



[ubiquus]

Financial Investment Conference:

Ativa Keypads - ARS System

Case Study

The Client

A multi-strategy **private investment firm** with offices in New York and London, specializing in private equity & credit investments.

The Objective

The client's annual executive conference is a collaboration of investors, top executives, and CEOs who gather to discuss financial and economic issues. They needed a solution to create an **interactive environment** while **managing a tight time-flow** during the scheduled conference.

They also needed a **secure** system equipped to handle **incoming texts** in addition to the ability to relay **polling questions** (WiFi and mobile were not optional for security purposes).

★ Our Solution

The client incorporated **200 touch-screen Ativa keypads** to execute their **polling** activities while capturing incoming **SMS questions** from the audience. Participants readily responded to questions and ideas during the meeting, and were subsequently presented with the **tabulated data** for review.

This **full-service program**, offered by Ubiquis, consisted of the keypads, ARS software, the presence of an on-site technician, and prior-day set-up and rehearsal.

★ Our Solution

The data collection was executed **anonymously**, which resulted in more **candid** feedback from the audience.

When participants had opinions or questions, they expressed them with **100% privacy** using the **touch-screen Ativa keypads**, entering **up to 160 characters** of feedback per text.

★ Our Solution

The client's polling questions consisted of **single-** and **multiple-choice**, as well as **free-form** texting.

Upon conclusion, the facilitator **received all polling and feedback reports on site**, and promptly deleted any information deemed too confidential to leave the room. All other information was **safely preserved** on a **secure server** for the client's future reference.

Get in Touch

To learn how Ubiquus' Ativa keypad ARS system can create a highly-interactive and seamless platform for audience data collection and engagement at **your** next conference, click below to send us an email.

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