

textit Live

textit Live is for conferences, conventions and presentations. Involve your audience. Take questions and comments by text during an event without interruption, and have them appear on the Big Screen. Conduct Y/N Polls or Multiple Choice questionnaires (A B C or A B C D) and display your audience response by graph or text on the Big Screen.

Inbound messages go to a moderator page. You select which messages / responses are to appear on the Big Screen. The entire application is customisable. Look after your sponsors, change backgrounds, ask you audience additional questions, alter the display panel size, adjust the screen refresh rate. All easy to do, and the changes go live instantly.

Requirements

- A computer connected to the internet.
- A secondary monitor or Big Screen on which the messages are displayed to the audience.
- A connection between the connected computer and the Big Screen (or if the Big Screen is connected to the internet, you will need to navigate to the 'live window' on this monitor)

It works like this...

FreeForm Audience members text in their questions / comments to a number displayed on a Big Screen in view of the audience. Moderator approved messages are published on the Big Screen.

Poll Y/N Audience members submit their response to a Y/N question that has been posted on the Big Screen (by the moderator) or sent out as a text message (if you have audience handset numbers). Replies go to the moderator for approval and the results published by either Y% and N% text or graph on the Big Screen.

Multiple Choice Audience members submit their response to an A B C or A B C D question that has been posted on the Big Screen (by the moderator) or sent out as a text message (if you have audience handset numbers). Replies go to the moderator for approval and the results published by either A% B% C% and/or D% text or graph on the Big Screen.

Moderation Inbound text messages go to a moderator screen - hidden from the audience - on a computer connected to the internet. The moderator downloads new SMS and has the following options:

- **FreeForm:** Publish the SMS on the Big Screen OR not publish (you may keep the option of publishing this message open by leaving it on the moderator screen) OR hide the SMS (useful for filing inappropriate or offensive messages – this message will not be available on the publish screen, it will be in the report).
- **Poll Y/N:** Publish to include the response in the text or graph tally (if Y or N – not case sensitive) OR include the response by using the 'publish as' feature (eg. When an SMS reply is not Y or N the moderator can choose to 'publish as' Y or N to include the response in the published results OR not publish the SMS (if the respondent intent is unclear) OR hide the SMS (useful for filing inappropriate or offensive messages – this message will not be available on the publish screen, it will be in the report).
- **Multiple Choice:** Publish to include the response in the text or graph tally (if A B C or D – not case sensitive) OR include the response by using the 'publish as' feature (eg. When an SMS reply is not A B C or D the moderator can choose to 'publish as' A B C or D to include the response in the published results OR not publish the SMS (if the respondent intent is unclear) OR hide the SMS (useful for filing inappropriate or offensive messages – this message will not be available on the publish screen, it will be in the report).



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When the moderator approves the message, it is displayed on the Big Screen on a panel over the background - you can customise the size of the comments area so as to not interfere with the sponsor logo, number and question (if applicable). With Poll and Multiple Choice you may choose to display results as either a graph or x% test result. The software calculates the % published responses 'on the fly' and adjusts the graph / text % when the 'live window' refreshes.

The Big Screen is set up as an additional monitor and displays only the 'live window' with custom background. The 'live window' Big Screen page is easily customised to suit your needs. It's a web page so you can choose:

- the page title (it's in the blue strip at the top of the browser).
- the background (you can change the background image in seconds so you can choose to have several backgrounds for different sessions/questions and change when required – we understand the need to look after your sponsors).
- The Text / Question is text that remains on the Big Screen throughout (a good place for questions and displaying the 'text to' number). Can be changed in seconds to ask new questions .
- the welcome message (appears on the Big Screen before any messages are posted – then disappears).
- the page refresh rate (the rate at which new messages go live on the Big Screen).
- to display the question or comment on which the audience is invited to SMS their response.
- the display panel distance from the top of the page (leave room for sponsor names, the "text to 04XX XXX XXX" number and if appropriate, a question).
- the display panel width (so it fits all monitor/screen resolutions).
- the number of rows and columns used on the display panel (so when you get an awesome response, you can fit more messages on the Big Screen).

You can instantly change any of the custom features with one click of a mouse in the admin section. It's easy.

With FreeForm format the messages are ordered on the Big Screen, most recently published first. The first published SMS move off the screen when it is full. The moderator screen indicates messages that have been published and are no longer visible on the Big Screen. The moderator may choose to un-publish then re-publish a message which will return that message to the top of the published messages on the Big Screen.

Participants only pay their standard SMS rate for a contribution to the discussion via text message. This is not a 55c per text service.

Links to the live page can be embedded in presentations (eg PowerPoint) so the live page can be included in presentations.

All inbound text messages are in the report - including those not displayed and those hidden. Download the report as a spreadsheet for the purposes of record keeping and data mining/profiling.

For a demonstration of textit Live, call 1300 TEXTIT or email to arrange a time. We provide unlimited free training and support.

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