

EthicsPoll™ Interactive Polling

An EthicsPoll™ interactive polling session combines audience response technology and a customized presentation to collect participants' feedback about their organization's ethical climate. From a single-group session with all participants in the same room to multi-group sessions that link satellite offices across the country, EthicsPoll's flexible technical architecture can accommodate a variety of polling session configurations and polling methods.

In-Person & Remote Polling

Interactive polling sessions utilize two kinds of audience response technology:

- ◆ EthicsPoller palm-sized handheld devices, or “hard” pollers (shown at bottom right)
- ◆ Virtual pollers (“soft” pollers) via apps for mobile devices or web link

EthicsPoller devices are distributed to participants at the primary presentation location and satellite offices. Participants at satellite offices may also opt to use virtual pollers—either an app for mobile devices or web link—to respond. With web conferencing support, multiple office locations can view and participate in the polling session.

Instant Results

The EthicsPoll software application combines audience responses from all polling locations, visually displaying the collective results in real time. Live demographic and firmographic slicing tools within the application reveal points for further investigation, prompting audience discussion and exploration opportunities throughout the presentation.

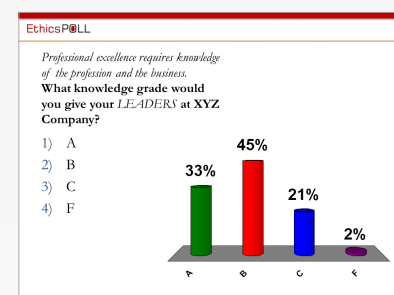
Custom Reporting

Once the interactive polling session is completed, EthicsPoll assesses the validity of polling session feedback by comparing demographic and firmographic responses with the pre-session participant census. Report data is sliced by demographics and/or firmographics of interest, with results presented in both tabular and chart formats.

Polling Session Capabilities

- ◆ Up to 1,000 EthicsPollers
- ◆ Unlimited remote pollers via web browser or mobile device
- ◆ Anonymous or tracked sessions
- ◆ Live data slicing
- ◆ Custom reporting with data validity & confidence interval

Sample polling slide



EthicsPoller shown actual size

