



Audience Response Keypads – An invaluable tool for engaging audiences

In the past few years, innovations in computer and communications technology have dramatically increased the accessibility of tools that can be of great assistance to anyone who plans meetings. This tool, sometimes called Keypads for Audience Participation (KAP) or audience response systems is on its way to becoming standard practice for people who planning meetings where consistent participant engagement is important.

The simplicity of how KAP works hides the tremendous impact it can have when combined with skillful facilitation. This is how it works: each person has a hand-held transmission device that is usually reminiscent of a television remote control. At various points during a meeting, the meeting manager/facilitator asks the audience a multiple-choice question. The answers to the questions (usually anonymous) from participants go to a computer that instantly calculates and displays a picture of the range of answers provided by participants.

Meeting facilitators and keynote speakers have multiple options for using this capability to establish much stronger connections to their audiences. For example, the keypads allow:

- Keynote speakers to assess participant background or knowledge so they can adjust their presentations accordingly.
- Facilitators can poll audiences to instantly get an accurate understanding for the degree of agreement and disagreement on key issues linked to decisions.
- Organizations can use the keypads to improve the accuracy and shorten the duration of official roll call votes.
- At social events, questions can connect participants to each other, by focusing on memories, trivia, or what is happening in the moment.
- Meeting managers can generate group spirit by creating competitive team games with tallied scores.

The previous uses are mere examples; the potential uses of KAP are too broad to completely review. The core benefits for meeting conveners and event coordinators to keep in mind is that KAP, combined with the renown skills of The DWC Group, turn a typical gathering into one that unforgettable for participants; each person can express himself while creating an dynamic experience for the whole room, no matter how big the room is.

The scientific literature has long established that such systems substantially improve participant attention, retention, and enjoyment of meetings. For this reason, more than one million of these devices are in use in American classrooms. Increasingly, innovative facilitators and meeting professionals are leveraging the many benefits of this technology to create more participatory and productive meetings. The DWC Group has the skills to not only bring this technology to your next gathering, but also teach you how to use this dynamic tool that will forever enhance your meetings and gatherings.

