

A CASE STUDY INSTITUTE OF TRAVEL & MEETINGS

With less than three weeks to go before its event, the Institute of Travel and Meetings (ITM) was able to add live slide sharing and interactive audience polling to its Member Workshop, using Glisser.

Sponsor and Event Manager Victoria Deprez was keen to add a more interactive and engaging element to the full day workshop for 30 ITM members. However, she didn't have the luxury of time to get a custom app produced, or the budget to bring in a full-service audience response solution.

Instead, she called upon Glisser to deliver its simple software solution, providing live slide sharing to audience's own mobiles and tablets, through the Glisser app available for free on the App Store or Google Play Store.

One online demo later, and a quick meeting at the venue a fortnight before the workshop, and Victoria was fully comfortable adding regular PowerPoint presentations into the Glisser system, and then adding social features and polls.

The afternoon before the event, the final presentations were received from the presenters and added to Glisser. Links to the app download pages and the unique code for the event were then sent to delegates. At the start of the event, a quick introduction to the Glisser tool meant that the majority of the audience downloaded the app and presentation content – each slide revealed as each presenter went through their deck.

Eight audience polls were taken, providing valuable data to ITM and the presenters, as well as engaging the audience and creating debate. Additionally, during brainstorming sessions groups of delegates were able to offer their ideas via their mobiles and tablets. These ideas were captured in the app, alongside the slides, for attendees to refer to in the future.



Glisser is a fantastic off-the-shelf product, which enables event managers to create live polling, questions and delegate comment options. The audience can also interact through the use of social media (Twitter), ensuring that your event is trending within the right cyberspace circles.

The great thing about this app, is you can buy it the day before and be using it at your event within 24 hours! Not only that, but it is a highly cost effective option.

I will definitely be using Glisser again.

Victoria Deprez.
Event & Sponsor Manager, ITM

“FANTASTIC”

VICTORIA DEPREZ. SPONSOR & EVENT MANAGER