



# Uses and Benefits of TurningPoint Audience Response

## TurningPoint



### Basic Facts:

- 100% integration with Microsoft PowerPoint
- Complete integration with Office 2003 and 2007
- Generates detailed reports for further analysis
- Sorts data by individual, demographic or team
- Free software download from any location
- Worldwide, real-time polling with ResponseWare
- Free, online training, both beginning and advanced
- Free, unlimited phone and e-mail support of products

### Training and Employee Development:

- Engage and retain attention through presentations
- Improve comprehension and retention of material
- Confirm attendee understanding in real-time
- Benchmark training sessions for further improvement
- Electronically track progress, success of trainees
- Utilize gaming templates for fun and excitement
- Meeting safety training and compliance requirements
- Grading and ranking performance of employees
- Employee orientation and training sessions
- Automatically track attendance with responses
- Data collection in reports, stored in session folders
- Integrated with employee management systems
- Employee surveys, instantly tap into workplace opinion

### Sales and Marketing Research:

- Focus groups to gauge internal and external feedback
- Vote on product comparisons, preferred features
- Moment-to-moment tracking of opinions during meeting
- Identify and rank consumer choices with ranking wizard
- Conduct market analysis at meetings and trade shows
- Integrate with sales presentations for memorable experience
- Save time and money with electronic data collecting and reporting

### Meeting and Events:

- Expedite decision-making with immediate feedback
- Encourage friendly competition with team games
- Track responses by individual or run anonymous polling
- Show fastest, correct responder by individual on scoreboard
- Assign teams prior to meeting or during meeting for gaming
- Show participant or team leaders throughout the presentation
- Prioritize issues in order to strategically plan for organizations
- Reduce hours of work by using audience response versus paper
- Gather honest information regarding initiative effectiveness
- Encourage honest, accurate opinions and answers
- Use in shareholder meetings and board meetings
- Conduct teambuilding activities to boost morale