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Improving healthcare decisions



ISPOR 2025 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.

Note: Polling is *not* available for podium, fast facts, 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



- ☐ Insert your polling questions into your presentation deck. Upload your ppt and answer the polling question in the ISPOR 2025 Tasks Portal **by May 5**. The CTI team will then build your poll.

Step 3



- ☐ Check-in to Speaker Ready Room no later than **3 hours before** your session. The CTI team will review your poll and commit any final revisions to make sure everything will run smoothly.

Presentation Polling

Does your presentation have polling?

☐ Yes

☐ No

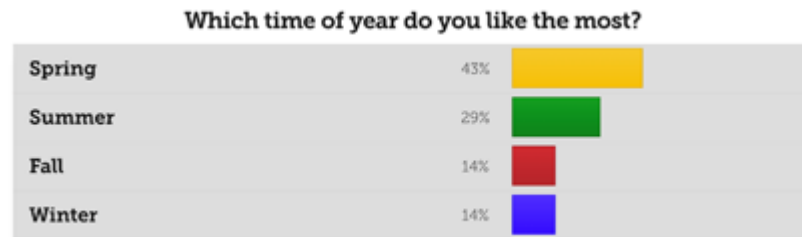
○

FINISH

Step 1: Choose Your Poll Type

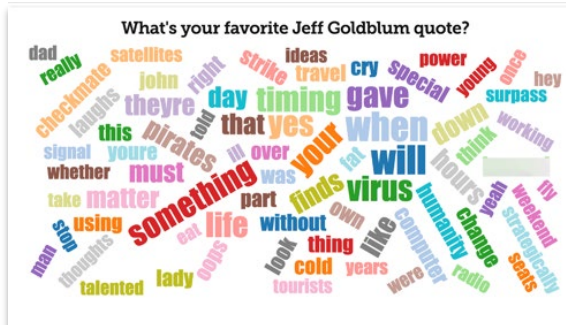
Multiple Choice

The audience chooses from the response options you provide. The limit of answer choices is **5 total**. Results will be displayed in a bar graph.



**Open
Ended /
Short
Answer**

The audience responds freely, with anything they wish. You can choose your results to display in a word cloud or list format.



What's your favorite Jeff Goldblum quote?

Remind me to thank John for a lovely weekend.

Hey, take a look at the earthlings. Goodbye!

Life finds a way!

Forget the fat lady! You're obsessed with the fat lady!

Yeah, but John, if The Pirates of the Caribbean breaks down, the pirates don't eat the tourists.

They're using our own satellites against us. And the clock is ticking.

This thing comes fully loaded. AM/FM radio, reclining bucket seats, and... power windows. Must go faster.


Life finds a way.

Step 2: Insert Your Question(s) and Upload Your Slides via PPT

Add your polls directly into your slide deck so the CTI team can build them for you.

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 conference city?

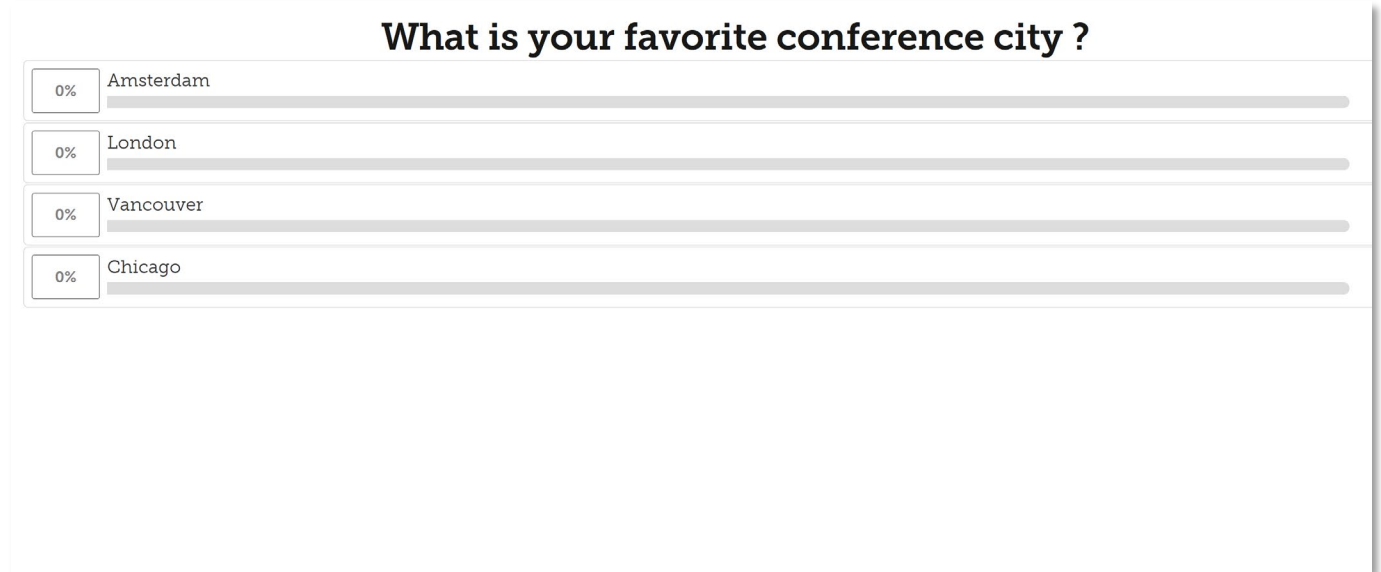
- a) Amsterdam
- b) London
- c) Vancouver
- d) Chicago

Don't Forget...

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

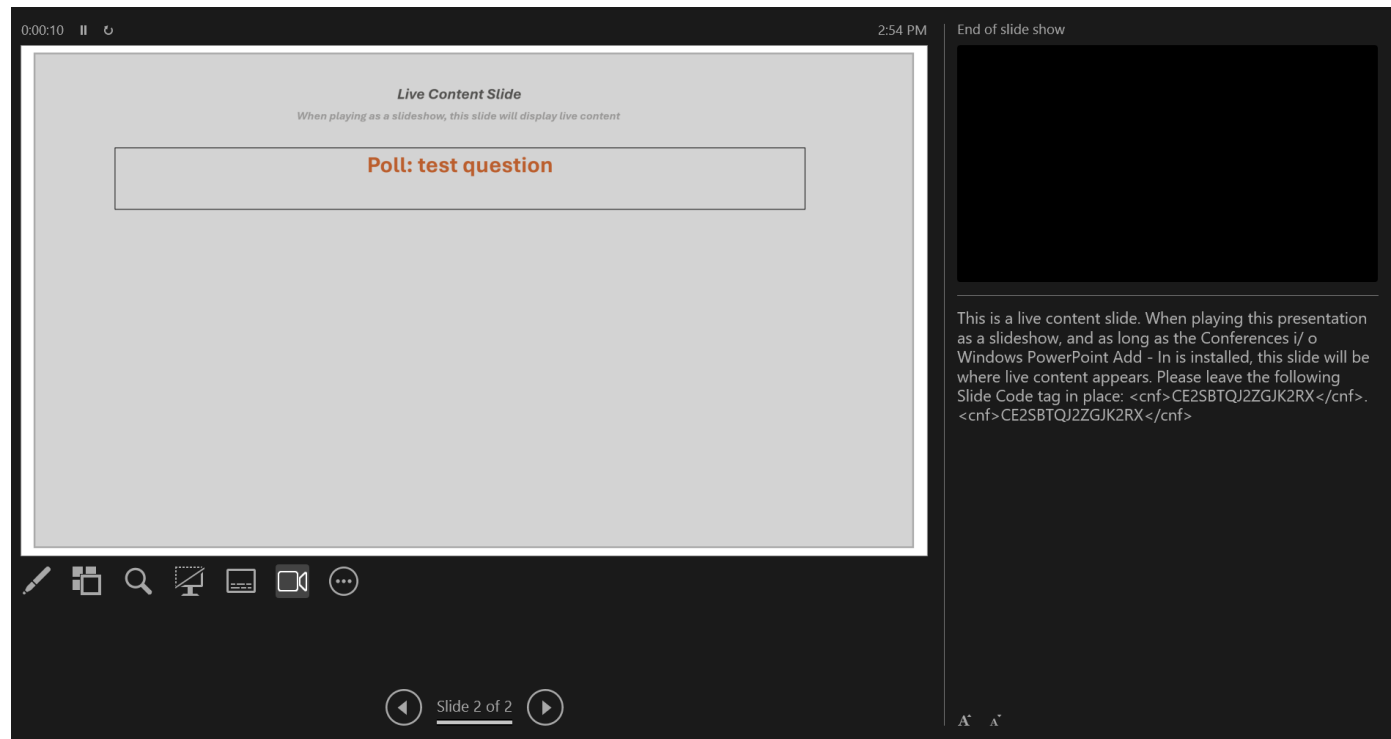
Presenting Your Polling Questions on Screen

All polling questions will be embedded into your presentation. As soon as you get to a polling slide, the poll will be active.



Presenting Your Polling Questions on Screen

Click to the next slide to see the results - they will appear on the screen. After you discuss the results, you can advance to the next slide.



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 scanning a QR Code on screen. 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.





Monday, May 5 | Deadline to submit
poll questions via ISPOR 2025 Tasks
Portal

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