



Interactive Insight Report Series

Survey of Interactive Presentation Participation

December 2004-

PresenterNet Survey of Interactive Presentation Participation

The PresenterNet User Survey of 2004 revealed new information on how interactive presentation slides change the habits of audience participants.

The survey of 280 users indicated that 106 of the presenters surveyed integrate PresenterNet interactive slides into their presentations, while the other respondents use ordinary PowerPoint™ slides only.

The group using interactive slides indicated that their audience members remain far more engaged when asked to respond to onscreen questions or information requests. When participants realize that their responses are seen immediately by the presenter as well as being stored for later follow-up, they focus much more attention on the presentation material.

One respondent commented, "It's like they are in a classroom, and don't want to be called on by surprise. Once they know that the presenter is viewing their input and that it is being stored, they are much more likely to keep focused."

Users of interactive materials enabled on PresenterNet were asked, "How do interactive slides affect your audience?" Their answers were:

- Audience maintains attention 73%*
- Audience has greater understanding 55%*
- More people request follow-up 41%*
- Little or no effect 4%*

* Users were directed to select all responses that apply

Users were also asked, "What are your reasons for using interactive slides?" They responded:

- Collect new information 40%*
- Keep the audience engaged 62%*
- Measure effectiveness 28%*
- Pre-qualifying prospects 43%*
- Enhance audience understanding 33%*

* Users were directed to select all responses that apply.

By comparison, Survey responses from presenters who do not add interactive responses to their PowerPoint™ slides correlate the findings of vendors such as Raindance who recently released a study that revealed widespread multitasking during one-way online conference presentations.

According to the Raindance study, conventional conference attendees reported such activities as:

- Doing unrelated work 70%
- Looking for the materials being discussed in the meeting 69%
- Reading and/or sending e-mail or instant messages 50%
- Eating 37%
- Muting call and talking to someone else 36%
- Surfing the Internet 27%

About PresenterNet Interactive Technology:

PresenterNet offers interactive capability to all users, enabling them to create slides that ask questions or request information from audience participants.

Users create interactive slides by adding InterActors™ to their uploaded PowerPoint™ slides. InterActor are active, onscreen graphic of various kinds. They are used to enable audience members to respond onscreen. Responses may consist of mouse click selections, mouse adjustment of graphic sliders, or text input. The PresenterNet system writes each response to a database, along with the name of the responding person. The presenter can then use the responses during the presentation or to generate follow-up actions.

To create interactive slides with InterActors, users first upload ordinary PowerPoint to PresenterNet, where each slide is converted into a Macromedia Flash file and stored in a personal library. Users then edit any slide in their library by adding one or more InterActors, thereby creating an interactive slide.