

A One-Minute Guide to Measuring the "Wow" Factor of Meeting Technology

There is something magical about putting an iPad in the hand of every participant in your live meetings. Most global event directors have already taken the step forward to enhance meeting engagement, but not everyone is seeing the return on their investment. They acknowledge the appeal, but wonder if "wow" is enough.

Several questions remain. Is second screen technology really impressing my audience? How long will the "wow" last? What happens in meeting number five, when I hand my participants a tablet and the excitement has worn off? What is the new shiny object I can put in their hands to "wow" them again?

Technology must be more than a shiny object; **it must deliver results.**

Since you're already making a significant investment in iPad rentals to deliver slide images to the audience, you may as well take full advantage of that investment. You can start by measuring the wow-factor. The power of second screen technology to capture data and drive analytics is more valuable than the application itself. The engine of analytics delivers concrete proof for your investment, measuring impact beyond mere opinion.

While the wow-factor can seem like an ambiguous target to hit, we define it by a simple equation:

$$\text{Wow} = \text{Engagement} + \text{Sentiment} + \text{Evaluation}$$

Engagement

An engaged audience is an enthusiastic audience, especially when you add the element of competition. In contrast, an audience experience that is devoid of engagement will often be distracted. Since engagement can now be measured, we leave the old world of conjecture and wishful thinking. We have a clear measurement for the impact of our meetings. We can analyze audience response and see what truly impressed them. We can see what questions they asked, slides they saved, notes they took and resources they accessed during the event. Combined, we gain a more complete representation of their interest in the content and presenters.

Sentiment

The driving force behind all action is emotion, learning and purchasing are no exception. How the audience feels about the content and the speakers, correlates strongly with what they retain and what decisions they make. When they feel positive, they purchase. When they "like" something, they learn. So, how do you measure sentiment? With tools like "snap polling," planners and organizers can display simple surveys consisting of three emoticons to the audience at any time during a presentation or conference. Audience members select the one that fits their mood, and event organizers gain an invaluable record of continuous emotional response.

Evaluation

Conjecture without fact is merely opinion. Good evaluations capture participant responses in a way that supports hypothesis with data. Successful meetings ask the audience what they think about everything. Meeting planners request responses about the venue, food, presenters, content and even the iPad technology itself, allowing individuals to rank them and voice approval or dissatisfaction. If you don't ask, you don't know and have no way to ultimately measure success or failure. With 60-99% response to evaluations in live meeting interaction, the data is waiting for your discovery. Now is the time to find out if your "wow" is really "wow."

It is time to put your second screen technology to work for good. You're already paying for the "wow," why not measure the actual "wow" factor and multiply the impact of your meetings with analytics?