



Audience Engagement Tool Assessment

ICF next+

MARRISSA SANDS

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Agenda

COVID-19 POV

Q&A and Polling Platforms

Tool Objective

Tool Assessment

Pricing Models

Feature Comparison

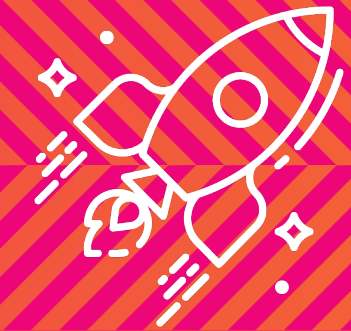
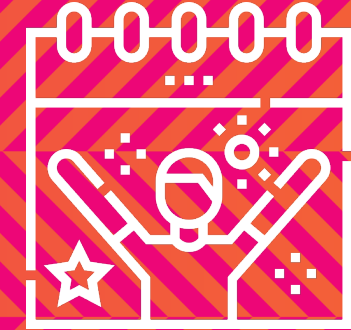
Recommendation

Final Thoughts

Q+A

COVID-19 POV

Now is the time to
leverage digital tools to
test an organization's
agility and adaptability
even in the most
unpredictable of situations.



Prior to COVID-19, the professionals believed the following about audience engagement at events

84% of professionals say audience engagement solutions are the best way to **maximize the event experience**

91% say increasing engagement at their events is a **priority**

53% attendees want greater **interaction** with event speakers

66% of attendees **engage in online activities** during the event

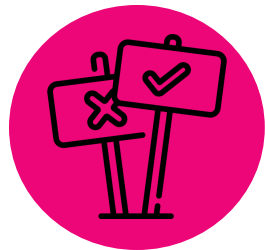
Audience Interaction & Engagement Tools



Tool Objectives

Q&A and Polling Platforms can be utilized for both external and internal communication initiatives. Whether at a conference or conducting an internal town hall, utilizing these platforms allow the organization to better connect with all its stakeholders and solicit their immediate feedback.

Live Q&A and Polling Platforms enable the following:



Aid to guide decision-making by soliciting immediate feedback



Supports the democratic process by ensuring all voices are expressed and heard



Encouraging audience participation in live presentations, seminars, conferences and public forums



Supporting engagement with internal and external stakeholders

Tools Assessed



Pigeonhole



Slido



Glisser



Poll Everywhere



Vevox

Tool Assessment Methodology

Important Features & Functionalities for Audience Engagement Tool:

Browser & Mobile App	Ability to use app, text or browser to respond and participate
Software Integrations	Integrate tool with Microsoft PowerPoint & Teams, Google Slides, Keynote, Zoom or other widely used programs
Insights & Analytics	Track and gain participant engagement analyze via a dashboard or report
Branding	Personalize tool with organization's branding
Live Polls	Capture the opinions of the audience in real-time charts
Live Q&A's	Crowdsource questions from audience for speakers to answer
Surveys	Use questionnaires to gauge audience feedback during or after the event
Social Media Integration	Incorporate Twitter Walls and LinkedIn to share presentations, as well as, promote content
Workspaces	Ability for teams to create, manage and collaborate on events in one place
Privacy & Security	Offers passcode/pin to enter meetings and user-restrictions
Multiple Sessions	Host multiple sessions at the same time

Audience Engagement Price Models:



- One-Time
- Annual
- Enterprise



- One-Time
- Annual



- Enterprise
- Education



- One-Time
- Business & non-profit
- Higher Education
- K-12



- One-Time
- Annual
- Education

Feature Comparison by Platform



	Pigeonhole	Slido	Glisser	Poll Everywhere	Vevox
Browser & Mobile Use	●	●	●	●	●
Software Integrations	●	●	●	●	●
Insights & Analytics	●	●	●	●	●
Branding	●	●	●	●	●
Live Polls	●	●	●	●	●
Live Q&A's	●	●	●	●	●
Surveys	●	●	●	●	●
Social Media Integration	●	●	●	●	●
Moderation	●	●	●	●	●
Privacy & Security	●	●	●	●	●
Multiple Sessions	●	●	●	●	●

Color Key:



Tool does not have this feature



Tool has feature, but with limited capabilities



Tool has this feature with robust capabilities

Audience Engagement Measurement

As a result of using these tools, you can measure the following:

- Surveys
- Mobile polling
- Social media activity (# of tweets, posts, pictures)
- Social media sentiment analysis
- % of active participants
- Mobile event app analytics (number of interactions)
- Subscription to website
- Following on social media

Recommendation



- Met all of features and functionalities
- Ability to implement organization's branding throughout Slido's user interface
- Data feature is robust and supports event + data analytics
- Built to support remote meetings, virtual events, all-hands meetings and conferences

Final Thoughts

- COVID-19 has forced us to think of other ways to bring people together
- Although digital experiences cannot replicate what might have been in person, these tools make it possible for us to try

“The world as we have created it is a process of our thinking. It cannot be changed without changing our thinking.”

- Albert Einstein



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