Interactive Polling Guide

A Guide to Adding Session Engagement
Through Audience Polling

Polling Overview

Conferences today are more than just sitting and listening—they're about connection, participation, and sparking real conversation.

With live polling, you can turn a one-way presentation into an interactive dialogue. This web-based response system makes it easy to embed polling questions directly into your slides.

Attendees join in instantly using the web or a quick SMS from their phone—making every session more dynamic, engaging, and memorable.

How Do I Add Questions to My Presentation?

Step 1

Choose from a variety of question types, including multiple choice, open text response, word cloud, and rank order.

Step 2

Provide your polling questions to ISPOR by **Monday, 15 September** using the Polling Question Submission Form. ISPOR will create your polling slides and provide them to you by **Friday, 19 September**.

Step 3

Insert the polling slides into your slide deck (.ppt file) where you want them to appear. At the start of your session, ISPOR will activate the polling slides for your live presentation.

Step 1: Choose Your Poll Type

Open Text Response

Rank Order

Word Cloud

Multiple Choice

Open Text Response

Participants respond with free-form text answers. The results display as a list.

Rank Order

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

Word Cloud

Participants respond with a single word. The results display as a cluster with similar words and themes appearing larger.

Multiple Choice

The audience chooses from the response options you provide to select a single choice. The results display as a bar graph.

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Step 2: Submit Your Questions

Submit Your Questions: Complete the Polling Question Submission Form. You'll need to submit the type of polling question, question text, and response options (if applicable.)

Deadline to Submit Questions: Monday, 15 September
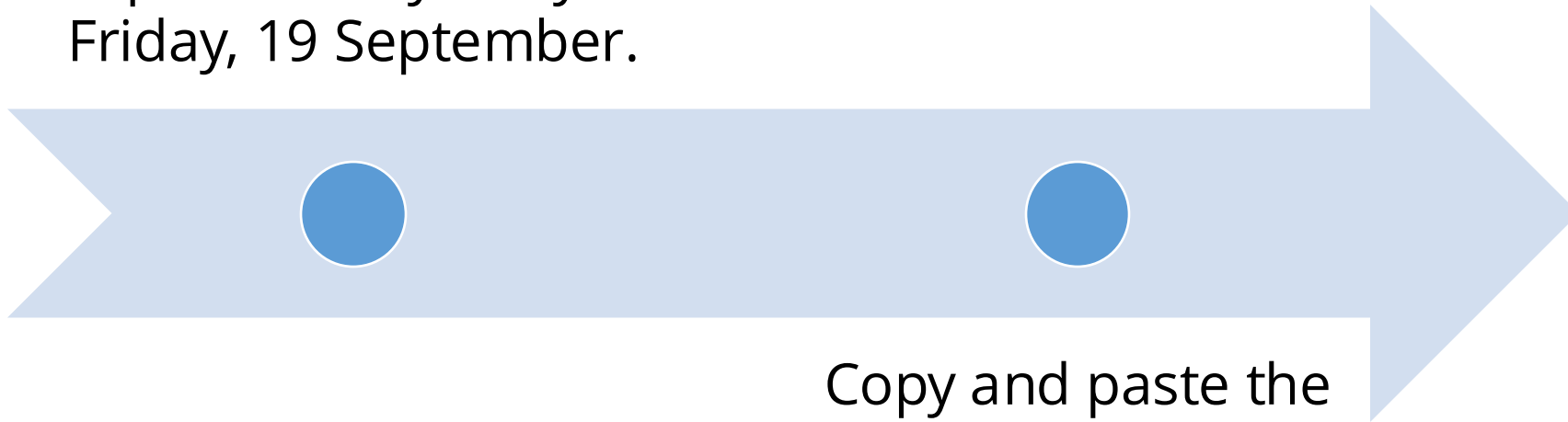
Don't Forget...

- Make questions short and simple. Limit answer choices to 5 total.

- Speakers cannot submit more than 3 total questions. Use questions sparingly to highlight the points you want to emphasize most.

Step 3: Inserting Polling Slides

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

ISPOR will create your polling slides and provide to you by Friday, 19 September.

Copy and paste the polling slides into your slide deck (.ppt file) where you want them to appear.

I Have My Polling Slides… Now What?

Identify your polling question(s) by looking at the notes section of the polling slide(s) provided to you by ISPOR.

Copy and paste the slide(s) into your slide deck (.ppt file) where you want it to appear in your presentation.

Leave the polling slide(s) as is. **Don't delete the notes section or any other content.** This will ensure the polling slide displays correctly when activated.

Help! My Polling Slides Look Wrong

Don't worry! Your slides are correct. ISPOR's AV technicians will activate your polling slide(s) immediately prior to your presentation so that they show the question and response to the audience during your live presentation.

this slide when activated during your live presentation!

Where are you joining us from?

Public Health Laboratory
Clinical Laboratory-Private/Academic — 50%
Commercial Laboratory
Diagnostic Manufacturing Company — 13%
Health Department
Academic or Private Clinical Practice — 38%
Other

0% 10% 20% 30% 40% 50%

Powered by **Poll Everywhere**

Start the presentation to see live content. For screen share software, share the entire screen. Get help at **pollev.com/app**

Example polling slide to be inserted in slide deck that turns into....

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Can I test the polling slide(s) before my presentation?

You will not be able to activate or test your slides prior to your presentation.

Playing your slide deck in slide show view within PowerPoint will not activate the polling slides. This is normal and not an indication that your polling slides will not function properly during your presentation.

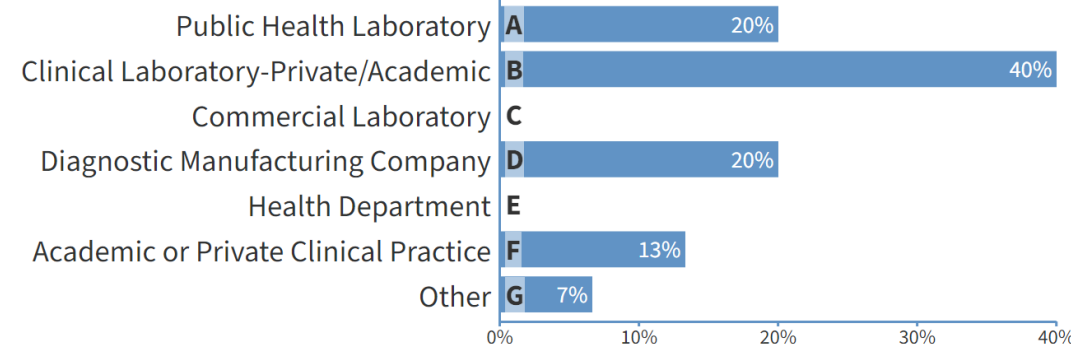# Introducing Your Polling Questions to the Audience

Before your first interactive question, tell the audience that you will be asking them to participate using their mobile devices or laptops.

Now I'm going to ask for your opinion. Please open your laptop, tablet, or cellphone but remember to leave it on silent.

You will be able to participate by sending a text message or visiting the web address located on the polling slide(s).

🌐 Respond at **PollEv.com/pascv**
💬 Text **PASCV** to **22333** once to join, then **A, B, C, D, E...**

Where are you join us from?

Option		
Public Health Laboratory	A	20%
Clinical Laboratory-Private/Academic	B	40%
Commercial Laboratory	C	
Diagnostic Manufacturing Company	D	20%
Health Department	E	
Academic or Private Clinical Practice	F	13%
Other	G	7%

0% 10% 20% 30% 40%

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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 additional information for them to consider as they select their response.

Don't Forget!

Monday, 15 September | Deadline to Submit Polling Questions

[Polling Question Submission Form](#)

Questions cannot be accepted after the submission deadline.

Questions?

Contact Jess Warner at jwarner@ispor.org.