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# 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 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 6**. The AV team will then build your poll.

## Step 3



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

Presentation Polling

Does your presentation have polling?

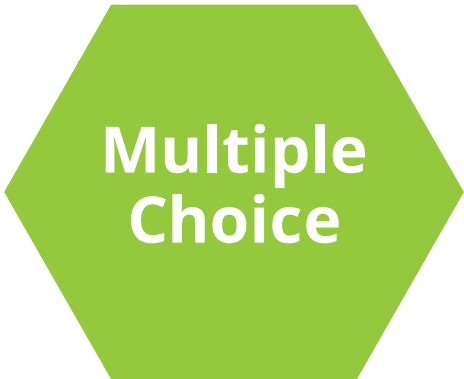
☐ Yes

☐ No

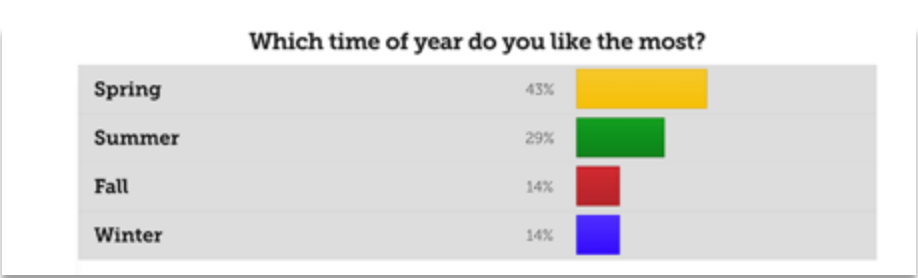
○

FINISH

# Step 1: Choose Your Poll Type



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.



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



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

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

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

Sample slide available for download [here](#).



### It's Time for a Poll!

**What is your favorite conference city?**

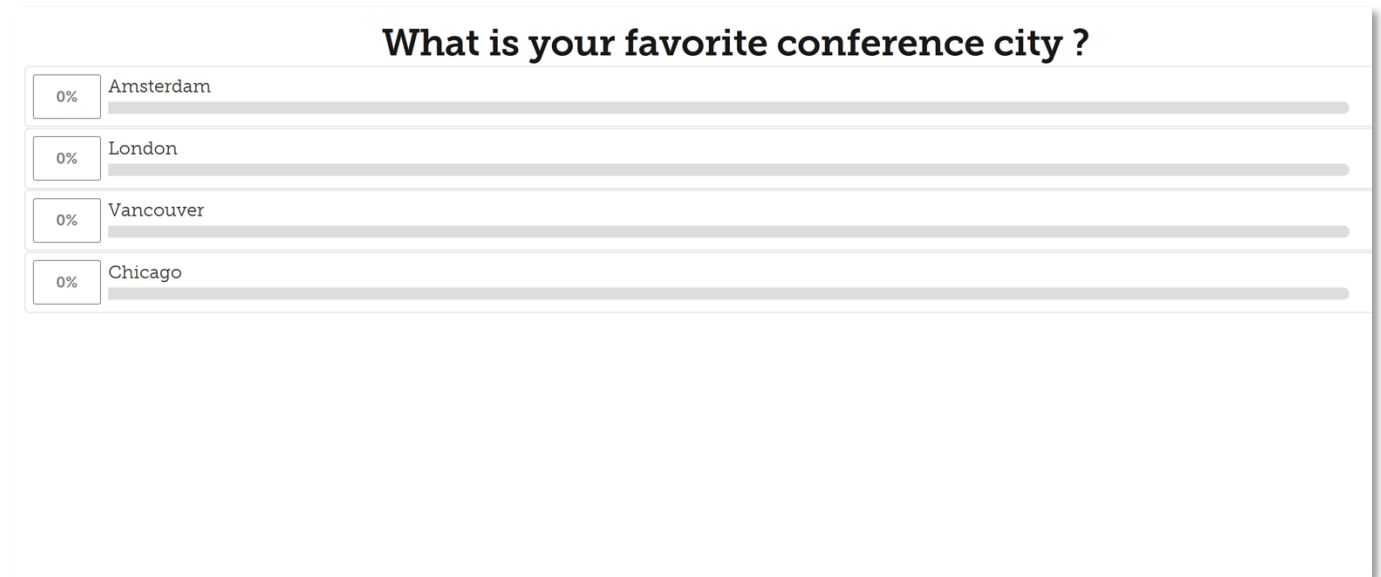
- a) Amsterdam
- b) London
- c) Vancouver
- d) Chicago

### 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.

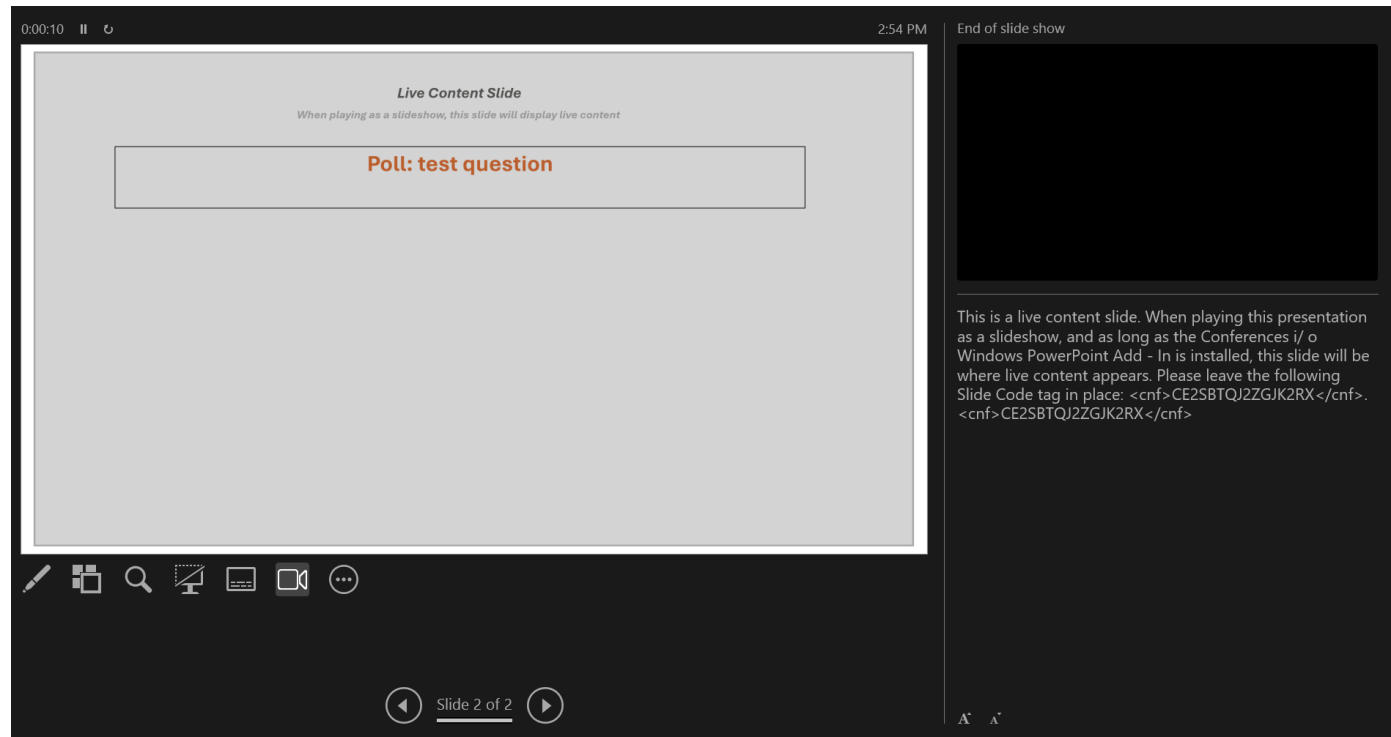
# Presenting Your Polling Questions on Screen

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



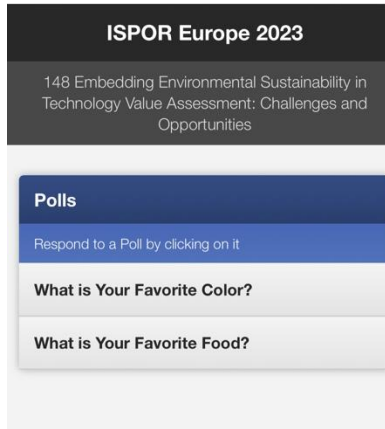
# Presenting Your Polling Questions on Screen

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.



# Presenting Your Polling Questions via Mobile App

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

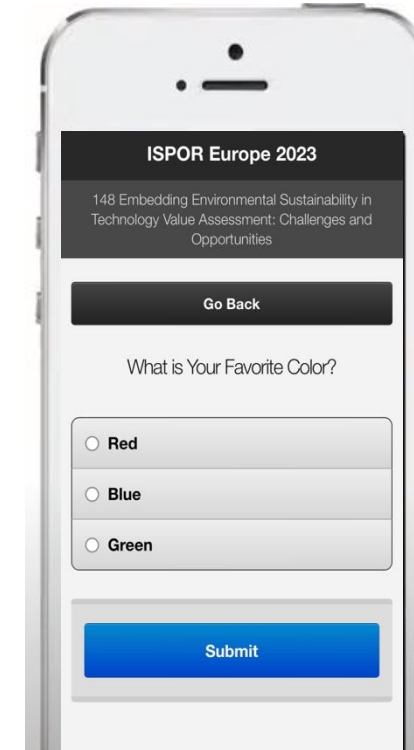


A QR code will be at the podium for speakers to get to this view directly to see results.

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

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

What is Your Favorite Color?			
CHOICE	VOTES		
Red	0	0%	
Blue	1	100%	
Green	0	0%	



**Live Polling Example from the meeting app**



# IMPORTANT!

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- Poll results will display on the screen and the mobile app.
  - ***Encourage attendees to download the meeting app at the start of the session*** by scanning the QR code on the printed Program Guide.
- 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.
- ISPOR can share poll results post-conference. Please email [jwarner@ispor.org](mailto:jwarner@ispor.org) to request a report.



# 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.





**Tuesday, May 6** | Deadline to submit  
poll questions via ISPOR 2025 Tasks  
Portal

### Questions?

Contact Jess Warner at [jwarner@ispor.org](mailto:jwarner@ispor.org).