

Bayview Interactive -Meeting Services



Bayview Interactive assists organizations to manage information gathered at their meetings. We help clients effectively engage their important stakeholders. Through our services, they develop a dynamic, two-way conversation that benefits the entire organization.

Our consulting services are aimed to assist your organization with strategic planning and developing your business. By creating an interactive dialogue between conference planners, executive management, and all other members of your company, we make your gathering more productive and interesting. Our services help leaders tackle complex internal and external business issues that require active participation and feedback from a diverse set of organizational individuals.

Who uses Bayview Interactive?

- Companies/organizations hosting important internal meetings and needing comprehensive or targeted meeting services or technologies;
- Companies/organizations who need to reach external stakeholders through meetings they convene;
- Companies/organizations addressing critical issues who need ongoing management of a new or existing project.
- Companies/organizations that have a desire to lighten the dynamics of the meeting through friendly competition and ice-breaking game play. (Jeopardy/Trivia)

Audience Participation Technology

APT combines wireless handheld keypads that anonymously collect data from meeting participants. Meeting organizers use them to:



- Dramatically improve interaction between meeting attendees and planners
- Collect important opinions and experiential data
- Reach consensus and find tension points
- Tackle sensitive organizational issues (i.e. compensation, retention, diversity)
- Improve educational training delivery through testing, case studies - even game shows
- Determine consumer/target audience interest



How APT works

Attendees use wireless keypads to answer multiple-choice questions. They are cued visually to press the button on the keypad that corresponds to the answer they want to select. In a matter of seconds, a chart breaks down how participants responded by percentage and raw number. The data is collected into a Windows Access database for after-program reporting.

Functions - Question types

Impromptu – In addition to pre-programmed questions called for by presenters, our APT software allows conveners (or even the audience) to ask questions during the presentation.

Correct answer – Software can indicate a correct answer to a question, a technique used frequently in education and training environments

Demographics – Each keypad has a number label that can track data for different purposes. Clients can create a roster based on the keypad number and display data (or "scores" in the training environment) by keypad number. Additionally, clients can ask demographic questions as a way of sorting the data – whether live or in report form – in ways that provide additional information.

Pre- and Post-Comparisons – Often clients ask questions at the beginning and end of the day and compare the answers on a single screen. This comparison can tell conveners considerably more about how well they met their meeting objectives than standard scale questions on surveys. [It can work just as well before and after a single presentation.]



When to use APT

APT keypads are a powerful tool for any meeting scenario. The applications for which we most often integrate keypads are:

- *CEO/senior management meetings* – Senior executives gather to review progress and/or discuss and get consensus around new strategic plans and other business initiatives. Anonymity eliminates hierarchical barriers to good discussion.
- *Sales/marketing/top producer meetings* – Management needs regularly communication with its sales team – the interactive technology we offer provides an unparalleled opportunity to gather feedback from successful producers and evaluate new tactics.
- *Sales training meetings* – Information gathered by using APT can help determine on-site how well attendees understand the educational content and how effectively it was delivered. Also, try our ice-breaking game shows – they turn learning into fun.
- *Professional service firm retreats* – Law Firms, CPA firms, universities, and many consulting firms hold annual gatherings to discuss marketing, matter management, compensation and other critical issues. Demographic feature allows analysis by function and office.
- *Medical education meetings* – Our technology and how it is delivered is able to spark interaction in didactic environments; case studies deliver learning in fresh and powerful ways.
- *Association meetings* – Content presentations are enhanced with interactive questions. Associations also get quick reads from members on meeting locations, communications vehicles, policies and more.
- *Public policy/community feedback sessions* – Meeting planners and public officials seek candid public feedback on issues of great importance to the community. Real-time feedback, anonymity, and demographic provides a platform for community leaders to have direct, safe, and deeply developed dialogue with constituents.