NASBA.CNF.IO

Ask & Up-Vote Questions

Respond to Polls

Submit Evaluation
Have You Heard About or Used Conferences i/o Before This Summit?

- Yes, we’re a current customer
- Yes, had used it before
- Heard of but never used it
- Had not heard of it
### Had You Heard About or Used Conferences i/o Before This Summit?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, we're a current customer</td>
<td>15%</td>
</tr>
<tr>
<td>Yes, had used it before</td>
<td>8%</td>
</tr>
<tr>
<td>Yes but never used it before</td>
<td>16%</td>
</tr>
<tr>
<td>Had never heard of it</td>
<td>61%</td>
</tr>
</tbody>
</table>
Agenda

1. Intro to Conferences i/o

2. Creating engagement & Satisfying NASBA Requirements
   - Real-time engagement via Polling
   - Real-time instructor interaction including Q&A
   - Program evaluations
   - Attendance monitoring

3. Q&A
Intro to Conferences i/o
The purpose of a CPE program is for a topic expert to present **content** and **knowledge** for attendees to **learn**.
The Problem

...Unfortunately the most effective learning doesn’t happen by simply listening.
Effective learning happens when attendees are participating & engaged
The average adult attention span has dropped from 12 minutes to 5 minutes over the past decade.

3 out of 4 attendees don’t participate during sessions due to fear of speaking in front of other peers.

Study: “How Social Media is Ruining Our Minds” via SocialTimes.com

Source: National Institute of Mental Health
Conferences i/o allows attendees to participate in real-time, keeping them engaged with the content and resulting in greater **Learning Outcomes**.
Conferences i/o

Web Based
• Any mobile device
• Nothing to download or install

Real-Time Interaction
• Ask questions
• Respond to Polls
• Evaluation Surveys

Extended Engagement
• 24/7 Access
• Engage before and after programs
Conferences i/o

3 Core Features

- Session Evaluations
- Polling
- Social Q&A
Happy Customers

Conferences i/o has been used at hundreds of CPA organization events and CPE programs
Conferences i/o was used at an AICPA event for the first time in 2014.

Today, it is used at every AICPA conference throughout the year.

AICPA has completely replaced traditional Q&A with Social Q&A.
Creating Engagement in CPE Programs
There Are Many Types of CPE Programs…

• Group live (in person)
• Group Internet based
• Blended learning
• Independent Study
• Nano learning
• Self Study
What type(s) of CPE programs do you offer?

- Group live (in person)
- Group Internet based
- Blended learning
- Independent Study
- Nano learning
## Which type(s) of CPE programs does your organization offer?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A) Group live (in person)</td>
<td>98%</td>
</tr>
<tr>
<td>B) Group Internet based</td>
<td>71%</td>
</tr>
<tr>
<td>C) Blended learning</td>
<td>11%</td>
</tr>
<tr>
<td>D) Independent Study</td>
<td>16%</td>
</tr>
<tr>
<td>E) Nano learning</td>
<td>8%</td>
</tr>
</tbody>
</table>
Conferences i/o Was Built For Group Live Programs

- **Group live (in person)**
- Group Internet based
- Blended learning
- Independent Study
- Nano learning
- Self Study
But We Can Also Provide Value For…

- Group live (in person)
- Group Internet based
- Blended learning
- Independent Study
- Nano learning
- Self Study
Virtual / Hybrid Events

Participate In-Person or Online
Real-Time Engagement Via Polling
Group live programs must include at least one *element of engagement* related to course content during each credit of CPE.

For example: Group discussion, **Polling questions**, or use of a case study with different engagement elements throughout the program.
Polling Has Many Purposes & Benefits
Polling Has Many Purposes & Benefits

- General Engagement

Which of the following Social Media platforms do you use?

<table>
<thead>
<tr>
<th>CHOICE</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>86%</td>
</tr>
<tr>
<td>Twitter</td>
<td>80%</td>
</tr>
<tr>
<td>Linkedin</td>
<td>57%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>43%</td>
</tr>
<tr>
<td>Blog</td>
<td>47%</td>
</tr>
</tbody>
</table>
Polling Has Many Purposes & Benefits

• General Engagement

What is one word you would use to describe yourself?

cool crazy fabulous funny leader
perfect smart strong
thoughtful unique weird witty wizened
Polling Has Many Purposes & Benefits

- General Engagement
- Collect Demographics

What industry are you in?

- Corporate 29%
- Association 37%
- Agency 16%
- Other 17%
Polling Has Many Purposes & Benefits

- General Engagement
- Collect Demographics
- Voting on topics
Polling Has Many Purposes & Benefits

- General Engagement
- Collect Demographics
- Voting on topics
- Assess Learning
Which of these devices is Conferences i/o NOT compatible with?

• Smartphone
• Tablet
• Rotary Phone
• Laptop
Which of these devices is Conferences i/o NOT compatible with?

<table>
<thead>
<tr>
<th>Device</th>
<th>Compatibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>A) Smartphone</td>
<td>0%</td>
</tr>
<tr>
<td>B) Tablet</td>
<td>0%</td>
</tr>
<tr>
<td>C) Rotary Phone</td>
<td>100%</td>
</tr>
<tr>
<td>D) Laptop</td>
<td>0%</td>
</tr>
</tbody>
</table>
## Learning Assessment: Pre / Post Comparisons

<table>
<thead>
<tr>
<th>Device</th>
<th>Pre-Test</th>
<th>Post-Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>21%</td>
<td>0%</td>
</tr>
<tr>
<td>Tablet</td>
<td>33%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Rotary Phone</strong></td>
<td>21%</td>
<td>88%</td>
</tr>
<tr>
<td>Laptop</td>
<td>25%</td>
<td>13%</td>
</tr>
</tbody>
</table>
Demographic Comparisons

Poll Blender

Which of the following social media platforms do you use? with Are you a male or female?

Facebook: 55% Male, 45% Female
Twitter: 61% Male, 39% Female
Linkedin: 65% Male, 35% Female
Pinterest: 94% Female, 6% Male
Blog: 92% Male, 8% Female
Real-Time Instructor Interaction Including Q&A
Program participants must be able to **interact** with the real-time instructor while the course is in progress — including the opportunity **to ask questions and receive answers** during the presentation.
Social Q&A

- Attendees ask questions in real-time
- Attendees up vote questions that they like
- Most popular questions rise to the top
- Can also be used for general crowdsourcing
Social Q&A - Moderator Answers

Demo Session

Social Q&A
Vote by clicking / tapping the arrow

Can we use this in concurrent sessions?
Tap to see moderator's answer

Can I vote more than once?

What's the difference between Social Q&A and Polls?

Demo Session

Social Q&A
Vote by clicking / tapping the arrow

Can we use this in concurrent sessions?
Yes, Conferences i/o is set up specifically for this purpose

Can I vote more than once?

What's the difference between Social Q&A and Polls?
Program Evaluations
CPE program sponsors must employ an **effective means for evaluating learning activity quality** with respect to content and presentation, as well as provide a mechanism for participants to assess whether learning objectives were met.
NASBA S14-02: Evaluation Results

CPE program sponsors must periodically review evaluation results to assess program effectiveness and should inform developers and instructors of evaluation results.
How Do You Currently Collect Evaluations?

• Paper Forms
• Online Survey Tool (SurveyMonkey, etc.)
• Email feedback
• Other
• We don’t collect evaluations
How does your organization currently collect evaluations?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A) Paper Forms</td>
<td>45%</td>
</tr>
<tr>
<td>B) Online Survey Tool (SurveyMonkey, etc.)</td>
<td>66%</td>
</tr>
<tr>
<td>C) Email feedback</td>
<td>11%</td>
</tr>
<tr>
<td>D) Other</td>
<td>12%</td>
</tr>
<tr>
<td>E) We don’t collect evaluations</td>
<td>1%</td>
</tr>
</tbody>
</table>
## Session Evaluations

### Rate the speaker overall

<table>
<thead>
<tr>
<th></th>
<th>Program 1</th>
<th>Program 2</th>
<th>Program 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rate</strong></td>
<td>John Smith</td>
<td>Kathy Jones</td>
<td>Tim Ridley</td>
</tr>
<tr>
<td>5 - Great</td>
<td>11 (44.0%)</td>
<td>9 (40.9%)</td>
<td>0 (0.0%)</td>
</tr>
<tr>
<td>4 - Good</td>
<td>8 (32.0%)</td>
<td>12 (54.5%)</td>
<td>10 (25.0%)</td>
</tr>
<tr>
<td>3 - Neutral</td>
<td>6 (24.0%)</td>
<td>0 (0.0%)</td>
<td>20 (50.0%)</td>
</tr>
<tr>
<td>2 - Poor</td>
<td>0 (0.0%)</td>
<td>0 (0.0%)</td>
<td>10 (25.0%)</td>
</tr>
<tr>
<td>1 - Very Poor</td>
<td>0 (0.0%)</td>
<td>1 (4.5%)</td>
<td>0 (0.0%)</td>
</tr>
<tr>
<td><strong># of Responses</strong></td>
<td>25</td>
<td>22</td>
<td>40</td>
</tr>
<tr>
<td><strong>Average Rating</strong></td>
<td>4.20</td>
<td>4.27</td>
<td>3.00</td>
</tr>
</tbody>
</table>
Attendance Monitoring
Although it is the participant’s responsibility to report the appropriate number of credits earned, CPE program sponsors must maintain a process to monitor individual attendance at group programs to assign the correct number of CPE credits. A participant’s self-certification of attendance alone is not sufficient.
S16-02: Responsibility to Monitor Attendance (Group Live)

- Attendees sign in upon joining
- All data is automatically saved
- One click access to reporting
- Downloadable to Excel
Group Internet based programs must employ some type of real time monitoring mechanism to verify that participants are participating during the course.

The monitoring mechanism must be of sufficient frequency and lack predictability to ensure that participants have been engaged throughout the program.

The monitoring mechanism must employ at least three instances of interactivity completed by the participant per CPE credit.
Virtual / Hybrid Events

What reason are you most likely to participate in an event remotely?

- Commitments at home (36%)
- Save time (23%)
- Save money (31%)
- Other (0%)

Submit
Thanks!

Email john@conferences.io for more information