Polling Guide
A Guide to Adding Interactive Questions to Your Presentation
Polling Overview

ISPOR encourages speakers in live sessions to engage their virtual audience via polling. This document will provide an overview of polling, present best practice tips, and providing information on submitting and delivering your polls.

Virtual events, just like face-to-face events, should be about engagement, participation, and discussion to learn beyond passive listening. Polling allows you to create single choice or multiple-choice polling questions for your presentation. These polling questions will be launched during your presentation for attendees to respond to in real-time.
How Do I Add Questions to My Presentation?

Step 1
Choose from a large variety of question types, including multiple choice, open text response, word clouds, rank order, and rating.

Step 2
Provide your polling questions to ISPOR by 16 November using the Polling Question Submission Form. ISPOR will create your polling questions using Slido.

Step 3
Include a slide within your slide deck indicating where you want each polling question to appear. The slide must include the polling question. This will alert ISPOR staff to activate the poll for the audience.
Step 1: Choose Your Poll Type

- Open Text Response
- Multiple Choice
- Rating
- Rank Order
- Word Cloud
Open Text Response and Word Cloud

The audience responds freely, with anything they wish. Open-ended responses can be displayed three ways: a ticker, text wall, or cluster. Word Cloud allows only one-word answers from the audience.

Multiple Choice

The audience chooses from the response options you provide (for example a choice of either true or false.) You can also upload images to serve as response options and indicate a correct answer (if applicable).

Rank Order

Participants rank the response options you provide. The results display as a bar chart ranking the options 1st, 2nd, 3rd, etc.

Rating

The rating poll allows your audience to submit a vote on a given scale between 1 and 10 stars. This can be useful, for instance, if you’re looking for a quick piece of feedback or a pulse check of the audience.
Step 2: Submit Your Questions

Submit Your Questions: Complete the Polling Question Submission Form and return to Jess Warner at jwarner@ispor.org.

Deadline to Submit Questions: Tuesday, 16 November

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: Presenting Your Polling Questions

Include a slide within your slide deck indicating where you want each polling question to appear. The slide must include the polling question. This will alert ISPOR staff to activate the poll for the audience. As the presenter you will not need to activate your polls within Slido – this will be handled by ISPOR staff.
Best Practice Tips

Sooner is Better!
At the start of your presentation, let the audience know you’ll use polling throughout your presentation. 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! Tell the audience a story or give them things to consider as they select their response. Note: There may be a 20-30 second delay between what you see and what the audience sees!
Don’t Forget!

Tuesday, 16 November | Deadline to Submit Polling Questions

Questions? Contact Jess Warner at jwarner@ispor.org.