



**AUDIENCE RESPONSE  
SYSTEMS, INC.**

# Speaker's Guide

For additional information: <http://www.snap-ars.com>

Audience Response Systems is providing this speaker's guide to assist you in gaining the most benefit from the use of the interactive system during your event. It will provide you with assistance in developing questions for your presentation, as well as information you need to make the system run most efficiently during your event.

## ***Some of the advantages of using a system in your meeting include:***

- Keep your audience involved – an active audience stays alert, learns and retains more information.
- Provide instant feedback on your audiences' opinions and what are they thinking.
- Gauge comprehension of your subject material.
- Gather demographic information about your audience
- Promote discussion within the group – individuals who see that their peers share a common idea are more willing to express their opinions openly.
- Keep your presentation focused.

## ***Bring your presentations to life with simple to use SNAP software!***

As a speaker in a conference or presentation, have you ever wondered what your guests were thinking of just as you started up your discussion? How much do they know about your topic, your industry, and your background? What about their level of knowledge on the topic being covered? No one wants to give an entire presentation that is so out of touch with the audience that they sit totally confused out of courtesy or worse yet, they get up and leave.

Ask questions to find out about your audience:

- Who are they? A couple of demographic questions will help you define your audience.
- What do they already know about your subject?
- How interested are they in your subject? Do they use this information frequently?
- What kind of problems are they capable of solving?
- What difficulties have they had understanding the material you are presenting?

In public speaking 101, they tell you to get the audience involved. Ask questions, work for a response. But no one is immune to the “deer in headlights” syndrome that comes from a group that is both shy and afraid to speak up. Trying to get one individual or a group to respond to a particular question can sometimes be equated to the dentist’s task of “pulling teeth.”

By using the interactive technology you can involve your attendees in your presentation and give them that all important anonymous response opportunity right in palms of their hands. Questions may be asked before a presentation to get a feel for the overall knowledge of the group on a subject matter or their opinions on your topic. Now when you launch your topic, you have a more honest level of understanding regarding the subject, without individuals having to feel a fear of ridicule.

Questions can be asked in the middle of the presentation. When everyone has responded, the responses can be displayed immediately! Instantly, you can see their opinions, find out if the group comprehends the material, or if a review is in order. The presentation is saved with the data immediately following each poll and can be reported at the end of the presentation.



**Sample Graph**

Asking questions during the presentation is a great way to stimulate discussion and get the audience more involved, rather than just pressing buttons. After the question results are displayed, invite discussion of responses that indicate disagreements or misunderstandings. Ask participants to defend their choice by sharing their reasoning for the selection.

**Monitor the Audience’s Progress:** This can give you valuable guidance on where to take your presentation; however, you have to be ready and willing to make adjustments as you go.

**Provide Diversion and Humor:** You can do a lot to keep an audience engaged and sympathetic by interspersing some occasional questions that bring a light touch or a bit of humor.

**Summarizing the Audience’s Progress:** At the end of the presentation, you may want to determine the audience’s level of understanding, or their opinions on your topic. This can be either as an absolute measure, or as a comparison to the initial information you gathered about them. When you’ve had to dispense a lot of information, a few knowledge assessment questions at the end of a meeting will let you know if the methods of relaying that information have been successful.

## ***How should I structure my questions?***

The basic ways to structure a multiple choice question include:

- Yes / No
- True / False
- Multiple Choice
- Range or On a Scale... Examples include:
  - A scale of 1 to 5, from strongly disagree to strongly agree
  - 1 to 7, extremely unimportant to extremely important
  - 1 to 9, very unlikely to very likely Vote
- Vote - Yes / No / Abstain

These simple multiple choice formats can easily be used and automatically detected by the SNAP program. It is important to use PowerPoint's automatic numbering (enumerated list) to input your question choices. This allows the software to automatically detect where polling questions are in your presentation. As long as you have used the enumerated lists for your question choices, there is no need to modify your slides to incorporate audience polling.

If you want to take the extra time to incorporate some of the more advanced features of SNAP, you can review and set the SNAP Control Properties to define questions as team, filter, roster, ranking or multiple selection (choose all that apply). For the more advanced features, correct answers with point values or other specific options need to be selected. Time needs to be allowed for inputting the information and checking your presentation. **[Note: For question requiring more than a single-digit response, the SEND key is used on the keypad, or for single-digit keypads with no Send button, each response must be collected before entering your next choice.]**

To help hold the audience's attention, a combination of the different formats may be used. You may want to begin the session by asking a few demographic (filter) questions to break the audience into key subgroups that will allow you to better utilize the information and further assist in the discussion of topics. The subgroup (filter) data can be displayed live and also reported after the presentation.

A few questions up front regarding objectives of the meeting, or key performance factors relative to the topic of the conference, can be asked to establish a base line of perception or knowledge. Those same questions can be asked near the end of the event to find out how the perception or knowledge has shifted throughout the meeting. This data can be displayed in a comparative format or saved for later analysis. In order to display in the comparative format, you need to identify the pre-slide and provide the comparison slide in the post-slide. You need to allow a few minutes to set this up. If you do not want the correct answer highlighted in the pre-test portion, check the box on the options page that indicates so.

For testing or gaming purposes, teams or individual keypads can be tracked and scored as you go. If you are tracking teams, you will need to define your team question and all questions being scored will need a point value assigned for correct answer(s). All keypads that respond to the team question will then be tracked by those teams. Any keypad that doesn't answer a question after responding to the team question will be counted against the team's score.

If you include an idbase that contains names and keypad numbers or names and id numbers to be used with a roster poll question, then individual keypad numbers can be identified and displayed or reported by name and their score.

Responses for all questions are saved throughout the event and can be re-displayed and/or reported in a variety of formats. If you have defined filter questions, subgroup information is also available for reporting.

### ***How often do I need to ask questions?***

All meetings are different, depending on their purpose and objectives, so there is no absolute correct answer. If possible, the response system should be incorporated throughout the meeting. Some presenters use a “10-2” rule; one or two questions for every ten minutes of presentation, to measure and help the audience absorb new information. This helps keep the attendees involved.

Depending on your objectives, discussion on opinion questions may take up a good amount of your time. It is important to monitor your time. When you are in the middle of a presentation and discussion leads you to the need to ask an unplanned question on the fly, you can poll it as an impromptu style question. The graph will display generic choices 1,2,3, etc.

When you poll an impromptu question, the program follows these rules:

- If you're on a slide that does NOT have a SNAP trigger, a trigger is inserted on THAT slide
- If you're on a slide that has an UNPOLLED trigger, a new slide with a trigger will be inserted BEFORE the current slide.
- If you're on a slide that has a POLLED trigger, a new slide with a trigger will be inserted AFTER the current slide.

These rules assure that an unpolled slide is never skipped over when an impromptu question is polled.

### ***Do you have some suggestions for wording the questions?***

To get the audience involved, questions should be provocative, thought provoking, and challenging. Your objective is to get an audience response which shows strong support to some choices and weaker support for other choices, thereby giving you material for providing feedback to the audience.

Individual responses MAY be tracked, but aren't usually unless attendance is taken through the system or a test is given. Although responses are anonymous, questions must be carefully structured with two rules in mind:

- Never ask anything you don't want publicly answered.
- Never ask anything that might appear to jeopardize or compromise the speaker, audience, or organization sponsoring the meeting.

## ***Characteristics of Good Questions:***

- **Brief** - Should be grasped quickly - many audiences become impatient. Provide only as many response choices as needed for your purpose.
- **Worthy** - The audience will become restless if they dismiss the questions as too obvious, superficial, or unimportant.
- **Clear / Unambiguous** - Carefully edited to assure maximum clarity. It will help to read the question out loud. It is recommended to have other experts in your field review your questions in advance for clarity, relevance and freedom from ambiguity.
- **Engaging / Intriguing** - Audiences like to be engaged when they want to know the correct answer, or the opinions of their colleagues.
- **Personal** - Questions should be directed at individuals and not to the group as a whole.

## ***How should I introduce the system?***

The audience needs a quick introduction to the keypads in order to get them acquainted and comfortable with it. Take the time to explain why you are using the system and do one warm-up question to get them used to the using the system.

To help you introduce the system, we have written a script which you might find useful. We recommend that the speaker hold up a keypad and point out the various keys to be used.

### ***Moderator Introduction Script:***

In front of each of you is a keypad that will be used throughout the meeting today to get your input on issues to be discussed. Your answers will be anonymous, so please give us your true feelings... not your neighbors, or how you think someone else might like you to respond... we're looking for your input.

Each question will be displayed on the screen. I will read it aloud and a computer will activate the system. You'll see a countdown clock appear on the screen. To enter your response, all you need to do is press the button representing your choice. You will have 10 seconds to enter your response. If you change your mind, simply press another button, the computer will only accept the last response you input.

Immediately following the countdown, a graph will appear on screen displaying the distribution of responses to the question just answered. Let's try a sample question to see how this works.

As well as the introductory script, you may want to have a slide or text screen to accompany it, depending on the format used in the meeting. This slide could be an outline as follows:

#### **ARS Instructions**

- Question is displayed on the screen.
- Question is read aloud by the moderator.
- System is activated: Countdown clock appears on screen. Press the button representing your choice. If you change your mind, just press another button, the system only accepts the last response input.
- Bar graph is displayed.
- Results are discussed.

## ***What will be my role as Speaker / Moderator?***

The role of speaker/moderator is an extremely important one. The speaker reads the questions to the audience, begins the polling period and facilitates the dialogue that the response system creates. It is the speaker who translates the graphs into sentences that carry the participant's thoughts and encourages audience discussion. Without the speaker, the response system would be no more than another piece of technology.

To help speakers feel comfortable with the system, this Speaker's Guide has been prepared along with SNAP introductory PowerPoint that should be reviewed when it is first loaded. In addition, it is always available for reference in the software's subdirectory (c:\program files\Audience Response Systems, Inc\SNAP\Introduction to SNAP.ppt – if using a 64-bit machine it will be in program files(x86)) This resource can help the speaker understand the system and its uses more fully.

For best results, allow time for rehearsal with the response system. We highly encourage all presenters who are using the system to take a few minutes to review and practice with the system. Rehearsal is an important element to a successful presentation no matter which of the system's features and capabilities you are using.

## **Important Tips for using SNAP:**

**Security Settings:** Your PowerPoint Security Settings must be set to allow macros/Active-X controls before you run SNAP. SNAP works by putting Active-X objects on your PowerPoint slides. If you are using PowerPoint 2010 or above, you will need to add the SNAP subdirectory into the Trusted locations. (c:\program files\Audience Response Systems, Inc\SNAP\Introduction to SNAP.ppt – if using a 64-bit machine it will be in program files(x86)) With Windows 8, you will need to make sure your SNAP subdirectory is set to read/write.



**Preparing Your Presentation:** Always use PowerPoint's ENUMERATED LIST format for your question choices to get the most out of SNAP's features and capabilities.

SNAP is intended for use with READY-TO-PRESENT slideshows. Any revisions to your slideshows other than the setting of SNAP control properties (such as adding, importing or deleting slides) should be done in PowerPoint without SNAP running. Simple text changes on slides can easily be accommodated in SNAP.

**Getting Your Presentation Started in SNAP:** Once you have prepared your presentation with questions that have enumerated lists and you are ready to run it in SNAP to collect responses, all you need to do is to:

- call the SNAP program
- test keypads to ensure good collection
- use the browse button to select and load your presentation
- click on the options tab and hit preview to make sure your graph labels will look appropriate on the graphic template and timer/clock options you have selected – you can click on the clock to stop it early and show the sample graph, then click to get back to the options page.
- Click the start/exit tab


## Running Your Presentation in SNAP:

- Click the Start Slide Show button
- Advance through your PowerPoint presentation as normal
- When you have a slide that includes an enumerated list, you will see the polling icon/trigger.  If this is a “talking slide”, just pass the icon by. If this is a slide with a question you want to poll the audience, then read the question and click on the icon/trigger.
- The countdown timer/clock will run and everyone should enter their responses on the keypad. They can change their mind as much as they would like. At the end of time, it accepts the last response each keypad input.
- Depending on how you have your options set, after the countdown timer/clock is complete, the polling icon/trigger will turn into a graph icon,  or automatically show you the graph and how the audience voted. If the icon turns to a graph icon, you can advance the slide to not show audience results and just save until later for display or reporting, or click on the icon to show the graph.
- Left click the graph to advance to the next slide.

**Note:** If you determine you need to re-poll the question for any reason, you can right-click the graph icon to reset and turn it back to a polling icon/trigger – then just left-click to poll the question again.

To assist with control of the presentation when using SNAP, you can elect to define and use a “master keypad” for presentation control – make sure the option is selected and set the keypad number/address you will be using on the options page. Note that you should practice with the master keypad and get used to the pace of the unit. If you are using traditional keypads, your key press may be immediate, or it may take as long as 2 seconds to react to the key press. It is handy to use the keypad though, so make sure you practice with it to get used to the pace. The Interact System uses a second base station for more immediate collection and quicker control of the presentation.

Keys that are used for the master keypad control include:

- |  |  |
|--|--|
| 1 = Slide advance forward  | 6 = Correct By Team graph  |
| 2 = Slide advance backward   | 7 = Team Standing Graph  |
| 3 = Select polling trigger – poll question or display graph – depending on condition of the trigger  | 8 = Top Scores Display   |
| 4 = Filter graph rotation – if you have defined a filter graph this key rotates through the subgroups and back to the audience as a whole. | 0 = Displays/Hides Advanced icon  |
| 5 = Impromptu Question   |  |

## How can I make sure my presentation will go smoothly?

- Rehearse your slideshow using SNAP on computer you are planning to use for the presentation, to be sure your keypad system hardware has installed correctly and your security settings are appropriate. Connect to the monitor or projector so your display properties are appropriate.
- If you have a really large presentation with lots of graphics and video built in, it is best link out to the video file(s). Linked video files need to be in the same folder as the presentation.
- If you are running PowerPoint 2007 (or above) and receive a file from someone in the 2003 format, be sure to save the file into a 2007 format. This will speed up the saving of the presentation. If not, each time it saves, it has to go through the 2003/2007 conversion.

**Note:** Each time you conduct a SNAP poll, SNAP saves the presentation with the data, if the file is extremely large, it may take a few seconds to save the presentation and allow you to advance.

## Other PowerPoint tips to note:

- If you have a really large presentation with lots of graphics and video built in, it will be best to create a link to the video file. It will need to be in the same folder with the presentation to run properly. Note: Each time you poll a SNAP control, SNAP saves the presentation with the data, if the file is extremely large, it may take a few seconds to save the presentation and allow you to advance.
- If you are running PowerPoint 2007 or above and receive a file from someone in the 2003 format, be sure to save the file into the current PowerPoint format you are running. This will speed up the saving of the presentation. If not, each time it saves, it has to go through the 2003 to 2007/2010/2013 conversion. In the newest versions, you may have to update the master slide.
- If you have a number of slides that are using the enumeration and are not meant for polling slides, it is easiest just to run the presentation in SNAP ahead of time to get the polling icon placed on the page. Then exit the presentation and go to the "Show PowerPoint" button on the Start/Exit tab. In the PowerPoint, you can go to the slides that are not polling slides and just select and move the polling icon off the page. If you delete them and the enumeration is still there, SNAP will re-insert the icons the next time you run the presentation.

**Sharing Your Presentation:** Once you have incorporated SNAP into your presentation, it is important for you to only use that presentation on computers that also have SNAP installed. Failure to do so will result in your SNAP Active-X objects being deactivated, and will require you to remove and re-insert them into your slideshow.

Be sure to tell anyone you are sharing the presentation with, to download and install the latest SNAP before opening and editing the PowerPoint with SNAP controls embedded. If SNAP controls are not imbedded as yet, it is not necessary.

If you are going to be sharing your presentation after the SNAP controls are embedded or if your presentation is moving to another computer for the live event, it is important to make sure the SNAP is installed on both computers and you move any specialized files that you have generated and are using with the presentation. You can check the files and get more specific information on moving your SNAP presentations between computers, by clicking on the 'File Dependencies' button on the critical tips page of SNAP.

**Where can we go to download the latest version of SNAP?** Go to [www.snap-ars.com](http://www.snap-ars.com) to download and install the latest version. It refers to the download as a trial version, but all you need is the software hasp/key or base encryption key to operate 100 keypads or a full base station (250 for Mini/Worldwide, 500 for Mini Gen2, Plus/Mini+, 400 for Interact/Mini).

## Limitations of SNAP:

1. You should not have two PowerPoint presentations open at the same time. SNAP does not support hyper-linking between presentations. SNAP does allow hyper-linking to play a video or other action, but not to open another presentation. You can easily stop and start multiple presentations within SNAP – easiest from the pull down menu, once you have ran them in rehearsal - you can just not have two presentations running at the same time.
2. Do not do major PowerPoint revisions, such as adding, deleting or re-ordering slides in your presentation while running SNAP. It is best to make such revisions needed in PowerPoint without SNAP running, and then run SNAP to set the SNAP control properties as needed.