



Sandy Sowell's Audience Response System

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A division of
**Sandy Sowell
Entertainment**

Included in this service are
**150 keypads, staff, and all
necessary software.**

Audience Response System for conference and seminar support featuring 150 easy-to-use wireless keypads.

Sandy Sowell's Audience Response System (ARS) is available to provide state-of-the-art wireless audience response services for seminars and conferences in the West Virginia, Kentucky, and Ohio area. Our electronic voting system uses wireless keypads to poll meeting participants.

ARS is geared to enhance learning, attain higher knowledge retention, promote active meeting participation and to make your event more interesting and fun!

Audience polling is a method of receiving real-time feedback from meeting participants. This increasingly popular concept is accomplished through our interactive response system that gives each person the ability to respond to questions (as they are presented) with the help of wireless keypads.

Using Audience Response Technology (ARS)

Using an ARS system enhances learning and the subsequent retention of information that can follow from use of such a system. Using Audience Response Technology can easily accomplish tasks previously left to paper and pencil facilitation techniques. There are many benefits to using such technology.

Imagine a meeting where you could quickly find out what everybody believes about anything... Using interactivity to gauge group perception will help you receive some truly compelling information from participants. ARS is used for employee climate surveys, town hall meetings, and customer feedback sessions.

This form of interactive group response feedback encourages honest responses and open discussion about key issues. More importantly, interactivity will let you go beyond simply finding out what everyone thinks. You'll discover why they think that way and then be able to focus on what should be done.

How do you keep 150 people engaged and participating?

ARS turns listeners into participants as it quickly surveys an audience for their thoughts, opinions or knowledge and reports the results instantly on a large public screen. Sandy Sowell's Audience Response System (ARS) features the most up-to-date technology and 150 small radio frequency keypads. Radio frequency (RF) design offers superior range, speed, and accuracy. Results of the meeting or event are available immediately as data in an Excel Spreadsheet and customized reports.

Sandy Sowell's ARS is used in conferences, seminars, classrooms, focus groups, training programs, sales meetings, strategic planning, market research, and surveys.



The keypad is easy to use and the technology is not intimidating for the participant.

Benefits of Interactivity

1. Anonymity
2. You can get more accomplished, faster
3. Improved understanding
4. Generates greater participation
5. Democracy of input
6. Public display screen
7. The meeting sponsors and participants accept and enjoy the process



Benefits of Audience Interactivity



Audience polling information is immediately available on the projection screen

“ARS is one of the most efficient, powerful and versatile learning and entertainment tools available today. It allows both meeting facilitator and audience to immediately “see” combined participants’ responses in a variety of graph styles.”



“Imagine a meeting where you could quickly find out what everybody believes about anything”

1. Anonymity. The keypads allow participants to respond anonymously, thereby encouraging more honest and accurate responses. Simply put, participants feel free to be candid knowing their input is anonymous. Using a keypad helps to overcome the “shyness factor” or fear of rejection.

2. You can get more accomplished, faster. Users report achieving 20%-40% productivity gain when compared to other non-technology assisted meetings. If adding technology such as group response systems to interactive meetings can reduce a 3-day process to a 2-day process and accomplish the same outcome, it is obviously more efficient.

3. Improved understanding. You can find out not just who is comfortable with a decision but the degree of comfort. There is a difference between people answering that they are “uncomfortable” and “very uncomfortable. One answer can show the facilitator they have some serious work to do before proceeding.

4. Generates greater participation. Because of the efficiency and interactivity of the technology, the group experiences greater participant buy-in to the process and alignment around the decisions that they make as a result of the process.

5. Democracy of input. Every participant gets a keypad, and every participant gets to register his or her opinion—not just the participants who talk the most or have the most power. Alignment becomes easier because participants know they were heard. Using the keypads, they feel the decision making process is fairer and the decision more legitimate. They will be more willing to support the decision even if they don’t agree with it.

6. Public display screen. The facilitator can use the graphs of results to focus the group and keep the discussion on track. Participants feel less emotionally attached to their own opinions and see themselves as part of a group with a range of ideas rather than isolated individuals with independent ideas. Furthermore, participants can see how they fit into the group as a whole.

7. The meeting sponsors and participants accept and enjoy the process. They enjoy coming to meetings and working hard to make the meetings successful. They understand and feel comfortable in their role of participant or meeting leader.

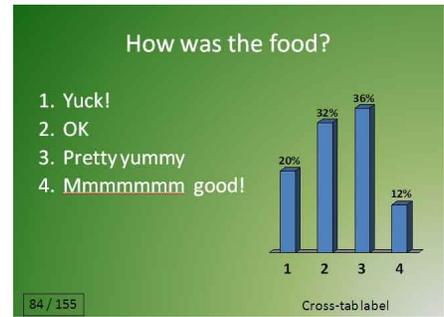
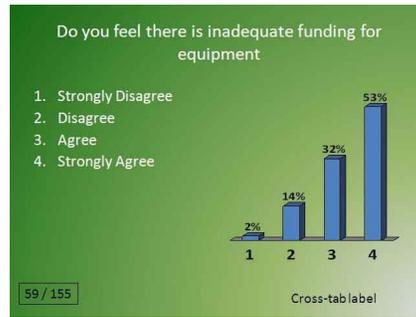
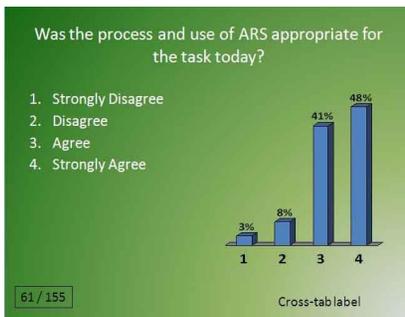




ARS – In Conclusion

ARS is one of the most efficient, powerful and versatile learning and entertainment tools available today. It allows both meeting facilitator and audience to immediately “see” combined participants’ responses in a variety of graph styles.

Whether you’ve gathered your audience to learn a new subject, approve or disapprove of policies or approach, vote on a course of action or enliven employee and staff meetings through reward based team competition, we are the right solution.



Excel Report is generated immediately!

Sandy Sowell will work with the facilitator or conference director in advance of the event to develop multiple-choice questions in a Powerpoint format to interject polling questions into the meeting. Questions can also be added "on the fly" as the meeting progresses or the focus of the meeting changes. Our company will control and manage all the software and computer interface needed and rehearse with the presenters prior to the event.

An Excel Report is generated at the end of the session analyzing the results of the meeting's polling sessions. This is a huge time saver for your organization!

Sample Excel report at the end of ARS session

Question #	Choice	Correct Answer	All Participants
1	Have you ever used an ARS keypad before?		
	1. Yes		70 61.4%
	2. No		44 38.6%
		N	114
2	Do you represent ...		
	1. Workforce West Virginia		1 1.1%
	2. Community College		11 11.4%
	3. Career and Technical Center		64 67.4%
	4. Other		19 20.0%
		N	95
16	Open Entry-Exit Access Policy		
	1. Yes		8 100.0%
	2. No		0 0.0%
		N	8
17	Drug Issues?		
	1. Yes		35 100.0%
	2. No		0 0.0%
		N	35
18	Fund Programs Collaboratively?		
	1. Yes		21 100.0%
	2. No		0 0.0%
		N	21
19	To what extent do you think these recommendations will meet (employer's) expectations?!		
	1. Yes, they will see a positive change in the workplace		50 76.9%
	2. No, it will not make any difference		15 23.1%
		N	65
17	State policy on hiring		
	1. Strongly Disagree		5 8.8%
	2. Disagree		11 21.1%
	3. Agree		18 34.6%
	4. Strongly Agree		22 43.5%
		N	57

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Excel spreadsheets can be used in a variety of ways to help form policy for your organization.