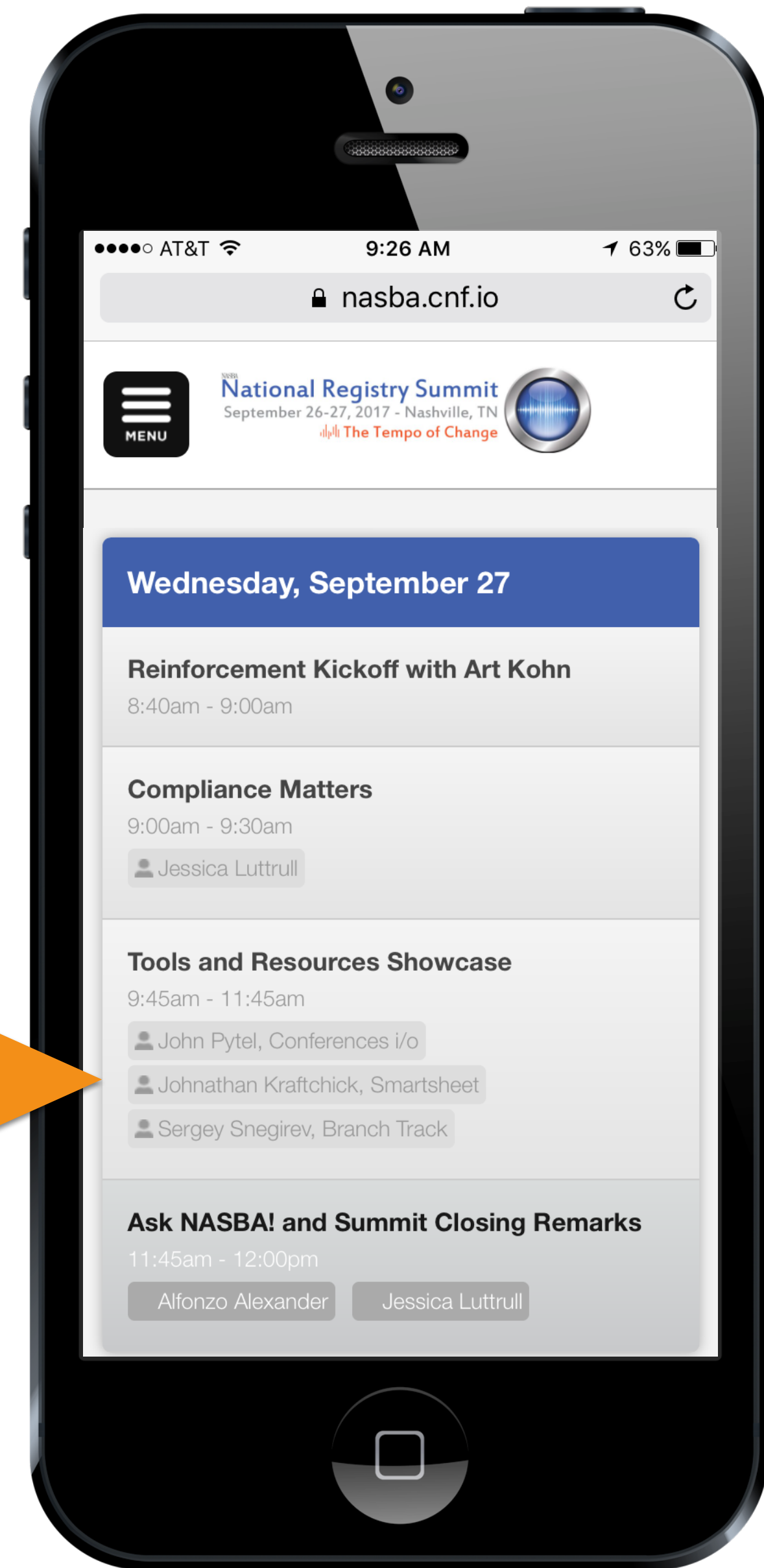




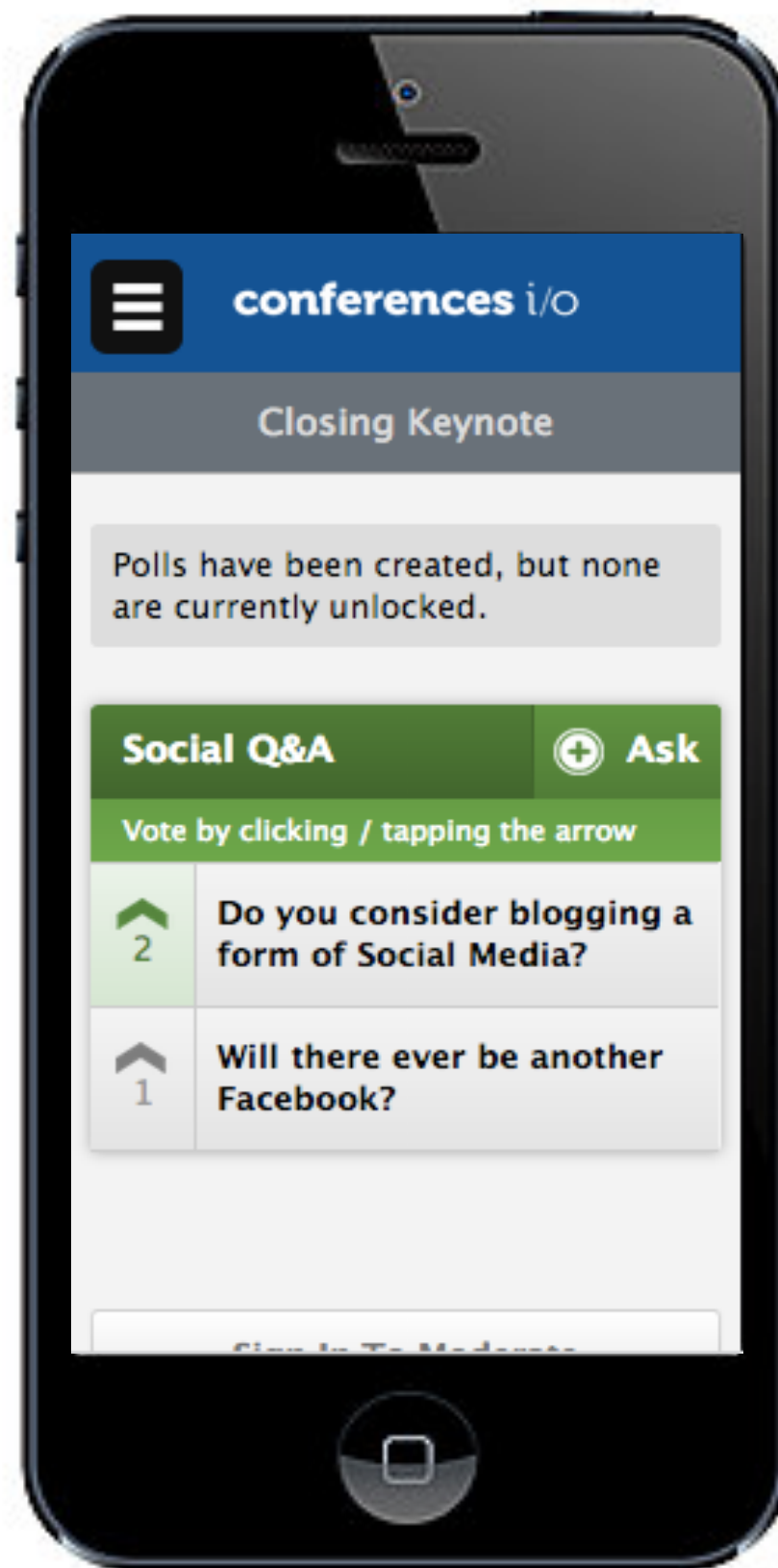
conferences i/o

NASBA Registry Summit

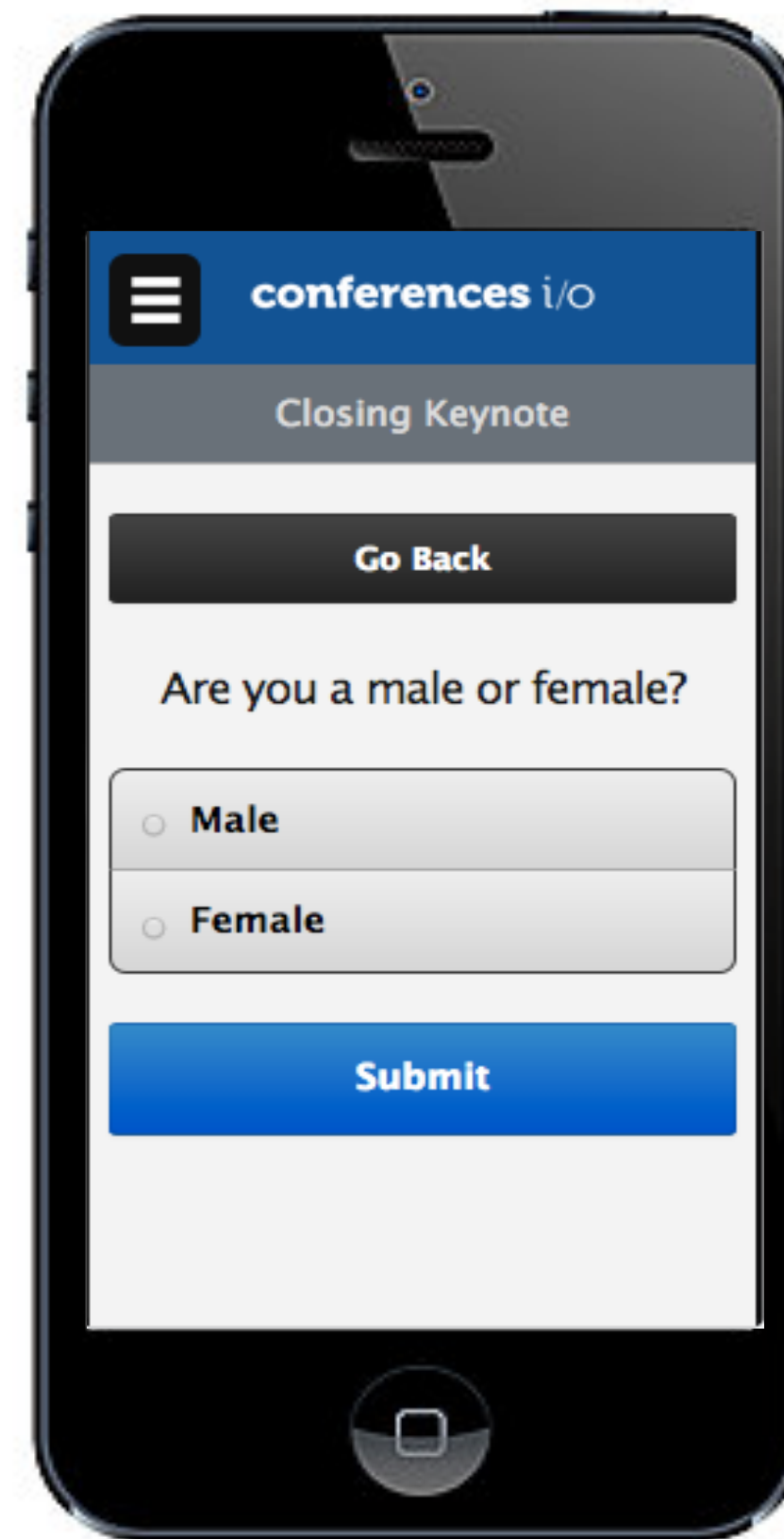
nasba.cnf.io



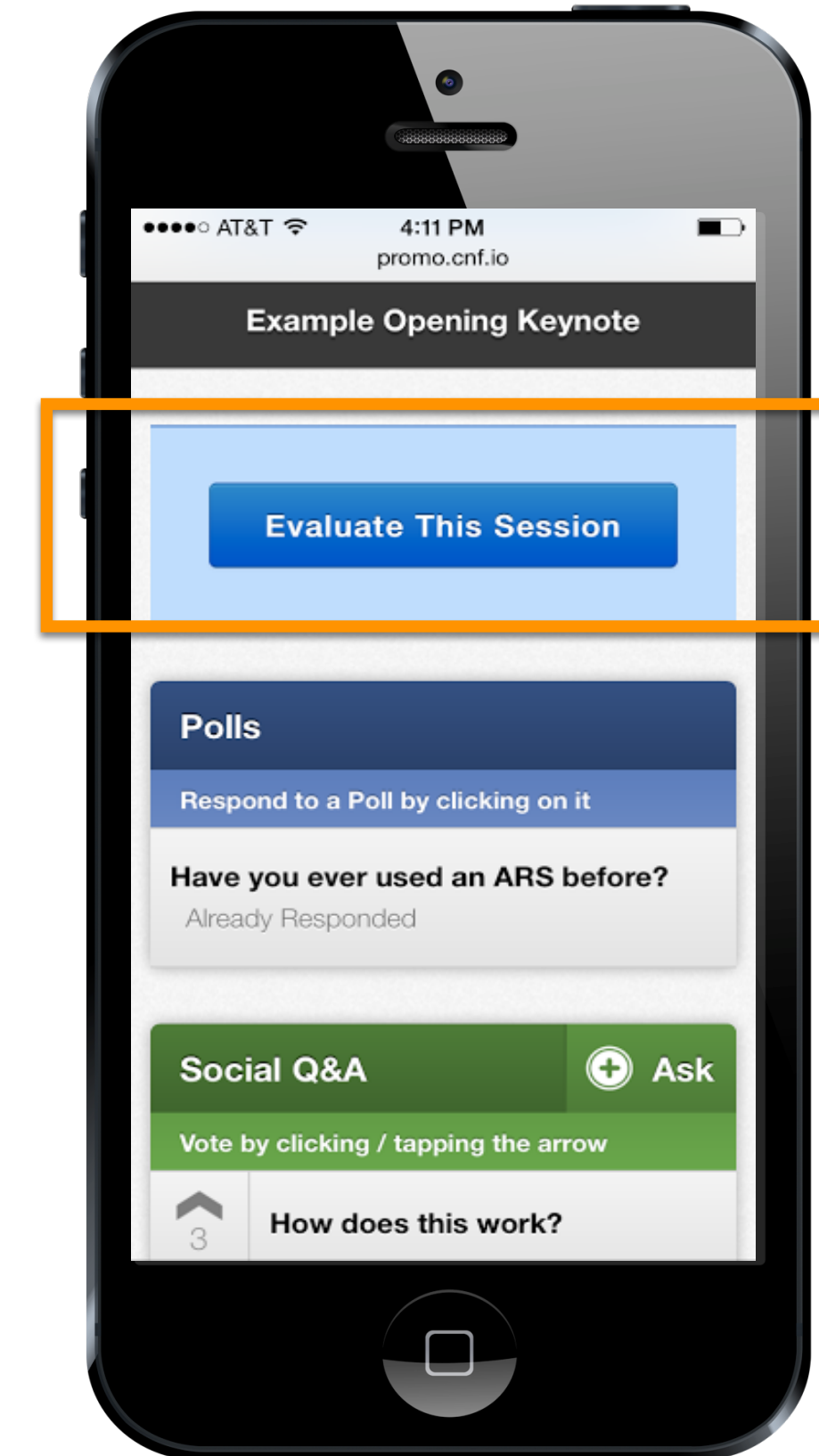
NASBA.CNF.IO



Ask & Up-Vote Questions



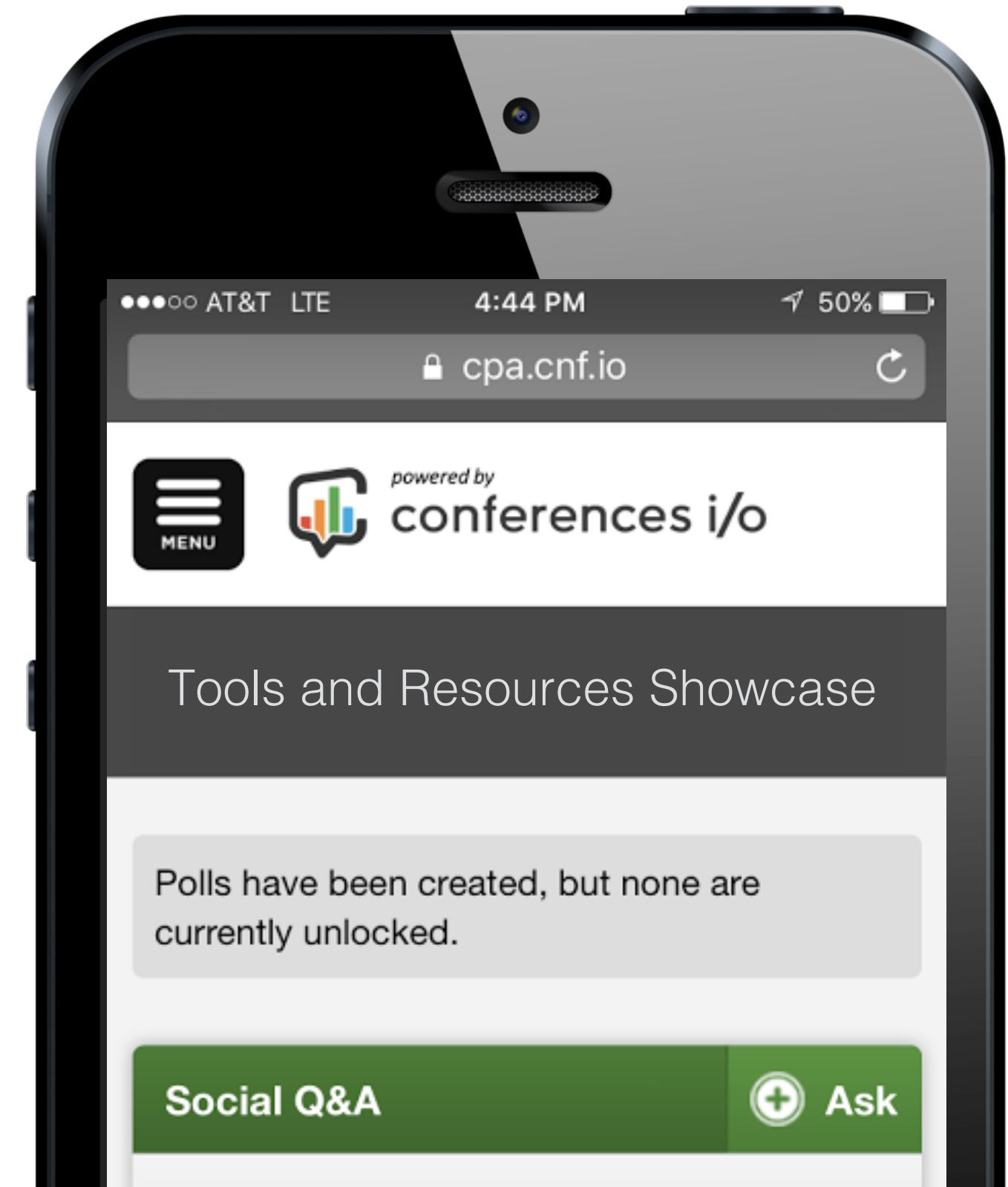
Respond to Polls



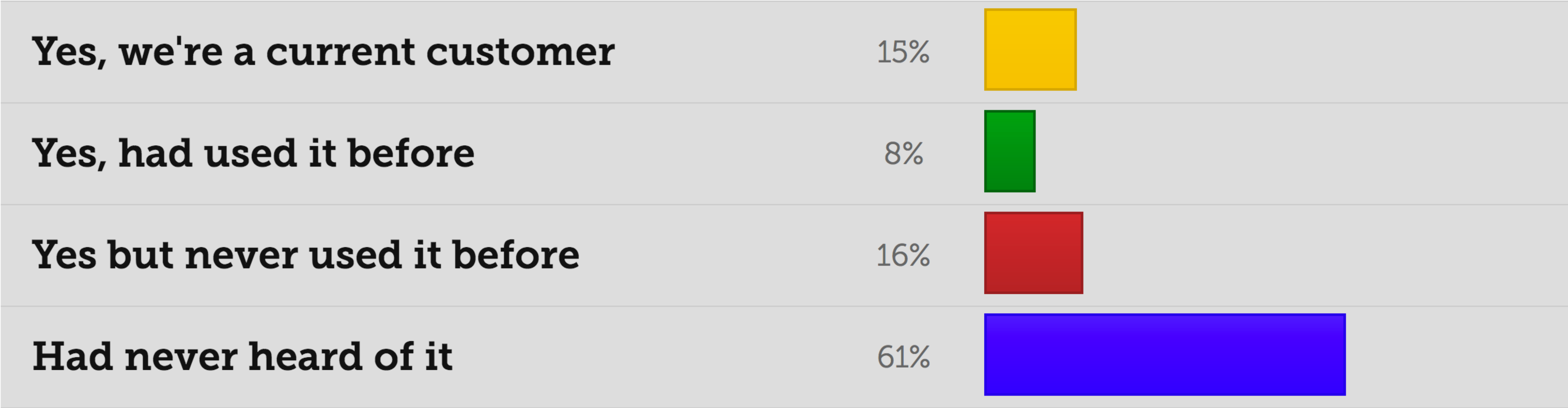
Submit Evaluation

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?



Agenda

1. Intro to Conferences i/o

2. Creating engagement & Satisfying NASBA Requirements

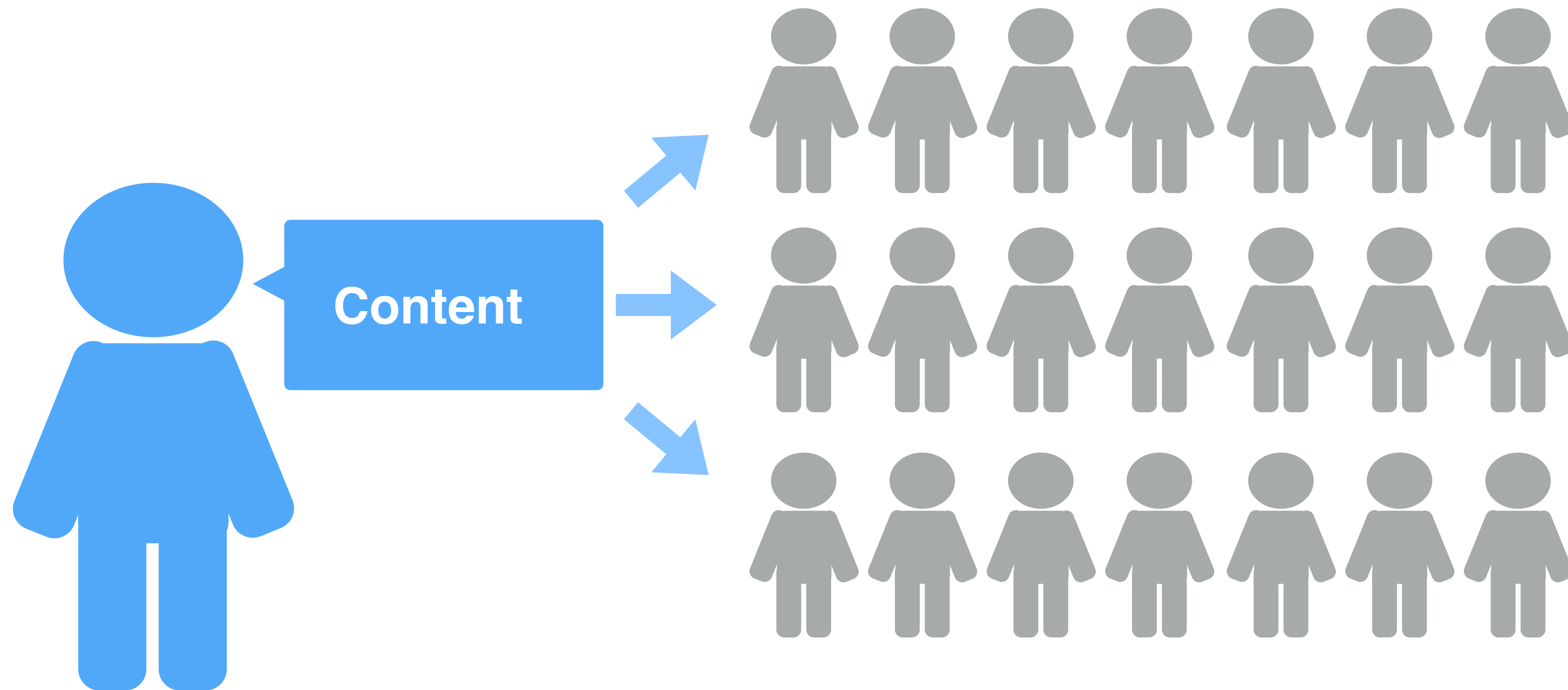
- Real-time engagement via Polling
- Real-time instructor interaction including Q&A
- Program evaluations
- Attendance monitoring

3. Q&A

Intro to Conferences i/o

CPE Programs

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**



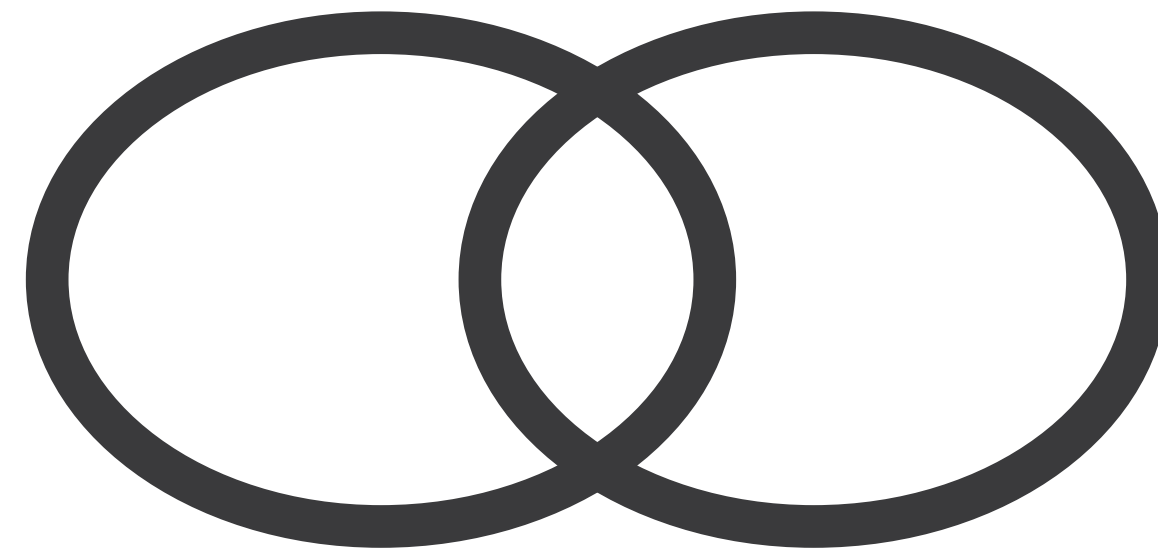
The Problem

Effective learning happens when attendees are **participating** & **engaged**



Participation

+



Engagement

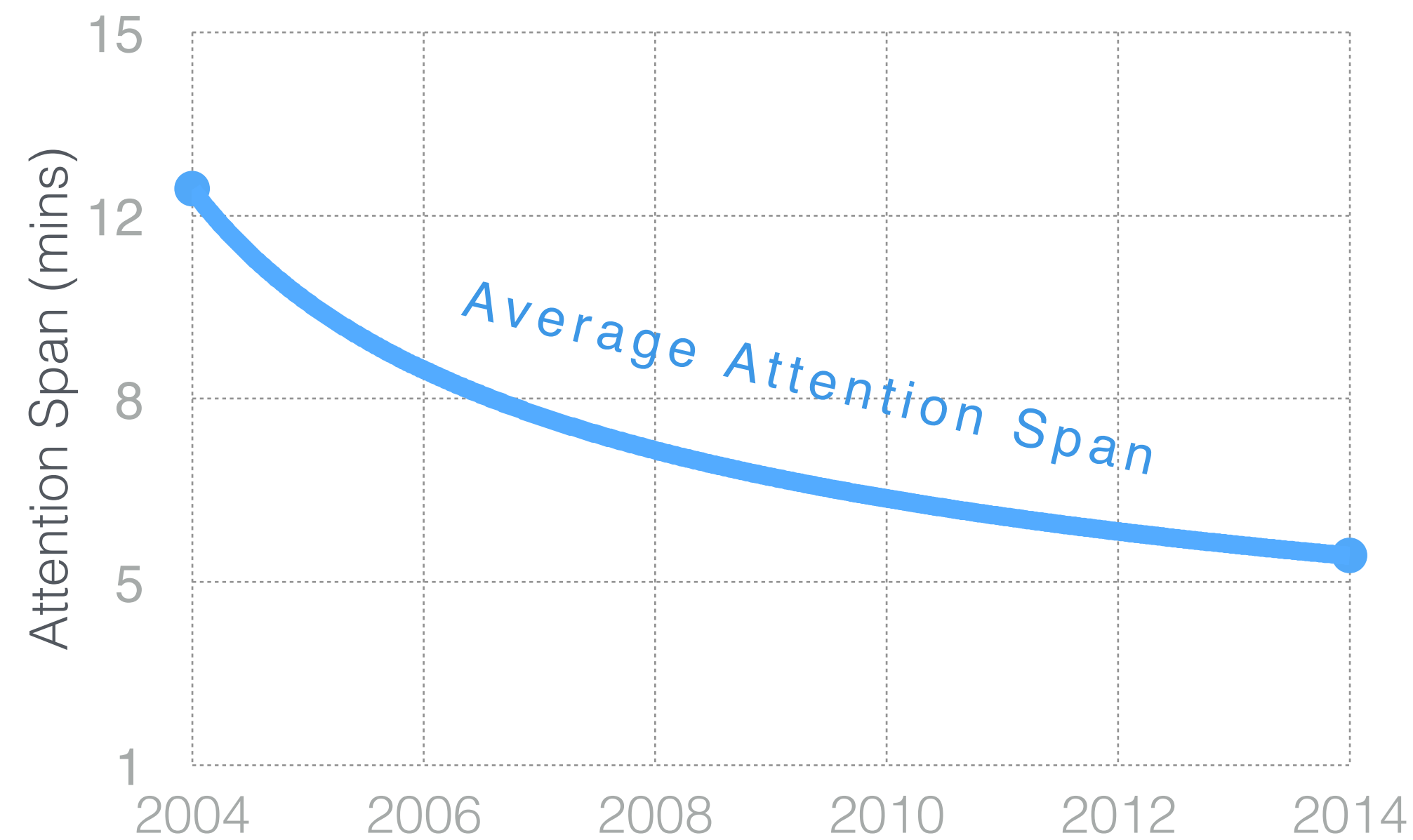
=



Knowledge
Building

The Problem

The hard part is keeping attendees **engaged**



The average adult attention span has dropped from 12 minutes to **5 minutes** over the past decade

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

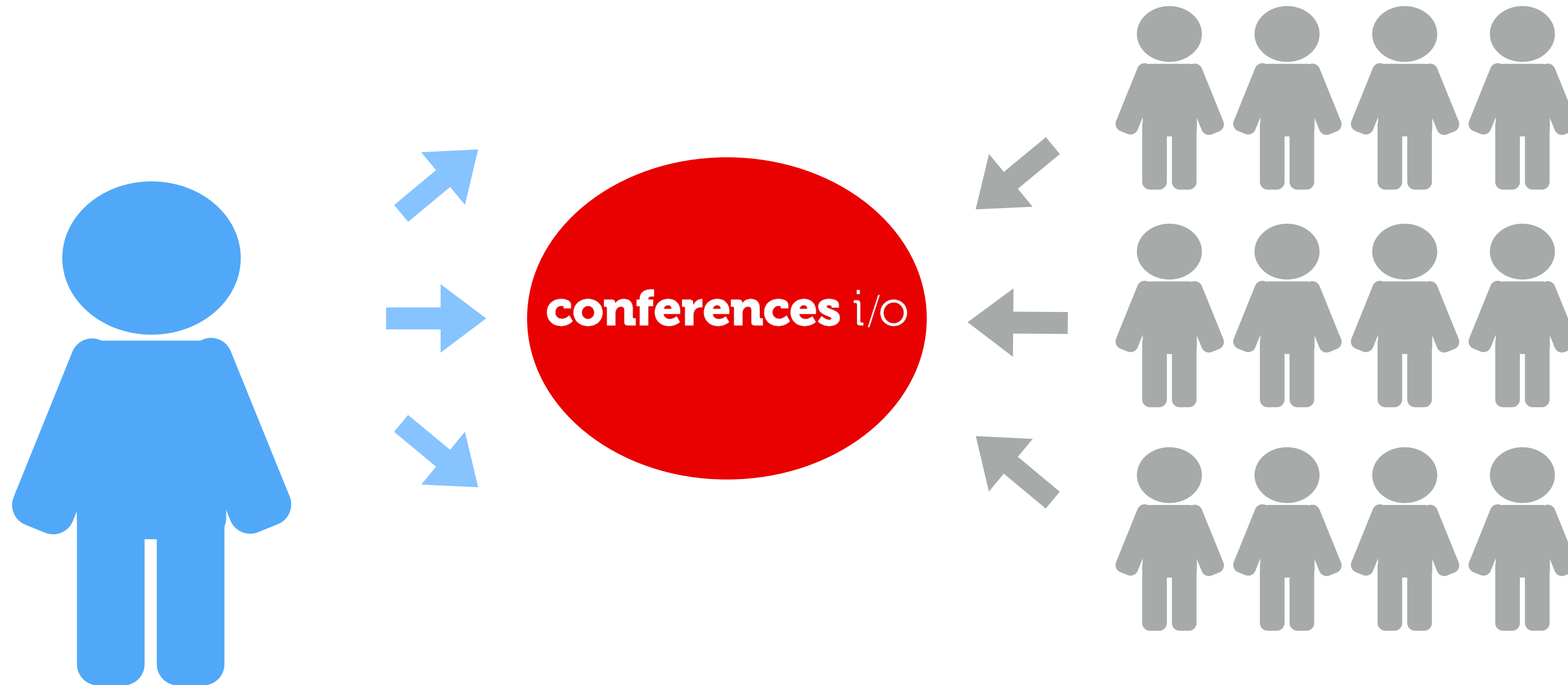


3 out of 4 attendees don't participate during sessions due to fear of speaking in front of other peers

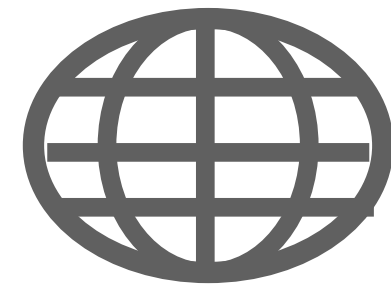
Source: National Institute of Mental Health

The Solution

Conferences i/o allows attendees to participate in real-time, keeping them engaged with the content and resulting in greater **Learning Outcomes**

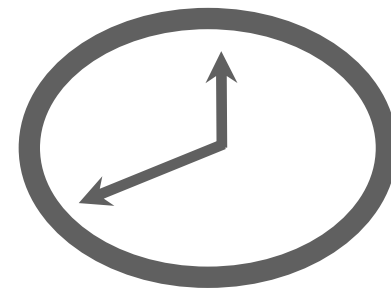


Conferences i/o



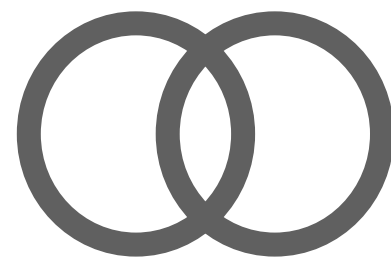
Web Based

- 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



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



Clark Nuber PS





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.



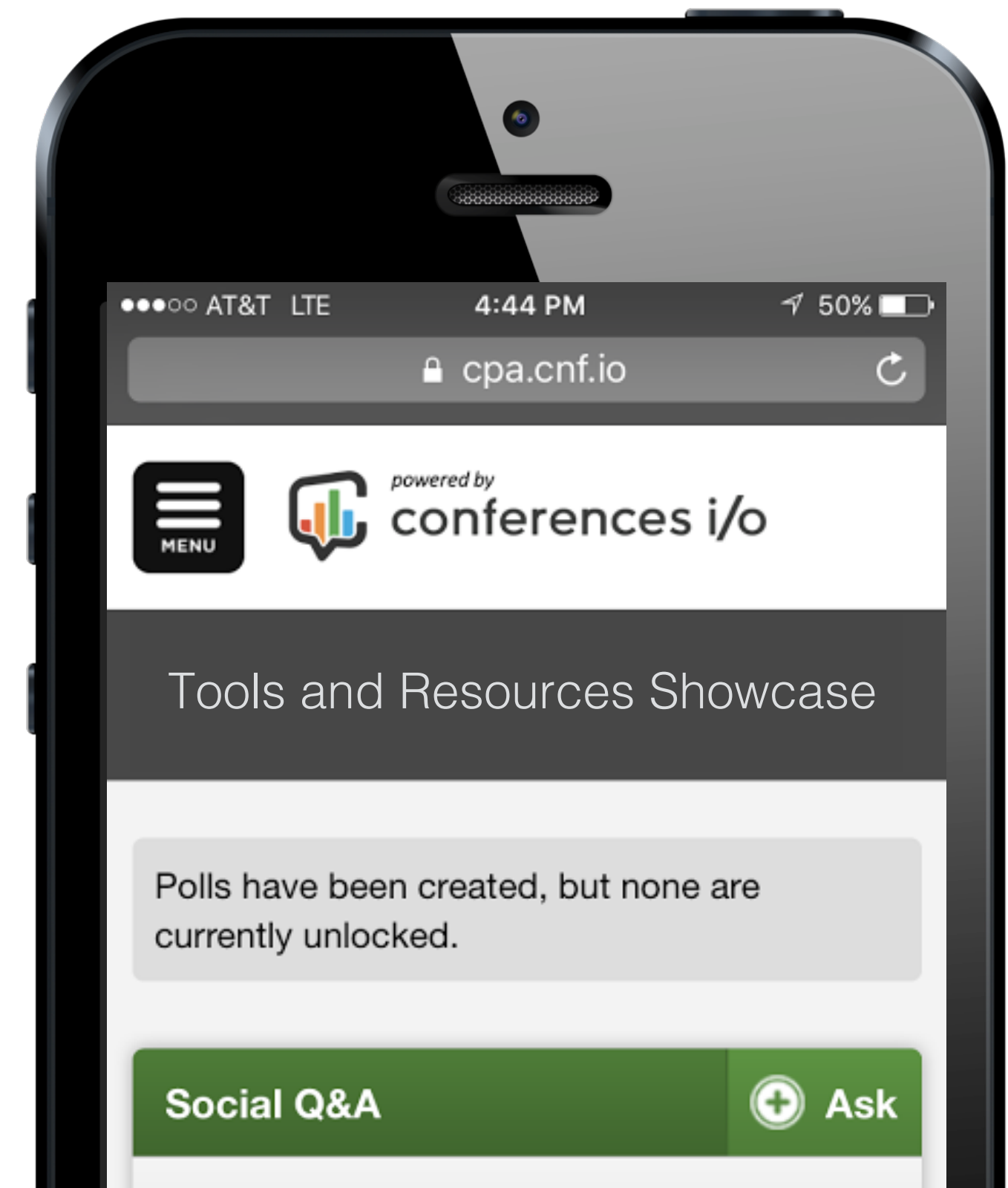
Creating Engagement in CPE Programs

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?

A) Group live (in person)

98%



B) Group Internet based

71%



C) Blended learning

11%



D) Independent Study

16%



E) Nano learning

8%



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



Participate In-Person or Online



Virtual / Hybrid Events

Session Info

ARS

Polls

Respond to a Poll by clicking on it

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

Social Q&A

Ask

Vote by clicking / tapping the arrow

- 13 When can we expect to see Hybrid Events outnumber the traditional Live Event?
- 10 What percent of today's events offer a Live Streaming component?
- 5 How does the virtual attendee participate?

Questions

Resources

growth in wealthy Gen X

36-50 YRS OLD

Year	Number of Millionaires (Millions)	Percentage
2013	1.2	2.2
2014	1.5	2.5
2015	1.8	2.8
2016	2.1	3.1
2017	2.4	3.4
2018	2.7	3.7
2019	3.0	4.0
2020	3.3	4.3
2021	3.6	4.6
2022	4.0	5.0
2023	4.5	5.5

© 2023 Source: Federal Reserve Board 2021 Census Bureau Generational Insights

GENERATIONAL INSIGHTS

Twitter +51

Notes

Real-Time Engagement Via Polling

NASBA S7-01: Required Elements of Engagement

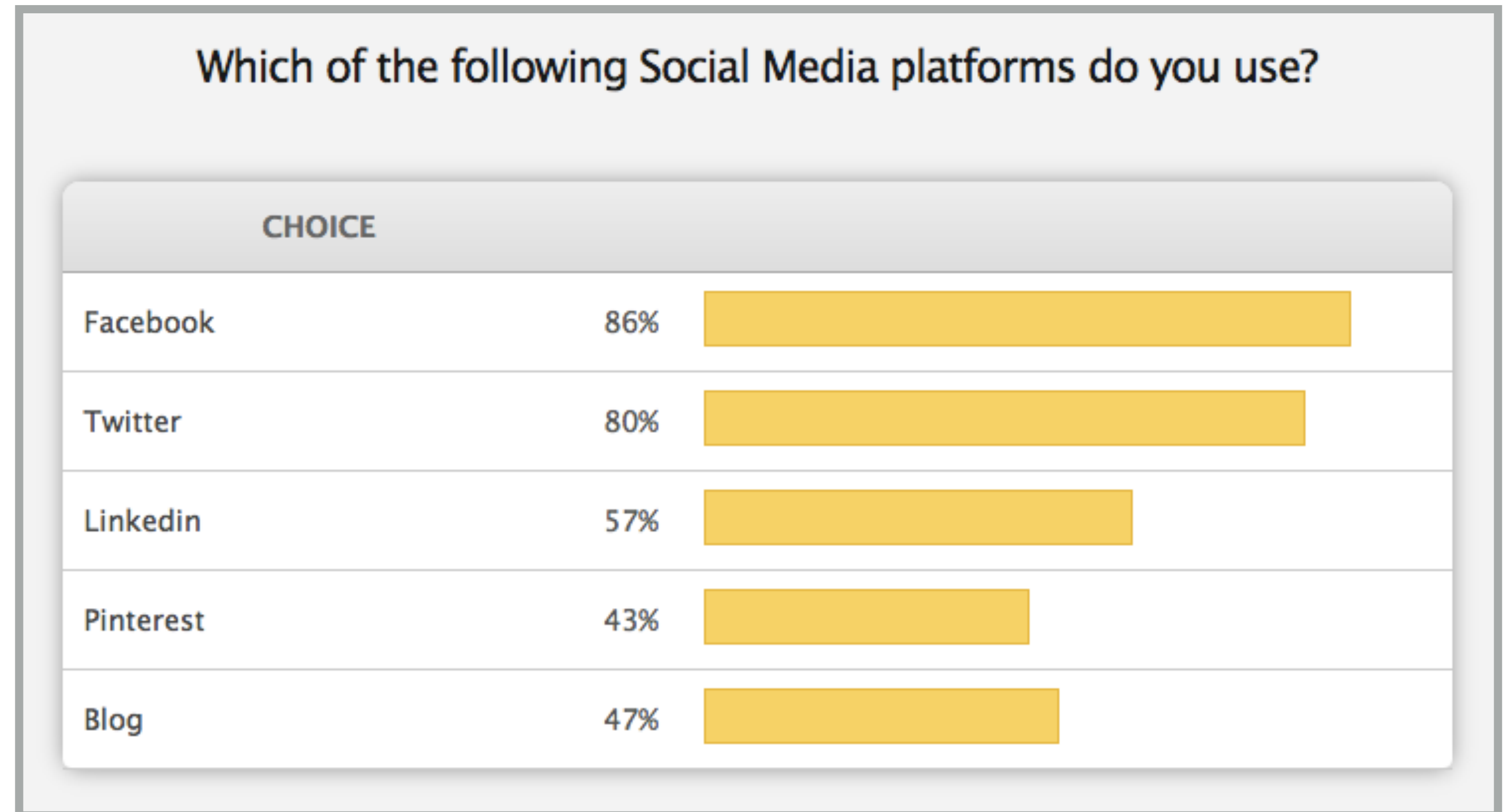
Group live programs must include at least one **element of engagement** related to course content during each credit of CPE.

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



Polling Has Many Purposes & Benefits

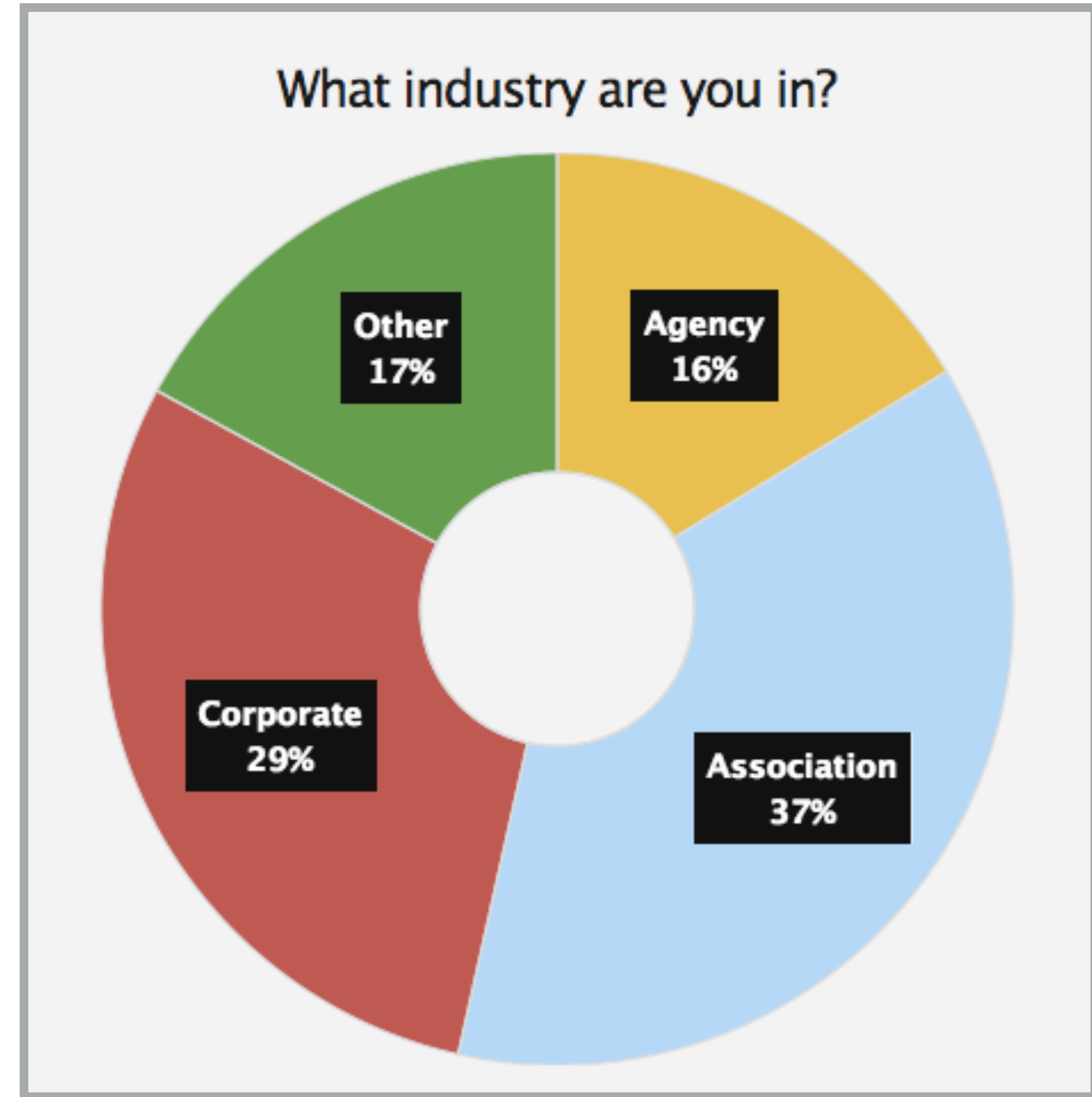
- General Engagement

What is one word you would use to describe yourself?

cool crazy fabulous **funny** leader
perfect **smart** strong
thoughtful **unique** **weird** witty
wizened

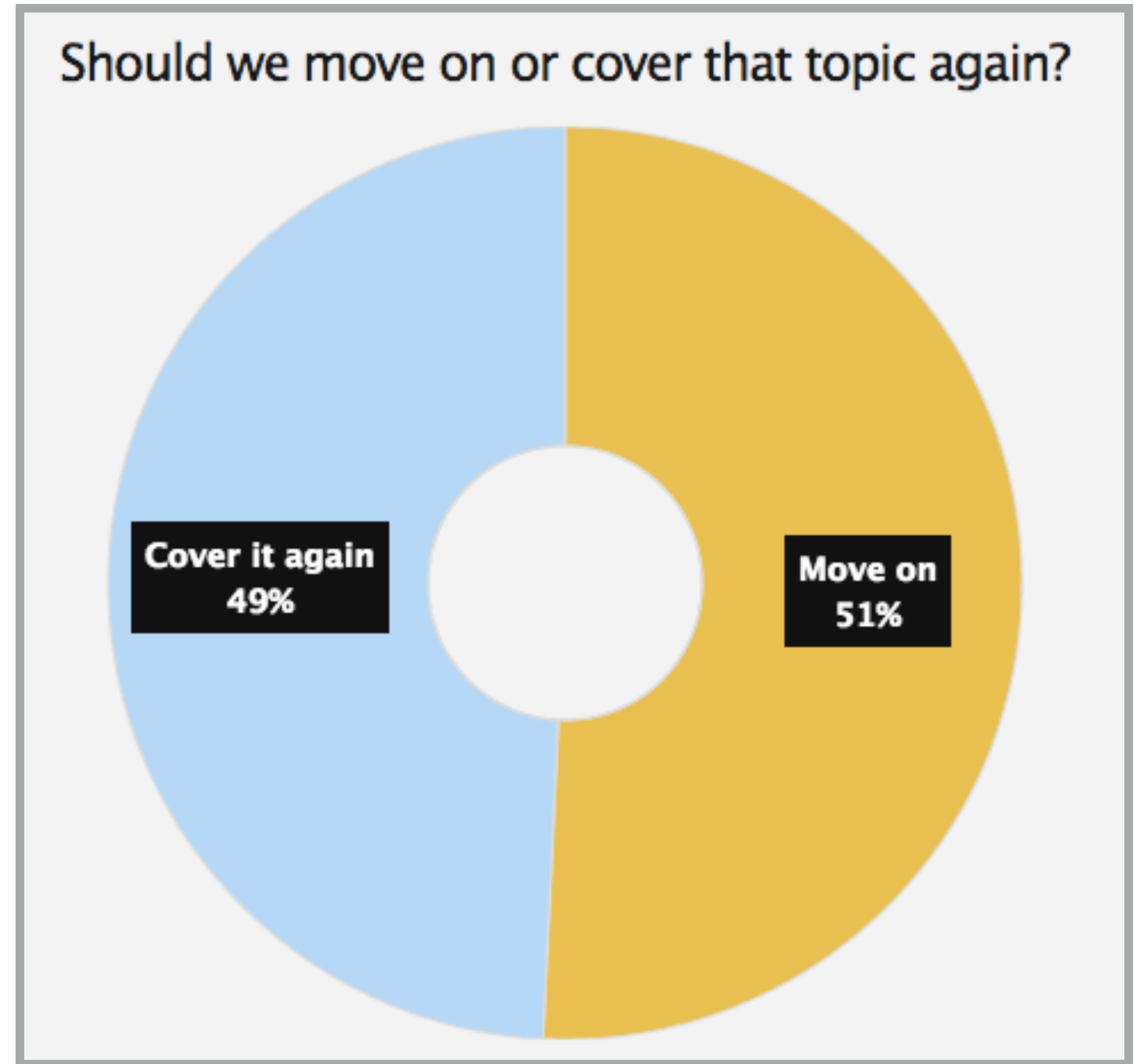
Polling Has Many Purposes & Benefits

- General Engagement
- Collect Demographics



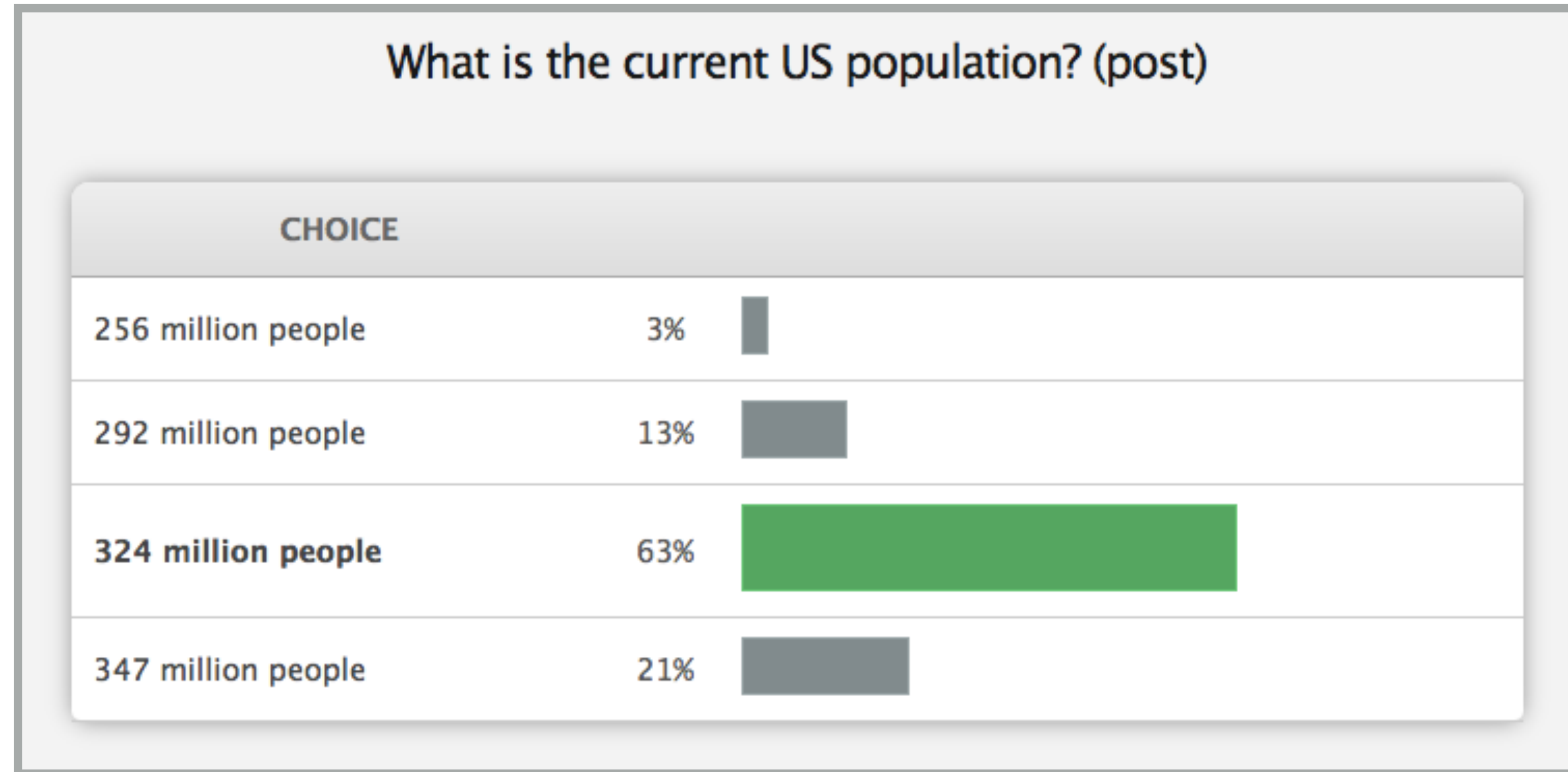
Polling Has Many Purposes & Benefits

- General Engagement
- Collect Demographics
- Voting on topics



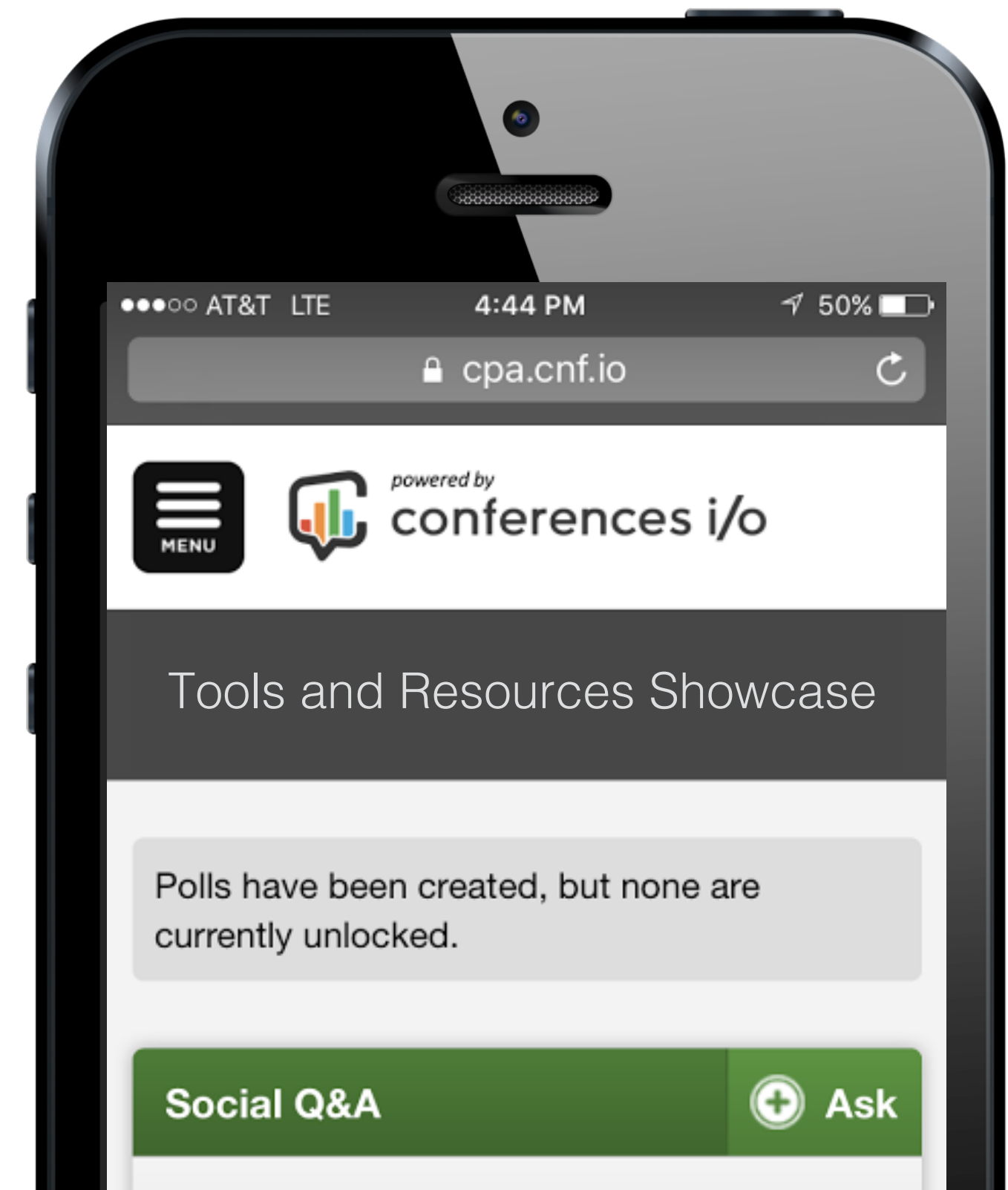
Polling Has Many Purposes & Benefits

- 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?

A) Smartphone

0%

B) Tablet

0%

C) Rotary Phone

100%

D) Laptop

0%

Learning Assessment: Pre / Post Comparisons

Which of these devices is Conferences i/o NOT compatible with?

Pre-Test

Post-Test

Smartphone

21%

0%

Tablet

33%

0%

Rotary Phone

21%

88%

Laptop

25%

13%

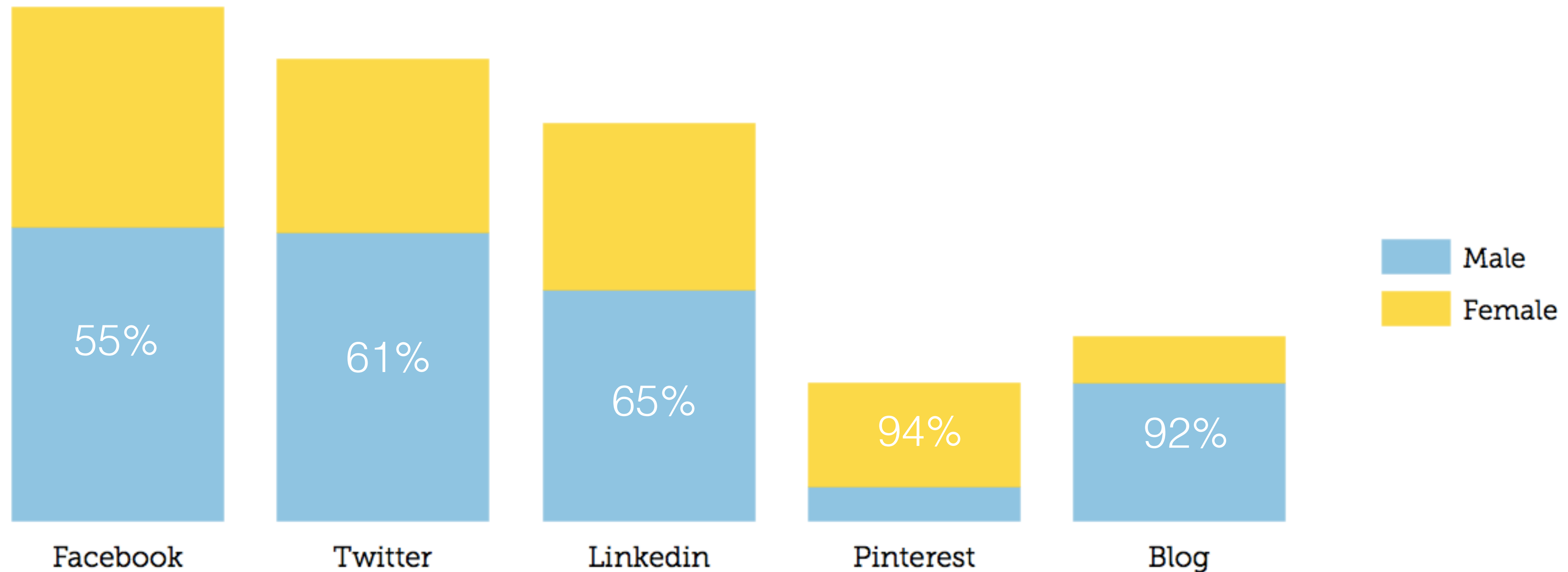
Demographic Comparisons

Poll Blender

Which of the following social media platforms do you use?

with

Are you a male or female?



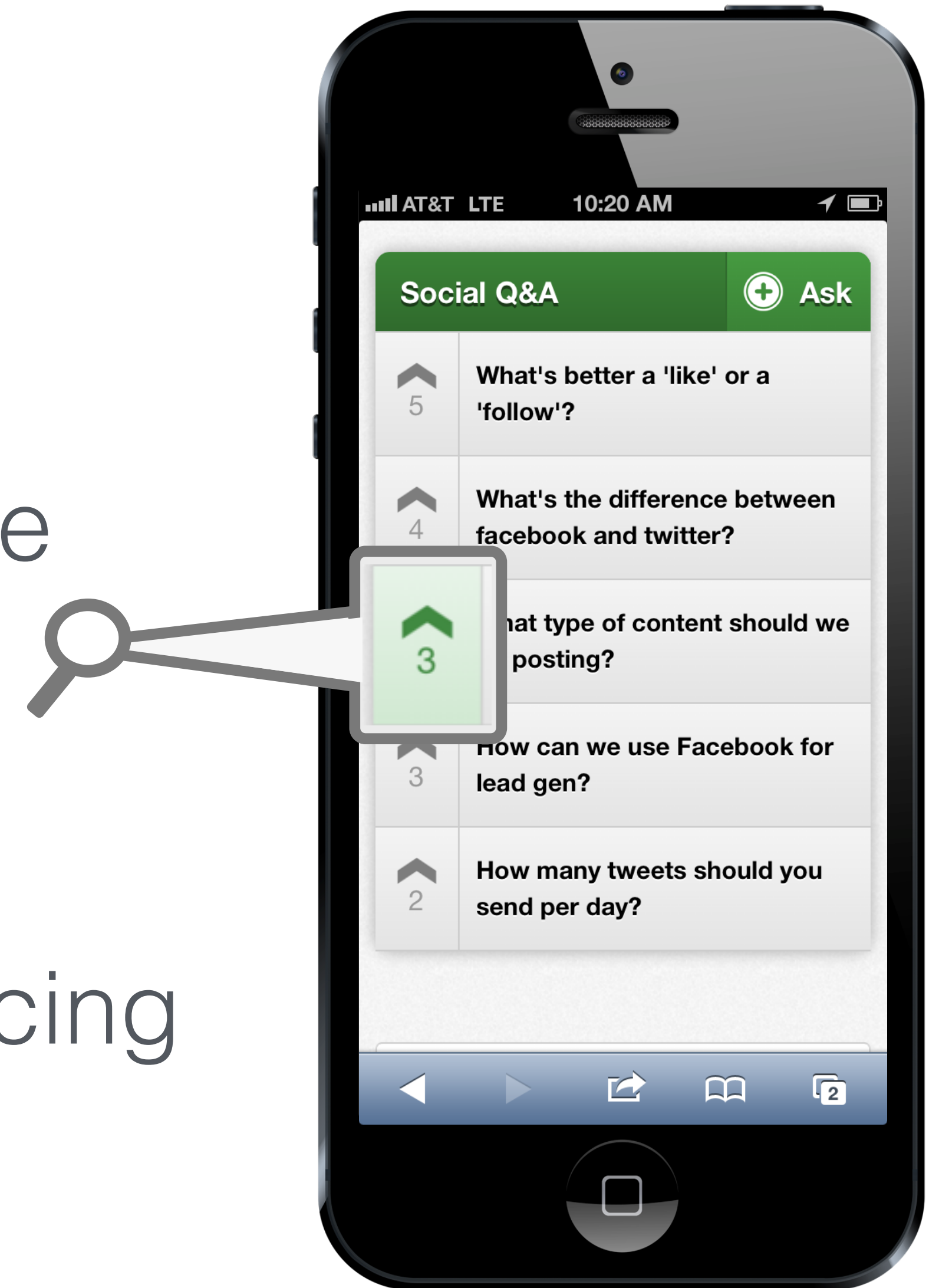
Real-Time Instructor Interaction Including Q&A

NASBA S7-02: Real Time Instructor During Program Presentation

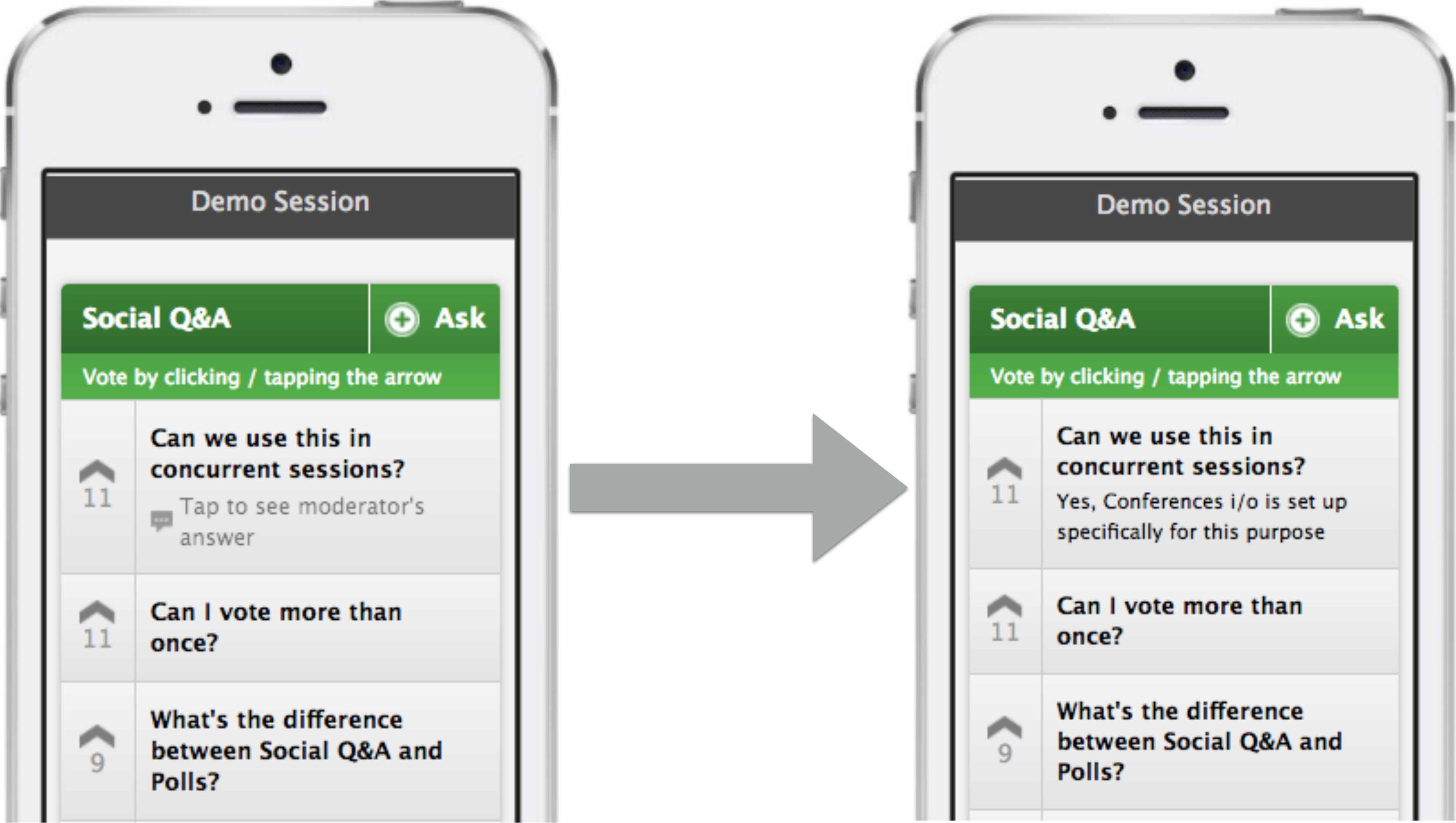
Program participants must be able to **interact** with the real-time instructor while the course is in progress — including the opportunity **to ask questions and receive answers** during the presentation.

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



Program Evaluations

NASBA Standard No. 14

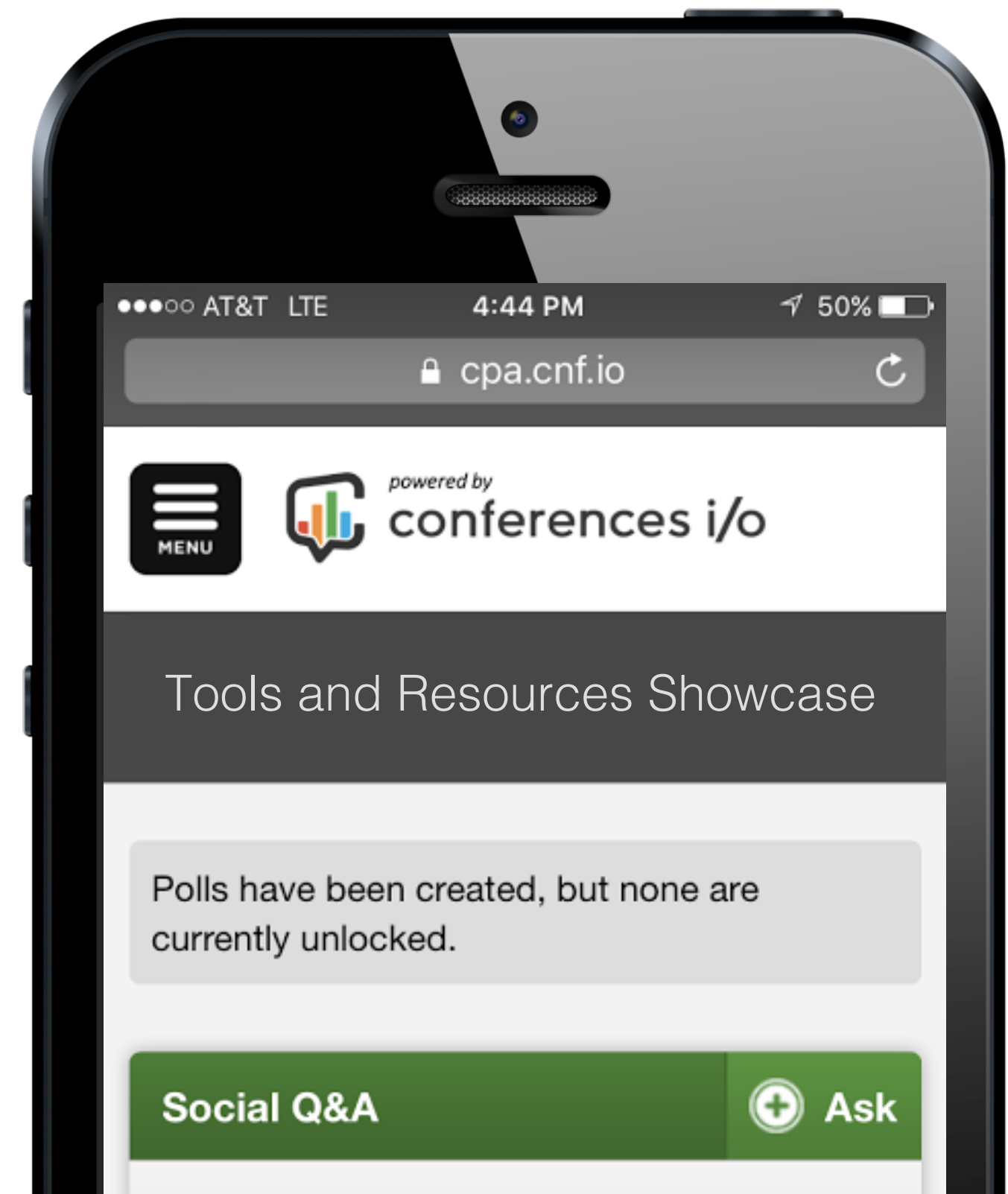
CPE program sponsors must employ an **effective means for evaluating learning activity quality** with respect to content and presentation, as well as provide a mechanism for participants to assess whether learning objectives were met.

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?

A) Paper Forms

45%



B) Online Survey Tool (SurveyMonkey, etc.)

66%



C) Email feedback

11%



D) Other

12%



E) We don't collect evaluations

1%



Session Evaluations

Rate the speaker overall

	Program 1	Program 2	Program 3
	John Smith	Kathy Jones	Tim Ridley
5 - Great	11 (44.0%)	9 (40.9%)	0 (0.0%)
4 - Good	8 (32.0%)	12 (54.5%)	10 (25.0%)
3 - Neutral	6 (24.0%)	0 (0.0%)	20 (50.0%)
2 - Poor	0 (0.0%)	0 (0.0%)	10 (25.0%)
1 - Very Poor	0 (0.0%)	1 (4.5%)	0 (0.0%)
# of Responses	25	22	40
Average Rating	4.20	4.27	3.00



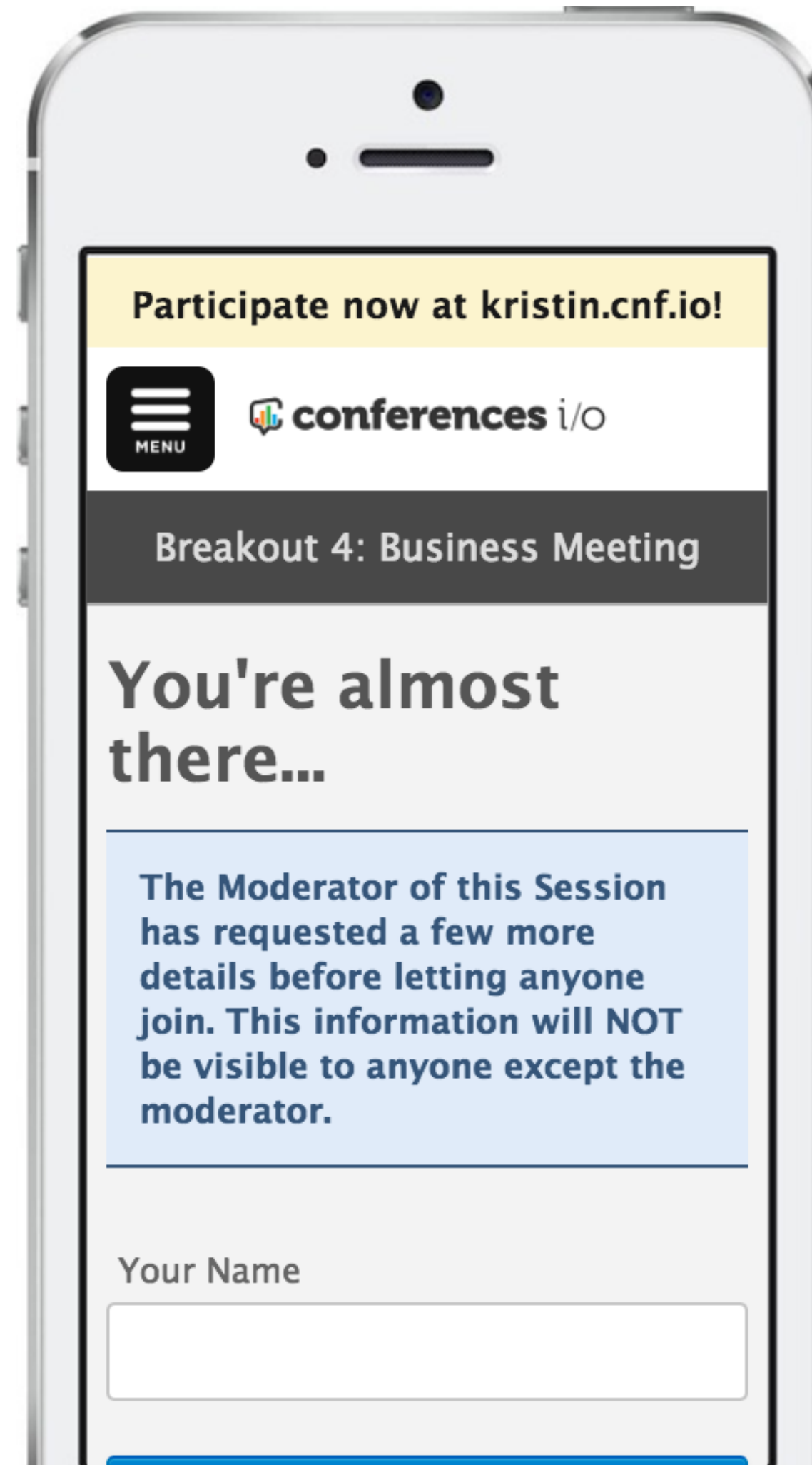
Attendance Monitoring

NASBA S16-02: Responsibility to Monitor Attendance.

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



	A	B
1	Name	Date/Time Joined Session
2	John Pytel	2014-07-22 10:11am
3	Scott Cohen	2014-07-01 9:57am
4	Elizabeth Jones	2014-07-01 10:04am
5	Jillian Brown	2014-07-02 9:58am
6	Paige Knebel	2014-07-02 9:59am
7	Kristin Snow	2014-07-02 9:59am
8	Sean McCreary	2014-07-02 9:59am
9	Curtis Robinson	2014-07-02 9:59am
10	Jenna Venagoni	2014-07-09 10:35am
11	Amanda Collins	2014-07-10 1:14pm
12	Sabrina Kis	2014-07-09 10:38am
13	Jake Fletcher	2014-07-09 10:56am
14	Mary Smith	2014-07-09 11:14am
15	Natalie James	2014-07-09 11:14am
16	Doug Martin	2014-07-09 11:35am
17	Chris Thompson	2014-07-09 1:12pm
18	George Yung	2014-07-09 1:23pm
19	Kobe Yatuki	2014-07-14 5:26pm
20	Barry Letrell	2014-07-14 5:14pm
21	Tim Johnson	2014-07-14 5:15pm
22	Kyle Josupaite	2014-07-14 5:15pm

NASBA S16-03: Monitoring Mechanism For Group Internet Based Programs

...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

Session Info

ARS

Go Back

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

- Save money
- Save time
- Commitments at home
- Other

Submit

Questions

Resources

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

Reason	Percentage
Commitments at home	38%
Save money	31%
Save time	23%
Other	8%

Twitter +51

Notes

Thanks!

Email john@conferences.io for more information