

SMS Introduces Interactive Response (IR) for Focus Groups, Mock Juries, Community Meetings, and more

For the first time in Hawai'i, clients will be able to view instantaneous responses to moderator questions. Mock jury participants will no longer have to complete paper questionnaires to understand their judgments – lawyers will see juror reactions instantly. Everyone knows that the most effective community meetings share a common element: a high level of audience participation. The way to maximize such participation is through the usage of our IR services.

Audience response products are known by various names including interactive voting pads, audience voting keypads, and clickers. These electronic devices quickly record audience member answers to questions during meetings, trainings, and survey activities. It collects valuable data fast; improves retention and comprehension; identifies priorities; accelerates decision making; builds consensus; increases participant interest, and many more.

Numerous studies confirm that meaningful interaction between a presenter and the audience improves attentiveness, interest, comprehension, and recall. Direct involvement and instant feedback also promote effective communication. The result is greater effectiveness and productivity – for both the presenter and audience members.

Our IR tool is simple to use, it is small yet effective.

Here's how high quality Reply systems work (and work reliably) ...



1. Participants use personal wireless keypads to respond to questions.
2. When a participant enters a response on the keypad it is transmitted to the base station unit via radio frequency. The keypad then receives a message confirming the entry was successful and the base station transfers the data to your PC.



3. The computer tallies the responses from the base station and instantly displays them for the presenter or the entire group to see. Data can be shown as total group feedback, individual responses, demographic units, and scores, or team standings.



If used in our focus group facility, there will be no added costs. A minimal cost will be charged if used externally.

Please call Hersh Singer at 808-440-0700 for more information or e-mail at hsinger@smshawaii.com.