

[www.ispor.org](http://www.ispor.org)



# ISPOR Europe 2023

## Polling Guide

## Polling Overview

Conferences have grown beyond attending just to listen to someone speak. Face-to-face events are about engagement, participation, and discussion to learn beyond listening to information.

Polling transforms one-sided presentations into two-way conversations with the audience, by quickly gathering audience feedback within your presentation. Poll questions will be embedded within the meeting app and can be responded to by navigating to your specific session.

**Note:** Polling is *not* available for podium, case study, or exhibit hall theater sessions.

# How Do I Add Questions to My Presentation?

## Step 1



- Choose from three different polling types: multiple choice with bar graph results, open-ended/short answer with word cloud results, or open-ended/short answer with list results.

## Step 2



- Provide your polling questions to ISPOR by **20 October** using the Polling Question Submission Form.



## Step 3



- Add your polling questions directly into your presentation so the audience knows when to navigate to the poll in the meeting app.



# Step 2: Submit Your Questions

**Submit Your Questions:** Complete the [Polling Question Submission Form](#). You'll need to submit the type of poll, the question, and answers (if using multiple choice).

**Deadline to Submit Questions:** Friday, 20 October

## Don't Forget...

- Make questions short and simple. Limit answer choices to 5 total.
- Speakers cannot submit more than 5 total questions. Use questions sparingly to highlight the points you want to emphasize most.

# Step 3: Insert Your Polling Slides

Add your polls directly into your slide deck so the audience knows when to navigate to the poll in the meeting app.

**Best Practice Tip!**  
Do not include polling slides when uploading your PDF slide deck for handouts.

See sample slide:  
available for download  
[here](#) and on the  
Speaker Resources  
page.

## It's Time for a Poll!

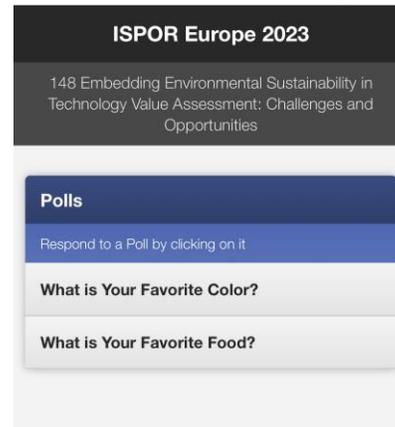
**What is your Favorite Color?**

- Red
- Blue
- Green
- I'm color blind!

**Navigate to this session  
in the meeting app to  
participate!**

# Presenting Your Polling Questions

Once you advance to your polling slide, the audience will need to navigate to the session and scroll down to **Q&A/Polling** under Resources. They will select the current poll to respond.



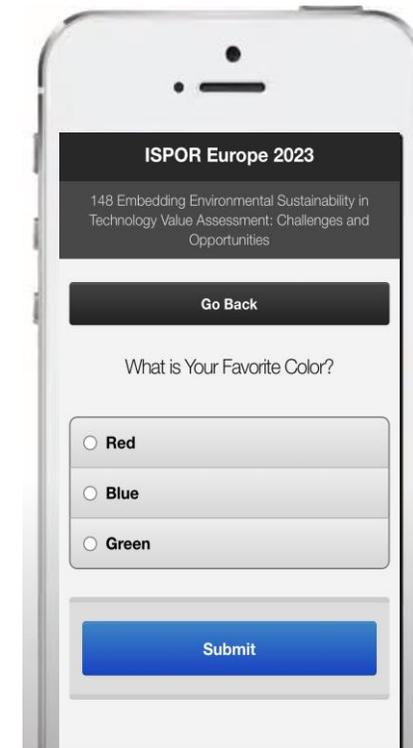
A QR code will be at the podium for speakers to get to this view directly to see results.

Results will show in real time. Attendees will see the live poll results directly on their device.

The screenshot shows the live poll results for the question 'What is Your Favorite Color?'. The table displays the following data:

| CHOICE | VOTES  |
|--------|--------|
| Red    | 0 0%   |
| Blue   | 1 100% |
| Green  | 0 0%   |

[Click here for a demo video on navigating to polls through the app](#)



Live Polling Example from the meeting app

# IMPORTANT!

---

- Poll results **will not** display on the screen. Results will only show on personal devices. Please read aloud the results to the audience from your own personal device for those who will be watching the session on demand through the Digital Conference Pass.
  - ***Encourage attendees to download the meeting app at the start of the session*** by scanning the QR code on the printed Program Guide.
- You will need to use your own personal device to scan the QR code and view the results. You **will not** be able to access them from the laptop at the podium.
  - The QR code provides quick access to the attendee view, but speakers can also navigate through the meeting app directly.
- Polls will only be visible in the app on the day of your session.



# Best Practice Tips



## Sooner is Better!

At the start of your presentation, let the audience know you'll use polling throughout your presentation, and it requires the meeting app. Before your first polling question, cue the audience so they are ready to participate in the poll.

## Allow Time for Each Poll

Allow time for discussion of the response results. Build in approximately 1-2 minutes for presenting and polling and 2-3 minutes for discussion of each question. Be sure to give attendees time to respond



## Embrace the Silence

Don't panic when you don't see responses automatically populating within the live poll. Attendees are reading the question and focusing on their response. Fill the "silence" with extra food for thought!

## Less is More

Make questions short and simple. Limit answer choices to 5 total. Use questions sparingly to highlight the points you want to emphasize most.



Don't  
forget!

**Friday, 20 October** | Deadline to submit poll questions through the provided polling survey.

*If questions are not submitted to the survey, they will not be included within the app.*



scan to access  
survey

**Questions?**

Jess Warner

Manager, Meeting Content Delivery and Design

[jwarner@ispor.org](mailto:jwarner@ispor.org)