WIRELESS AUDIENCE
RESPONSE SYSTEMS

Don't Leave Full Minds Empty Handed

Keep your audience engaged and involved with Wireless Audience Response Systems. Meeting attendees respond to questions from the meeting facilitator by pressing the appropriate key on individual wireless keypads. Charts and result graphics are then projected instantly on large screens for further discussion and impromptu "on the fly" follow-up questions. Responses are tracked for each audience member, up to 25,000, allowing for individual answers, team answers, and a variety of demographic comparisons. From sales rep trivia to boardroom strategy sessions, Audience Response is the perfect tool for a variety of data gathering opportunities.

> *Interactive communication immediately captures your audience's attention*

Immediate Response and Immediate Solutions From the Audience Response Professionals

We understand that every meeting is different and requires a unique solution consistent with the theme and goal of the event. Each event is assigned a senior technician who serves as a single point of contact, managing all design phases of the interactive session. Your Audience Response project manager will work closely with the event producers and the presenters to make sure that question programming is integrated prior to the event, including the creation of any necessary backgrounds and graphics. The same project manager will be on site to prepare and test the Audience Response system and backup systems, make sure that the equipment is interfaced with the audiovisual equipment already present, and be available for rehearsals. We will also consult with all presenters and moderators to introduce them to the system, and make any desired additions or changes to the session. Once the event is concluded, your project manager will compile the meeting data. Your organization will receive both raw data and printed reports, as well as Report Viewer software which will allow you to recreate and manipulate the entire ARS session on your PC.

Use ARS Technology For:

- Sales Meetings	- Medical Advisory Groups
- Focus Groups	- Team Building
- New Product Testing	- Strategic Planning
- Entertainment Events	- Education & Training
- Employee Feedback	- Breakout Sessions

CREATE A CHARGED COMPETITIVE ATMOSPHERE

- Foster communication and interaction between team members
- Compete for most extensive knowledge of new products, corporate history, and weaknesses of competitors

Our "Billionaire" game show is customized to the theme and look of your event and is guaranteed to keep the excitement level up! Supply your own Regis, or we'll supply one for you. Involve your entire audience and discover "Who is the strongest link?" Put your audience in competition and have teams wager points based on their knowledge of company trivia. Game shows from Audience Response offer broadcast quality graphics, countdown clocks, and the latest sound effects. A great way to add excitement and interactivity to your next event.

Sample Uses for Wireless Audience Response Systems

Game Shows
Choose from popular themes such as Corporate Feud, Who Wants To Be a Billionaire, and Strongest Link. You also have the option of generating your own idea for a game show and coordinating with your audience response technician to bring the concept to life. Use the lockout system to add a touch of glitz and glamour to your game show! This light and buzzer system, which allows only the fastest response to be recognized, can be used with up to 8 contestants. Teams simply choose the best member to represent them on stage.

Evaluations
Keypads used during the meeting can also be used to collect data about the session itself. Ask questions on everything from speaker preparation and session value to food quality and room temperature. The anonymity of the system makes attendees more apt to offer honest feedback. Using the ARS system to conduct evaluations saves you time, money, and energy. Cut printing costs out of your budget altogether. Going paperless with ARS evaluations is the easiest way to reduce clutter and increase efficiency at your next meeting.

Elections
Does the task of holding group elections seem daunting? Missing ballots and double votes can spell trouble for even the smallest group. Now there is an easy way to streamline the process: eliminate paper trails and enter the electronic age with Elect Software. This specialized software allows you to hold a variety of different elections utilizing audience response keypads. Audience response technology is the most efficient way to get voters to take a real-time stance on amendments, bylaws, and resolutions. The election of officers and officials becomes quick and easy with Elect Software. The system allows priority and elimination voting, allowing for a wider range of views to be seen. Keypads can be assigned to individuals on an electronic roster or voters can remain anonymous. From corporate committees to non-profit organizations, every type of group can benefit from using Elect Software.

Audience Response Also Offers More Serious Data Gathering Applications for Every Department and Division of Your Organization

- Align corporate strategy and build consensus
- Target market strategies more effectively

True/False, Yes/No, and Multiple Choice questions allow for quick single responses to direct questions. Perfect for new product rollouts, testing attendees retention of presented information, and association/by-law voting environments.

Priority Ranking allows your audience to rank a series of responses to a question in order of most to least influential. Perfect for categorizing best practices and ranking policy changes.

X-Y Mapping is an excellent strategic tool for plotting and assessing issues against two criteria on a resulting scattergram. A very powerful tool for upper management and strategic planning sessions.