

How to Create Polls and Surveys in Bizzabo

Polls are great ways to keep your audience engaged and allows them to become an active part of a session. When your sessions or events are done, you're going to want to get some feedback from the attendees, and surveys are a great way to collect that data. Both of these are easily available within the Bizzabo platform.

How can I create a poll or a survey for my event?

You can find the **Polls & Surveys** page at the bottom of the **Event Content** tab.

1. When you're ready to start, click the "Add New Poll/Survey" button. This will lead you to the "Create Poll/Survey" page.
2. Give your Poll/Survey a title
3. If you want to create a poll or a survey for a specific session or sessions, choose them from the *Attach Poll/Survey to a session* list. If you want all of your event attendees to see the survey, leave this section blank.
4. Choose when you want the poll or survey to start. If you want the poll or survey to be available immediately, choose Manual.
5. Select who can take part in the poll or survey and whether they can see the results or not
6. You can provide your sponsors with added value by creating a branded poll, and adding the sponsor's logo to the poll.
7. When ready, click save at the top or bottom of the form
8. On the main page, you will see a list of polls and surveys for your event. If you already have existing polls and surveys, you will see them in this list and will need to click on the arrow next to the cog to expand it.
9. Click on the **Add Question** to start setting questions. There are 3 types of questions that you can ask your attendees.
 - **Text** - This lets your attendees the ability to answer in free text. Great example questions include: *What was your favorite part of our event? What did you feel was missing in the event? What sessions would you like to have next year?*
 - **Multiple Choice** - This option gives your attendees a few choices to choose 1 answer from. The default amount of answers is 2, but if you need more options, click on the "Add Answer" button. Great example questions include: *What was your favorite session? Which of the following reasons was your main reason for attending this event? Do you plan on attending next year?*
 - **Scale** - This question asks the attendee to answer a question on a numerical scale. The default amount starts from 1-5, but you can change the scale up to 7 on the drop down menu. If you still need more choices, simply click the "Add Answer" button to add to your range. Great example questions include: *What is the likelihood you will attend this event next year? How likely are you to recommend this product to a colleague? How would you rate this session?*
10. Once you have set up all your questions, click on the cog next to the set of questions, and choose the Publish button

11. Your poll is now ready to go! The inactive box should now turn from red to green and say Live.
12. If you set your survey or poll to go live at a certain time, or after an event, it will go live at that moment.
13. If you set your survey or poll go-live time to manual, you can copy the “Poll/Survey URL” link, and share it with your attendees at any moment of your choice.

Live Poll Results

A great way to use polls is by using them live during a session. You can use the “Presenter Mode URL” link, to display the live results of the poll to your audience during a session.

Viewing Survey and Poll Results

Now that your results are coming in, you’re going to want to have a look at them, and use the attendees’ answers to get a better picture of your event.

To view your poll or survey results, click on “View Results” under the number of voters for your poll or survey. This will open a new screen, displaying the results for all of your questions in your poll or survey.

However, if you want to use these numbers for a deeper analysis, you can download the results as an XLS file, by exporting the results either by the Questions asked or by looking at how individual Attendees voted.

Now that you know how to create and publish polls and surveys for your attendees, you can extract valuable feedback for future events.