Financial Investment Conference:
Ativa Keypads - ARS System
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).
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 Ubiquus, 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.

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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.
To learn how Ubiqus’ 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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