
Introduction: The purpose of this document is to assist you as an AAFP Presenter in using the Audience Engagement System Poll Questions and Social Q&A during your presentation.

Goal of the Audience Engagement System: The Audience Engagement System (AES) keeps the audience engaged in your interactive lecture and allows you to adjust the scope and emphasis of your presentation. You can use poll questions to find out who is in your audience, what they already know, if they understood a point you just made, or to gather data for future use.

Using AES

1. Your presentation will be loaded onto the laptop provided by AAFP. This slide deck contains:
 - a. Your poll question slides coded so the questions can be answered on your audience's mobile devices.
 - b. An ending Question and Answer slide linked to the questions your audience has asked during your session.
 - c. A slide asking your audience to enter their email address should they want additional information.
 - d. A reminder slide to complete the session evaluation.
2. In slide show view, when you see the slide with a Poll Question and the possible answer options, take the time to review the question and all the answer options. This ensures the audience understands the question, knows what to do, and will be able to answer the question more quickly.
3. Advance the slide to open the Poll. You must advance the Poll Question slide so that the audience can see and select their answer on their mobile device.
 - a. As the audience answers and **submits** their choice(s), the audience will have usually 10 seconds to select and **submit** their answer. (You will see the timer count down on the presentation screen.) The results will show on the audiences' devices. The Poll results will be seen on the PowerPoint slide when the time is up.

Note: If any slides need to be changed or added to your deck, call Susan Quigg (800-274-2237, ext. 6705) **before** coming to the symposium. **Changes to your deck cannot be made on site.**

Note: An audience member must **SUBMIT** their answer in order for it to be seen.

Note: If there is a correct answer, it will be highlighted in Green.

Reviewing and Answering the Social Q&A Questions During Your Session:

To project the questions your audience has submitted, click the link on the Question and Answer slide in your slide deck while still in slide show view. The link will take you to the web page containing the questions. Questions will appear with the most "liked" questions at the top of the list. See **Appendix A** for more information on using the **Social Q&A questions**.

Note: If you wish, ask a co-presenter to monitor the Social Q&A questions on their own mobile device during your presentation so questions can be addressed as the presentation progresses.



Presenter Instructions: Using the AES During a Presentation

About the Audience's Experience:

- The audience will access the AES from any device that has access to the web through the 2017 PDW RPS app.
- The audience will see how other attendees have answered a Poll Question as soon as they click on submit.
- The audience will see any Social Q&A question asked as it is submitted.

Obtaining Poll Question reports after the symposium:

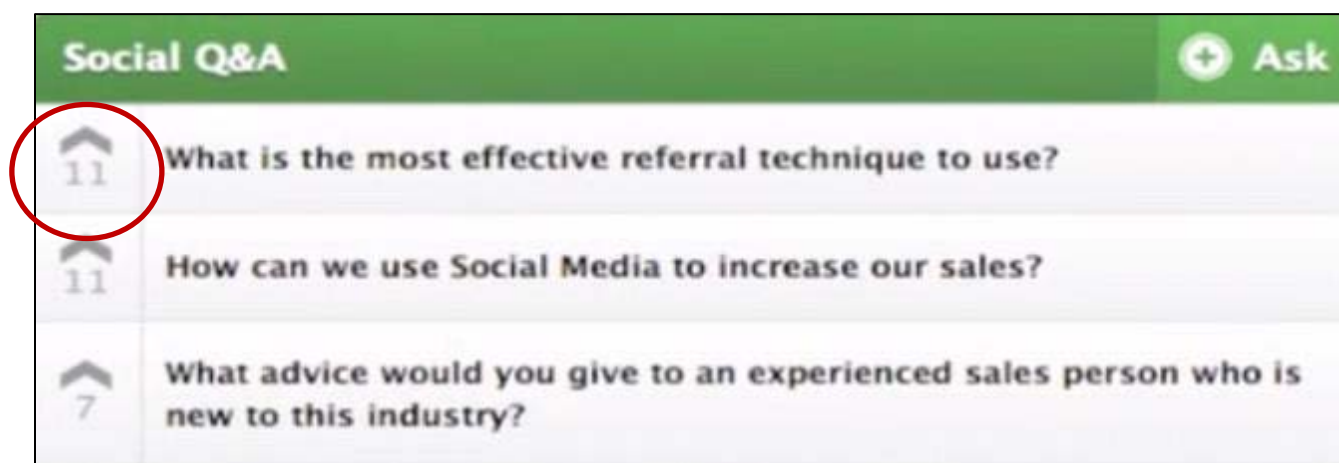
After PDW and RPS, staff will send you reports of all your poll questions with your audience's responses, any email addresses submitted by your audience, and the questions asked by the audience. If you wish, you may send additional information to those who submitted email addresses.

Social Q&A

- During your lecture, in addition to answering Poll Questions, your audience is able to electronically **submit** questions to you.
- This is what your audience sees on their web enabled **device**.



- To submit a question, audience members click on the **+Ask** button and type a question.
- Submitted questions are viewed by the audience who can **like** questions to increase the priority by clicking on the up arrow next to the question.



- This reduces the number of redundant questions and further **engages** the audience.
- The submitted questions are viewable on your mobile device and the **main projection screen** when you click the link on the Question & Answer slide(s) in your presentation deck.

Order of Social Q&A Questions

- Questions will appear in **priority** order, with the most "liked" questions listed first.
- Your objective is to address the most **relevant** questions first, as voted by your audience.
- After addressing questions, you can **advance** to your next slide.
- **Manage** leading or controversial questions appropriately as you work your way down the list. (i.e., *skip it, think about it, answer it later if time allows*)

Report of Social Q&A Questions

The Social Q&A Questions asked during your session are included in the AES reports you will receive after the Symposium. You may send answers to all questions not addressed during your presentation to those who provided an email address.