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ISPOR Europe 2025

Polling Guide

Polling

Polling transforms one-sided presentations into two-way conversations with the audience. This web-based audience response system lets you embed interactive activities directly into your presentation. The audience responds by scanning a QR code on their phones.

Note: Polling is *not* available for Exhibit Hall Theaters.

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



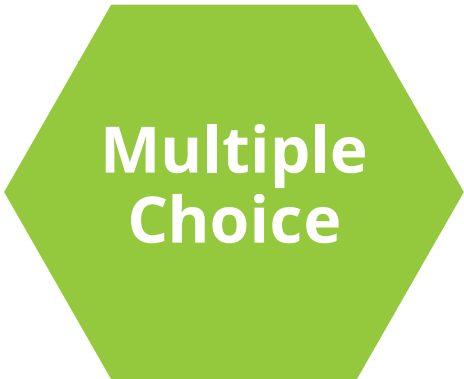
- ☐ Insert the polling questions into the slide deck (.ppt file) where they should appear in the presentation. Upload your slide deck by 3 November. The CTI team will build the poll(s) prior to your session.

Step 3

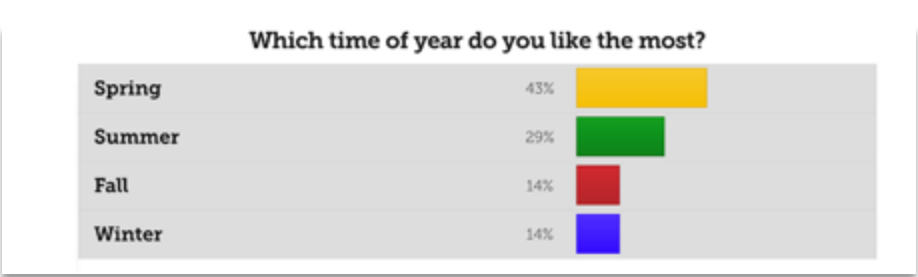


- ☐ Check-in to the Speaker Ready Room no later than **3 hours before your session** to review polling slides or make any final revisions.

Step 1: Choose the 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. Results can display in a word cloud or list format.



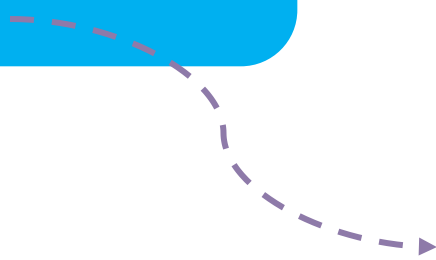
Step 2: Insert the Question(s) and Upload Slides via PPT

Add the polling questions directly into the slide deck so the CTI team can build them into the presentation.

Best Practice Tip!

Do not include polling slides when uploading the PDF slide deck for handouts.

See 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 Polling Questions on Screen

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

What is your favorite conference city ?

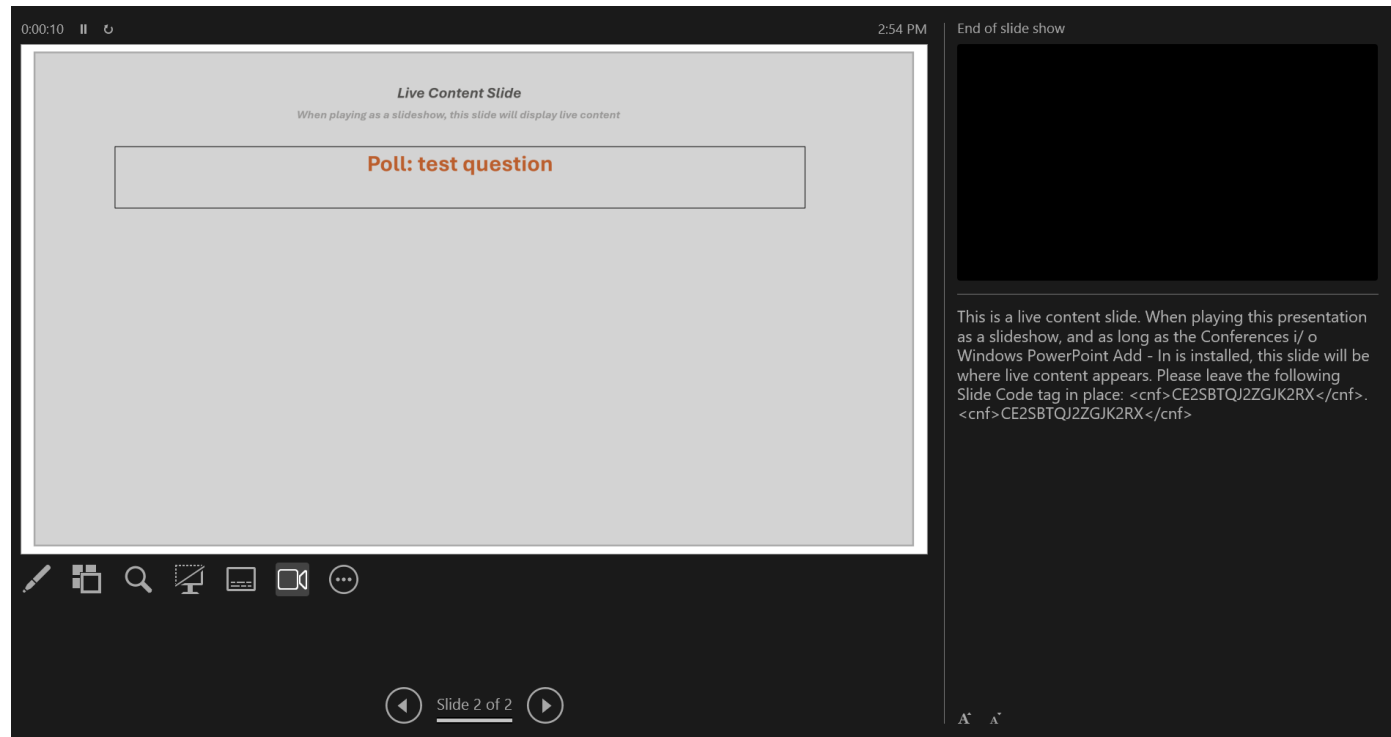
0%	Amsterdam	
0%	London	
0%	Vancouver	
0%	Chicago	

A QR code will appear on the screen for the audience to scan and answer the poll questions.

Tip: Give the audience enough time to get out their phones to scan the QR code.

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.



Step 3: Test the Polls On-site

- Check-in to the Speaker Ready Room no later than **3 hours before your session** to review polling slides or make any final revisions.
- You will not be able to test polling slides outside of the Speaker Ready Room.

Don't Forget...

- Make questions short and simple. Limit answer choices to **6 total**. Each answer has a 256 max character limit.
- Speakers cannot submit more than **5 total questions**. Use questions sparingly to highlight the points you want to emphasize most.

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.



Less is More

Make questions short and simple. Limit answer choices to 6 total. Use questions sparingly to highlight the points you want to emphasize most.

Don't Forget!

Monday, 3 November | Deadline to Upload Slide Deck with Polling Questions

Questions cannot be accepted after the submission deadline.

Questions?

Contact Jess Warner at jwarner@ispor.org.