10 to 15% knowledge retention on average

Lecture - 5%

Reading - 10%

Audiovisual - 20%

Demonstration - 30%

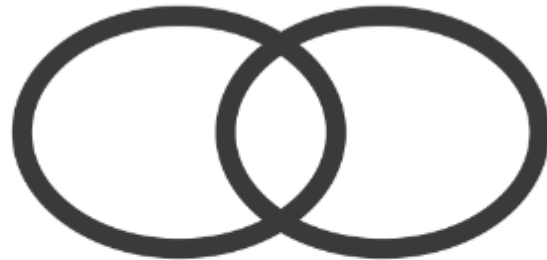Discussion - 50%

Practice Doing - 75%

Teaching Others - 90%

Source: Scott Gould - The Engaging Method

Effective learning happens when attendees are participating & engaged

Participation + Engagement = Knowledge Building
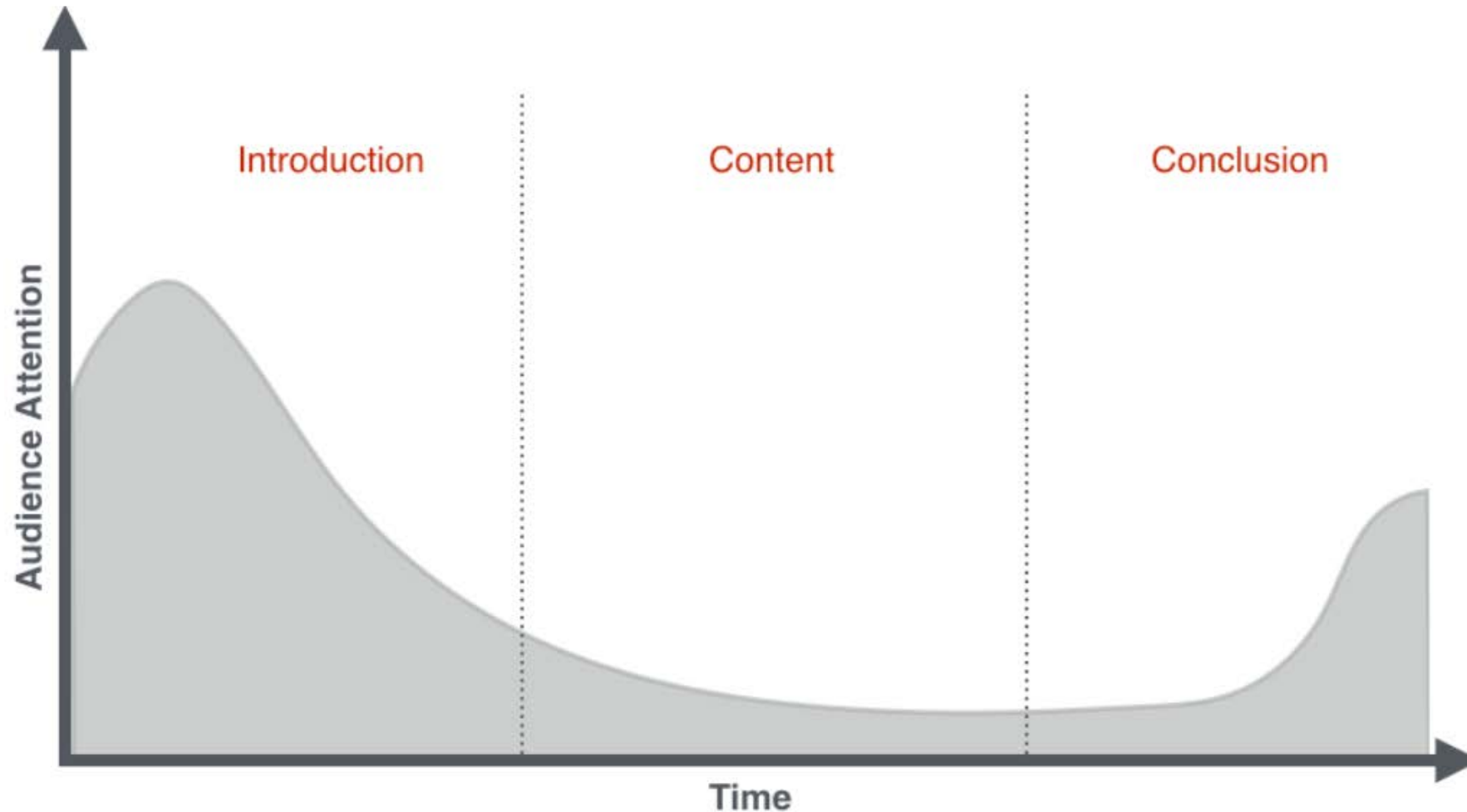
Why does active learning work?

As far as your brain is concerned, engagement and reward are essentially the same thing!

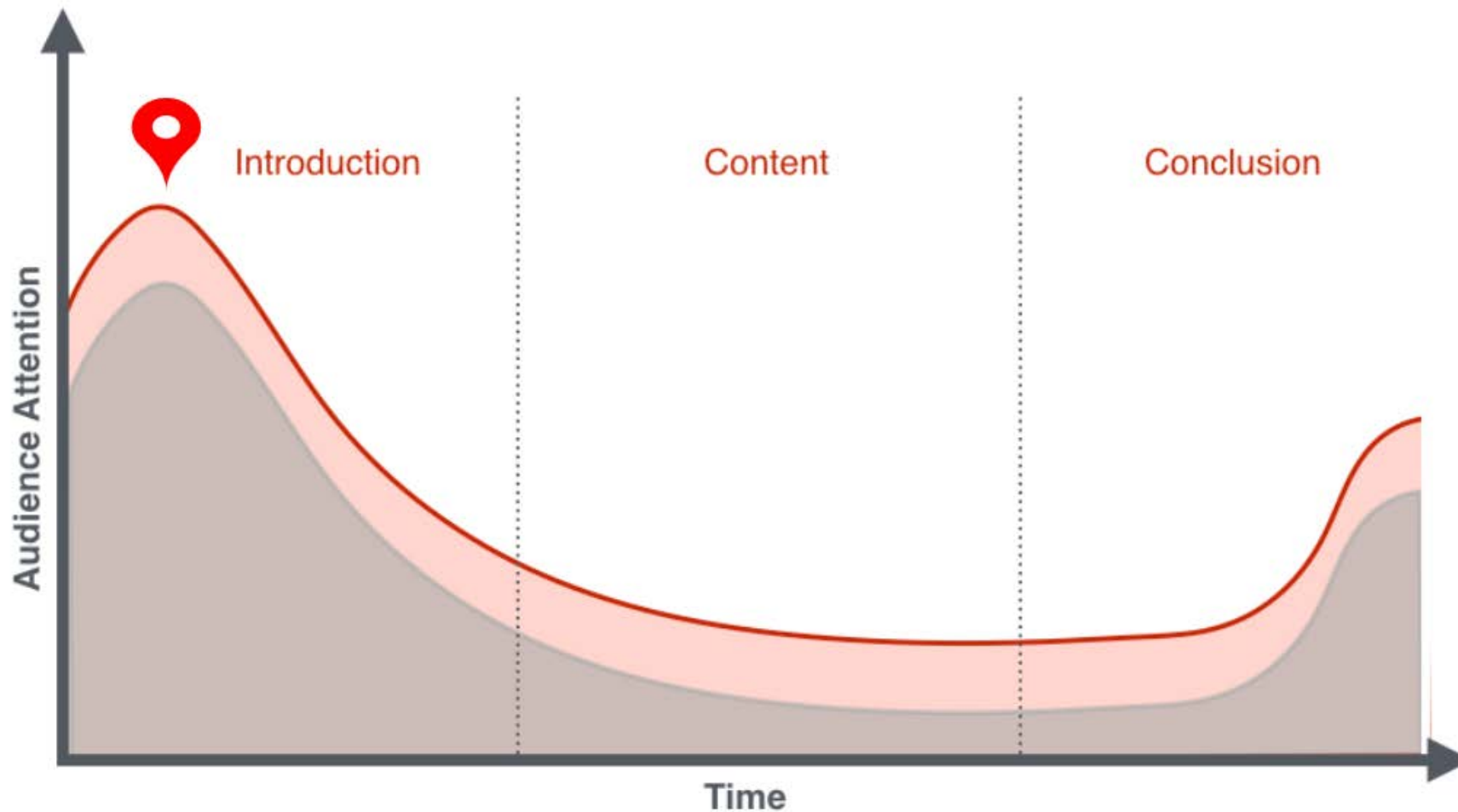Dopamine is released and as result you get many benefits related to learning.

Source: Scott Gould - The Engaging Method

Here's what the audience attention span looks like during a typical presentation...

Kicking off your presentation with a Poll question will immediately spike engagement and boost attention spans for the rest of the session

By engaging attendees with a Poll question every **15-20 minutes** you can increase the amount of content they retain from your presentation by **up to 70%** !
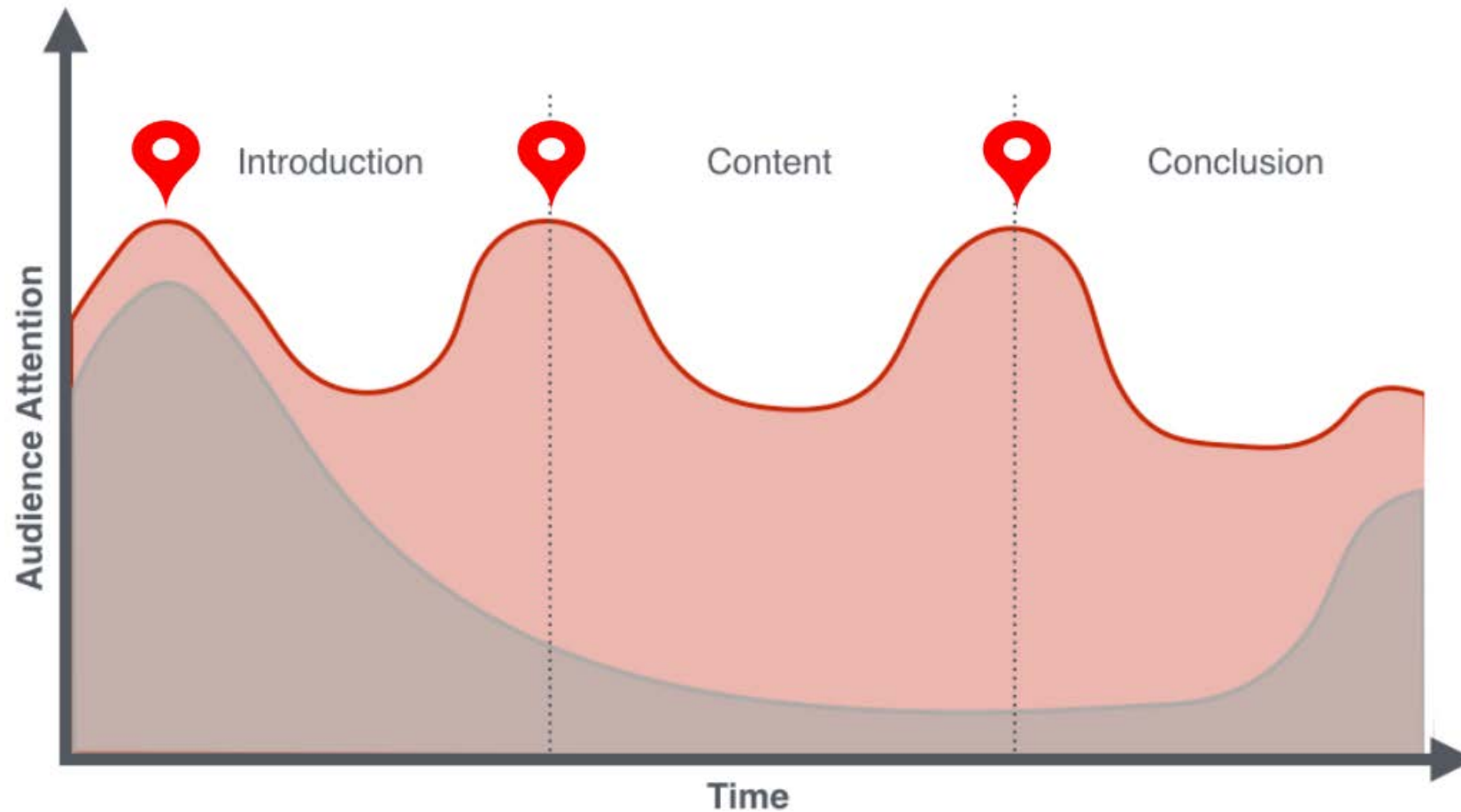
It can also lead to more favorable ratings from attendees on session evaluation surveys

Effective Engagement → **Increases ROI For Attendees** → **Increases Attendee Satisfaction** → **More Positive Evaluations**

So why is audience engagement important?

✔ Your presentation will be more effective

✔ Your content will be remembered

✔ You will avoid the frustration of seeing blank stares or someone falling asleep!

✔ Your evaluation ratings may increase as a result

Examples of polling

We have put together some examples ways you can incorporate polling into your presentation.
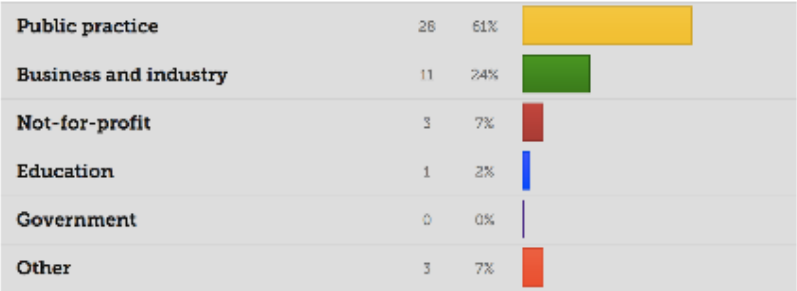
What are the different types of polls I can create?
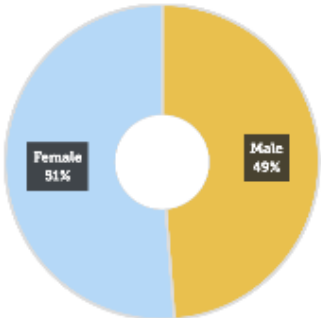
Multiple Choice: Pie Chart

Multiple Choice: Bar Chart

Numerical Rating

Open Ended

Learn About Your Audience

Use polls to gain a better understanding of who you're presenting to....

Which of the following Social Media platforms do you use?

Facebook	84%	
Twitter	74%	
Linkedin	59%	
Pinterest	43%	
Blog	46%	

What generation are you?

- Baby boomers 17%
- Generation X 25%
- Millennial 58%

Are you a male or female?

- Female 51%
- Male 49%

What segment of the profession do you represent?

Public practice	28	61%
Business and industry	11	24%
Not-for-profit	3	7%
Education	1	2%
Government	0	0%
Other	3	7%

Gauge Opinions

Poll attendees to find out how they feel about a certain subject related to your content

Does this change your perspective?

No 33%

Yes 67%

Do you agree with the new legislation?

No 51%

Yes 49%
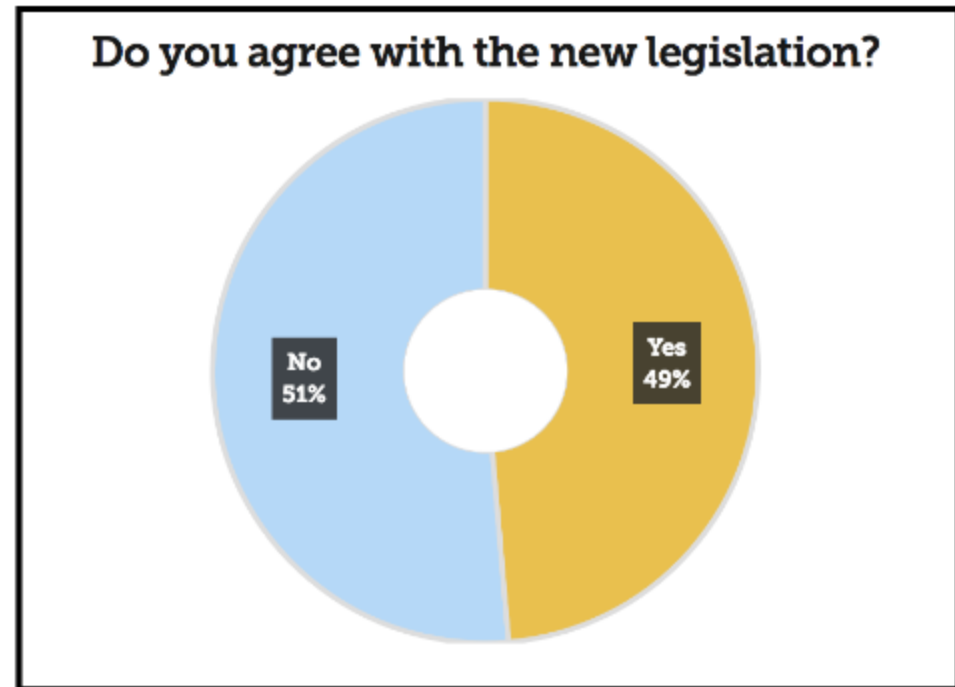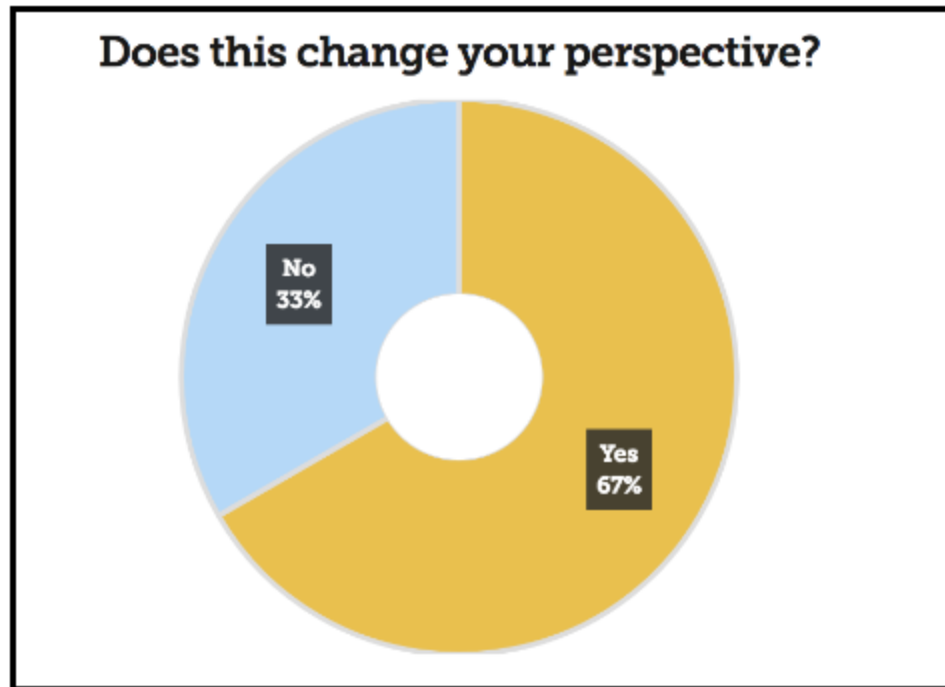
Quiz Questions

Conduct polls with correct answers to assess attendee knowledge or understanding of a subject
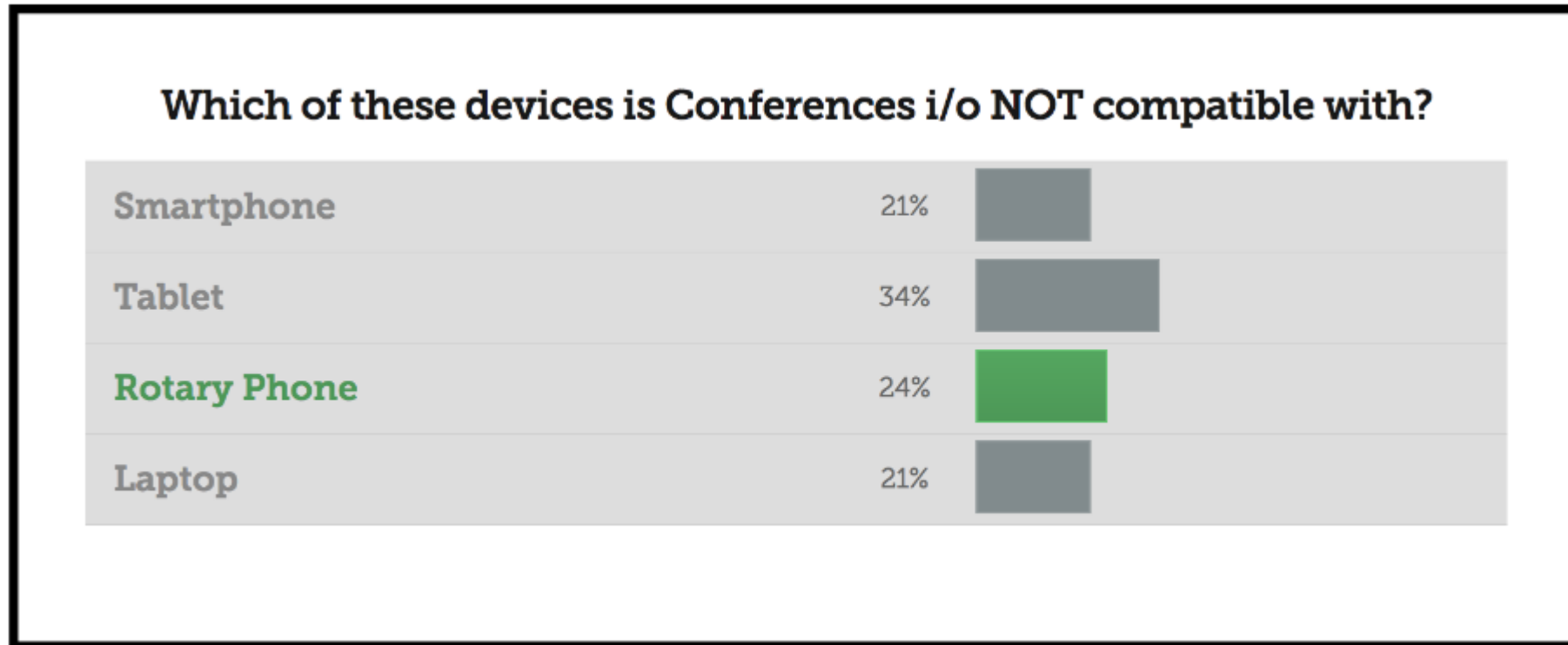
Pre-Post Comparisons

Use pre-post comparisons to assess whether attendees effectively learned or how their opinions on a subject changed throughout your session

How many polls should I plan on incorporating?

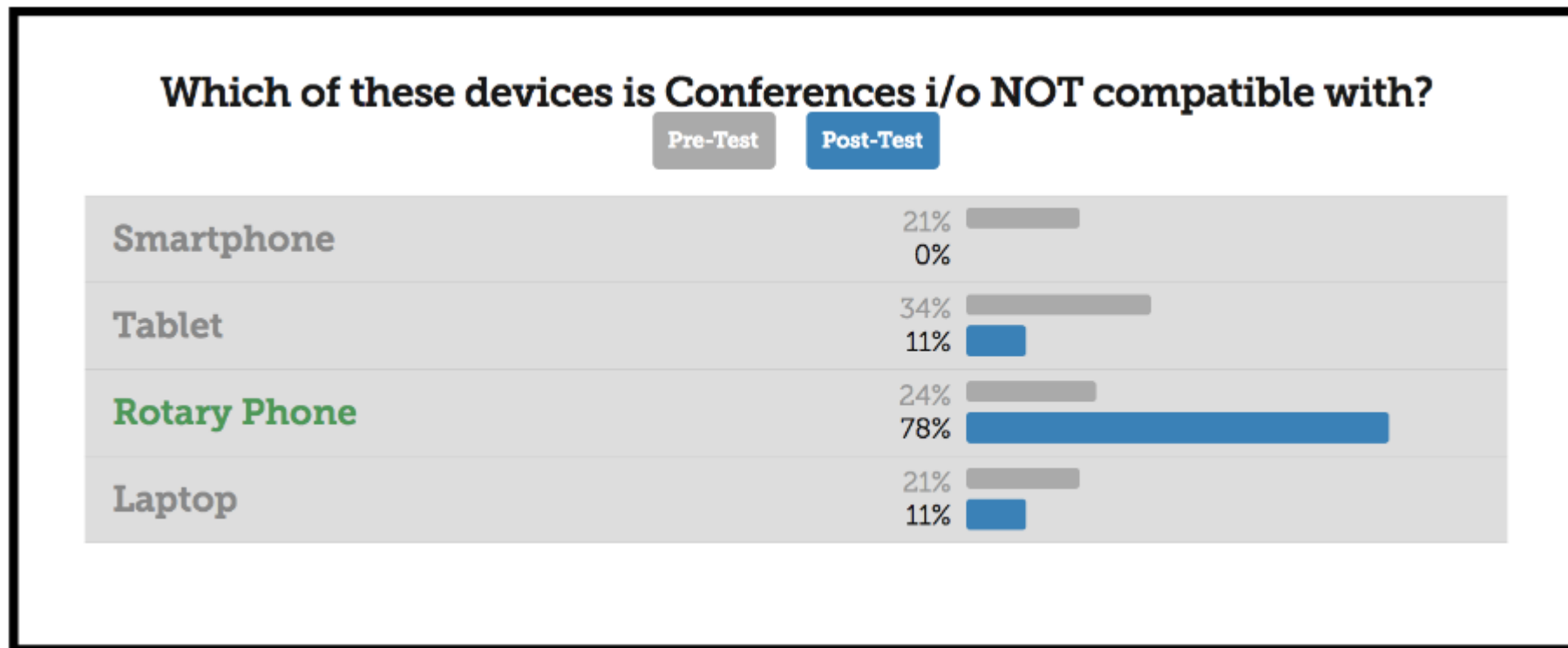It depends on what you're trying to accomplish and how much time you have but you can expect it to take about 1 minute to gather results for each Poll. How much time you spend analyzing / talking about the results is up to you.

We generally suggest presenters doing 3 to 5 Polls in a standard 60 minute session.

How will my Polls get created & embedded into my presentation?

The IIA Staff will create an embedded link and add it to your PowerPoint.

This link will be added to the notes session in your presentation. If the link is not present, the polling will not work.

What if I am using my computer?

The IIA will have laptops in all session rooms equipped with the Conferences i/o plug in, which is the key for making the polls go live

If you are using your own computer, you must install the plug in

- Click Here to download Conferences i/o PowerPoint Plugin

Can I receive the data after my session?

Absolutely! Email IIASpeakers@theiia.org for the results. Please note, we do not provide session recordings for any virtual broadcasts.

Questions?

Please contact me if you have any additional questions!

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