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10 Tips

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Make the most of BuzzMaster with these tips for Event Designers and Moderators

1. Turn on BuzzMaster when people arrive

When the audience arrives, there's usually already a welcome slide projected on the screen. How about turning on BuzzMaster instead? A large number on the screen displays how many people have already connected. When people log on, their name appears on the screen (which they can even move around themselves). Basically, your audience is already active and involved, before you have even started. The login instructions are projected onto the screen and can also be distributed in paper form on the chairs.

2. Use it from the start

BuzzMaster is the perfect way to warm up your audience. Set 10 minutes aside at the start of your conference to get to know the people in the room. Use a maximum of 4 questions or actions. Crazy, ice-breaking questions:
- Who here drives a Tesla?
- Is it still fun being an accountant?
- Which type of monkey do you relate to most?

3. Use it from the start

Your first question: right off the bat, ask who's in the room. Broadly divide the audience in such a way that most audience members belong to a category. Try not to use more than five target groups. Ask about two identification questions, such as 'In which industry do you work?' and 'What's your job title? (e.g. CEO, member of the MT, management, employee). You can also look at organization size, male/female etc.

4. Turn BuzzMaster into your partner in crime

Introduce BuzzMaster to the audience and use its name. As BuzzMaster gathers more and more information about the audience, everything becomes more transparent. This may, at times, be rather confronting. So: "John, do we have another exciting question for the audience?" John: "Absolutely, this one!". As the moderator, you might say this when discussing the answers: "So, Beth, this is what the general public says, but what do the employees think?" And: "Is there a potential difference of opinion with management?" Ideal for an entertaining back-and-forth.

5. Ask about behavior and experiences

We often ask the audience for their opinion. That's fine. Oftentimes, it is better to ask after personal experiences. You can ask a room full of doctors: "Should the patient always come first in the healthcare system?" but you can also ask "Are you always able to put your patient first?".
Or: "Who stops you from putting your patient first in your daily routine?"

6. Show links

This is an example from a conference on street litter. BuzzMaster asked the audience if they worked for the city or not but also whether they were 'unsatisfied', 'satisfied' or 'very satisfied' with the cleanliness of their city. After that, we asked the audience to indicate where they work on a map of The Netherlands. Finally, we showed only the people who were city officials in a very clean city. A simple click on their 'pin' and their name appears on the screen, and the moderator can venture into the audience: "Derek, where are you, your phone is flashing."

7. We actually don't want to use this next feature...

Use with caution. There is a button that shows how each person in the room answered the selected question – live. Very useful! Pick a name from the list, and go for it. This feature can be quite confronting from time to time, so don't use it until the end of the conference. It is perfect to find any sore spots in the audience.

8. Create a super-brainstorm with keywords

'What added value does our industry still have?' 'Which competences should we really be learning?' These are oft-heard conference questions. It's nice to ask the audience to answer the question in pairs. So: "Discuss the question with your neighbor for 30 seconds, and when you've come up with an answer together, type it in." When the first responses come in, and the room is somewhat noisy,

you can start by reading the first answers out loud. Don't forget to mention the participant's name. The 'word-cloud' feature shows all the results on the screen.

9. Use BuzzMaster during a panel discussion

It is great to alternate the open text box with a statement during a panel discussion.
So, you start with a statement: "Cigarette producers should be made responsible for cleaning up cigarette butts." (Yes/No). Then, you quickly switch to an open text box – while people still have their phone in their hands – that is accompanied by an experience question based on the same theme: "How do you deal with cigarette butts on the street?" It allows you to instantly involve the audience in the discussion.

10, No questions? This is the solution!

It is very interesting to offer the audience the opportunity to ask questions during a speech.
Make sure to mention this possibility in the event's announcement. Or, better still, ask the audience a question first. For example: "How much do you trust your bank?" (on a scale of 1 to 10). Moderator: "Interesting answer, let's hear what our next speaker has to say about it – and don't forget, you can ask questions using BuzzMaster during the speech as well – here he is: Warren Buffet!"
If the audience does not come up with enough questions, you can also deploy the super-brainstorm feature for 15 seconds to increase the audience's input.

11. Make sure your audience keeps paying attention!

People are less likely to log on again after the break, so you really need to give them a little push. Make sure there is a screen open for people to leave a comment when they re-enter the venue. You can also ask them what they think of the conference so far by giving a grade. If you still have an activity on your list you want to do with your audience, don't wait until the last speaker has finished because the audience is usually ready for a drink by then.