

# Make Presentations More Inclusive



## Core Messaging

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# Core Messaging

| Messaging Type       | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Core Message         | Engage your audience.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| One Liner            | <p><b>Generic:</b> Poll Everywhere is an audience engagement tool that transforms presentations into interactive conversations.</p> <p><b>Higher Ed:</b> Poll Everywhere is a student response system that transforms lectures into interactive learning experiences.</p> <p><b>Corporate:</b> Poll Everywhere is an employee engagement software that transforms meetings into interactive conversations.</p>                                                                                                                                                                                                                                                          |
| 30 Word Description  | Poll Everywhere transforms presentations into two-way conversations. Seamlessly engage audiences through live online polling, surveys, Q&As, quizzes, word clouds, and more.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 100 Word Description | <p>Poll Everywhere transforms presentations into two-way conversations. Whether for remote meetings, in-person events, or classrooms, Poll Everywhere gives your audience a voice and delivers feedback at scale.</p> <p>Host real-time Q&amp;As, icebreakers, surveys, and more directly from your device. With PowerPoint, Google Slides, Zoom, Microsoft Teams, and Webex integrations, Poll Everywhere provides next-level engagement, delivering real-time insights through live responses displayed in dynamic formats.</p> <p>Trusted by 82% of the Fortune 500 and 91% of R1 Universities, Poll Everywhere is the ultimate tool for engaging your audience.</p> |

# Value Props

| Value Prop             | Pain Points                                                                                                                                                    | Messaging                                                                                                                                                                                                   |
|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Engaging Presentations | <ul style="list-style-type: none"> <li>- Presentations (especially virtual) can be boring, one-sided, and disengaging.</li> <li>- Audiences usually</li> </ul> | <ul style="list-style-type: none"> <li>- Transform presentations into two-way conversations</li> <li>- Capture audience's attention with interactive content like competitions and ice breakers.</li> </ul> |

| Value Prop                                        | Pain Points                                                                                                                                                                                                                         | Messaging                                                                                                                                                                                                                                       |
|---------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                   | multitask by checking their phones, browsing the internet, or having side-conversations.                                                                                                                                            |                                                                                                                                                                                                                                                 |
| Gather Audience Insights and Feedback             | <ul style="list-style-type: none"> <li>- Hard to understand how the audience is feeling.</li> <li>- Traditional methods of gathering audience feedback (pass the mic, raise hands) can be time-consuming and disruptive.</li> </ul> | <ul style="list-style-type: none"> <li>- Easily gather audience feedback on the fly.</li> <li>- Make more informed decisions with audience insights.</li> <li>- Integrate audience feedback into your presentation</li> </ul>                   |
| Empower Your Audience                             | <ul style="list-style-type: none"> <li>- Shy, introverted, or underrepresented individuals may feel less inclined to share.</li> <li>- Traditional presentation/meeting formats often limit open conversation.</li> </ul>           | <ul style="list-style-type: none"> <li>- Foster more inclusive conversations</li> <li>- Give your audience a voice</li> <li>- Ensure every voice is heard</li> </ul>                                                                            |
| All-In-One Student Engagement (Education only)    | <ul style="list-style-type: none"> <li>- Educators need a tool that can keep students engaged, integrate with their favorite tools &amp; LMS, and can be used for grading.</li> </ul>                                               | <ul style="list-style-type: none"> <li>- Conduct quizzes on the fly, gather student attendance, and export grades to your LMS.</li> </ul>                                                                                                       |
| Connect with your audience                        | <ul style="list-style-type: none"> <li>- Employees/students can be disconnected.</li> <li>- Hard to get to know your audience, especially in hybrid/remote settings.</li> </ul>                                                     | <ul style="list-style-type: none"> <li>- Share fun icebreakers or trivia competitions to discover your audience's interests and get to know them.</li> <li>- Build a deeper connection with your audience by asking fun icebreakers.</li> </ul> |
| Improved participant comprehension and retention. | <ul style="list-style-type: none"> <li>- Employees/students are not retaining information during presentations due to disengagement.</li> </ul>                                                                                     | <ul style="list-style-type: none"> <li>- Conduct comprehension checks in between presentations with a Multiple Choice Activity to help participants practice information recall.</li> </ul>                                                     |

| Value Prop | Pain Points | Messaging                                                                        |
|------------|-------------|----------------------------------------------------------------------------------|
|            |             | - Quiz participants on your presentation materials to encourage active learning. |

## Key Features

| Messaging                                                        | Features                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>8 core Activity types and 16 template Activity types</b>      | <b>Core Activities</b> <ul style="list-style-type: none"> <li>— Word Cloud</li> <li>— Multiple-Choice</li> <li>— Clickable Image</li> <li>— Open-Ended</li> <li>— Q&amp;A</li> <li>— Survey</li> <li>— Competitions</li> <li>— Ranking</li> </ul> <b>Template Activities</b> <ul style="list-style-type: none"> <li>— Donut Charts</li> <li>— Icebreaker</li> <li>— Upvote</li> <li>— Leaderboard</li> <li>— Emotion Scale</li> <li>— Presentation Feedback</li> <li>— Spotlight</li> <li>— Retrospective</li> <li>— Assign Team</li> <li>— Discussion</li> <li>— Brainstorm</li> <li>— Select on Map</li> <li>— Short Answer</li> <li>— Bulletin Board</li> <li>— 2×2 Matrix</li> </ul> |
| <b>Live audience responses and real-time results</b>             | <ul style="list-style-type: none"> <li>- Create unlimited activities and poll questions.</li> <li>- Real-time animated displays that update instantly as the audience responds.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Poll Everywhere works where you work/ The Poll Everywhere</b> | <b>Slideware integrations</b> <ul style="list-style-type: none"> <li>— PowerPoint</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

| Messaging                                                           | Features                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|---------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Ecosystem</b>                                                    | <ul style="list-style-type: none"> <li>— Keynote</li> <li>— Google Slides</li> </ul> <b>Videoconferencing &amp; Messaging integrations</b> <ul style="list-style-type: none"> <li>— Microsoft Teams</li> <li>— Webex</li> <li>— Zoom</li> <li>— Slack</li> </ul> <b>Functionality across in-person, remote, and hybrid Live responses, asynchronous responses</b> <ul style="list-style-type: none"> <li>— Shared Response Link</li> <li>— Embedded Activities</li> <li>— Pinned Activities</li> </ul> |
| <b>White Glove Service</b><br><br><b>Dedicated Customer Support</b> | <ul style="list-style-type: none"> <li>- Dedicated Customer Success Managers for Enterprise plans</li> <li>- Dedicated Phone &amp; Email Support from 5AM to 5PM PT Mon-Fri for certain plan types</li> <li>- Comprehensive Support articles, guides, and FAQs with the Support Center</li> </ul>                                                                                                                                                                                                      |
| <b>Team Collaboration</b><br><br><b>Engagement at Scale</b>         | <ul style="list-style-type: none"> <li>- Team Managers can manage team activities.</li> <li>- Shared Activities make cross-collaboration seamless.</li> <li>- SAML SSO provides secure and reliable log-in for Enterprise organizations.</li> <li>- Registered Participants feature restricts your Activities to a predetermined list of participants, protecting against unwanted intruders.</li> </ul>                                                                                               |
| <b>All-in-one student engagement software</b>                       | <ul style="list-style-type: none"> <li>- Attendance Management uses geolocation to mark students present based on proximity to the classroom.</li> <li>- Grade Reports summarize student responses in a concise, easy-to-export report.</li> <li>- LMS Integrations - Poll Everywhere integrates with your preferred Learning Management System (LMS).</li> </ul>                                                                                                                                      |
| <b>Enterprise-level Security and Data Privacy</b>                   | <ul style="list-style-type: none"> <li>- SOC II Type 2</li> <li>- ISO 27001 and 27701 certifications</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Design Activities to fit your style.</b>                         | <ul style="list-style-type: none"> <li>- Custom branding for personalized Activities.</li> <li>- Use custom keywords and usernames for easy</li> </ul>                                                                                                                                                                                                                                                                                                                                                 |

| Messaging                                  | Features                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|--------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                            | identification.                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Gather responses with ease of mind.</b> | <ul style="list-style-type: none"> <li>- Ensure quality responses with moderation tools.</li> <li>- Restrict Activities to Registered Participants.</li> <li>- Collect Anonymous Responses for honest feedback.</li> </ul>                                                                                                                                                                                                                                          |
| <b><u>Accessibility for all</u></b>        | <ul style="list-style-type: none"> <li>- Poll Everywhere is partially conformant with Web Content Accessibility Guidelines (WCAG) 2.0 with Level A and Level AA.</li> <li>- Please refer to our Voluntary Product Accessibility Template (VPAT). <a href="#">see link</a></li> <li>- The Poll Everywhere mobile application is fully keyboard accessible for participants, and most Poll Everywhere Activity types can be responded to using a keyboard.</li> </ul> |

## Objections - Higher Education

| Objection                                                                                                                          | Counter                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Want individual instructors, departments, sub-schools, etc. to use their own tools instead of implementing a centralized platform. | <p>Emphasize the headaches of managing multiple different platforms.</p> <ul style="list-style-type: none"> <li>- <b>Teachers:</b> Lose full functionality of a platform if they are on a lower-tiered plan such as LMS integrations, audience size, etc.</li> <li>- <b>Students:</b> Forced to juggle a different tool for every class. Students take on the burden of cost by paying for each tool individually.</li> <li>- <b>IT/Tech Support:</b> Headache of platform management. Forced to support/train/onboard all the different tools. Loses the benefit of having dedicated CSM and Customer Support.</li> <li>- <b>Academic Leaders:</b> Cannot analyze academic performance and instructor performance without standardization of tools.</li> </ul> |
| "I am not the right person to speak to"                                                                                            | <ul style="list-style-type: none"> <li>- <b>Approach 1:</b> Ask if their role relates to either learning experiences &amp; excellence or academic technology / software</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

| Objection                                                                                                                                                    | Counter                                                                                                                                                                                                                                                                                                                                                             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                              | - <b>Approach 2:</b> Ask for a referral to the primary people involved with student response systems.                                                                                                                                                                                                                                                               |
| No budget                                                                                                                                                    | <ul style="list-style-type: none"> <li>- Compare their current situation/status quo with what they could have with PE</li> <li>- Focus on the value-add of Poll Everywhere and less on the cost (ex: software management efficiency for IT, cohesive reporting)</li> </ul>                                                                                          |
| Have a contract with a competitor                                                                                                                            | - Highlight our student-based pricing model, which lowers or eliminates costs for students, promoting equitable access.                                                                                                                                                                                                                                             |
| <p>"I am happy using what I have right now"</p> <p>"I am using [INSERT COMPETITOR]"</p> <p>"I am not using Poll Everywhere right now/it is unnecessary."</p> | <ul style="list-style-type: none"> <li>- Illustrate how Poll Everywhere can programmatically enhance their engagement and achieve their objectives (i.e. engagement) better than the current solution.</li> <li>- Emphasize the two values of Poll Everywhere: The initial engagement aspect and the knowledge/insight gained from/after the engagement.</li> </ul> |

## Objections - Corporate

| Objection                                                                                                                                  | Counter                                                                                                                                                                                                                                                                                                                                              |
|--------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>"I am happy using what I have right now"</p> <p>"I am using [INSERT COMPETITOR]"</p> <p>"I am not using Poll Everywhere right now."</p> | <ul style="list-style-type: none"> <li>- Paint them a picture of a programmatic way they could be achieving their objectives (ex: engagement) with Poll Everywhere vs. the alternative.</li> <li>- Emphasize the two values of Poll Everywhere: The initial engagement aspect and the knowledge/insight gained from/after the engagement.</li> </ul> |
| <p>"I don't have the budget."</p> <p>"This is not a priority for us right now."</p>                                                        | <ul style="list-style-type: none"> <li>- Lean on freemium model or introduce them to the concept of PE and get better ideas of use cases/leverage.</li> <li>- Someone using present plan for one meeting vs. one person using PE for every all hands for each department = show them how it would work at scale.</li> </ul>                          |
| Satisfied with a Poll Everywhere retail plan                                                                                               | - Speak to the value of an expanded plan for their team and drop social proof.                                                                                                                                                                                                                                                                       |

| Objection | Counter                                                                                              |
|-----------|------------------------------------------------------------------------------------------------------|
|           | - "Collect feedback at scale to make more informed decisions and influence organizational outcomes." |

## What hasn't worked

| Scenario                                                               | Source                  | Messaging                                                                                                                                                                                                                                                                                                                                                                      |
|------------------------------------------------------------------------|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Focusing on a quantitative/ROI-driven messaging with concrete results. | SDR Manager (Brookhart) | We are not an ROI product. The value of things we do are on the surface level are not quantifiable. For example, improving meeting engagement or improving student success. We do not have data that can indicate that using Poll Everywhere can increase ROI by a % or increase student attendance by a %. Instead, expand on the values gained and the improved experiences. |

## Marketing Metrics

| Metric                                            | Source                                                                     | Last Updated |
|---------------------------------------------------|----------------------------------------------------------------------------|--------------|
| 300,000+ educators trust Poll Everywhere          | All users with *.edu email who logged in in the last year/6 months         | ~2020        |
| Trusted by over 82% of R1 Universities            | Went down the list and looked to see if we had sign ups from those domains | ~2025        |
| Over 91% of the Fortune 500 trust Poll Everywhere | Went down the list and looked to see if we had sign ups from those domains | ~2025        |

| Metric                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Source                                       | Last Updated     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|------------------|
| <p>Poll Everywhere helps university instructors better engage with their students, and increases student participation, satisfaction and performance:</p> <ul style="list-style-type: none"> <li>- 85% of instructors see an increase in student participation after switching to Poll Everywhere.</li> <li>- 80% of instructors say their teaching is more effective with Poll Everywhere.</li> <li>- More than two-thirds of instructors say their students are happier using Poll Everywhere in the classroom.</li> <li>- More than half of instructors see an improvement in student performance as a result of using Poll Everywhere.</li> </ul>                                                                         | <a href="#"><u>Customer ROI Research</u></a> | October 20, 2023 |
| <p>Poll Everywhere helps companies better engage with their employees, increasing employee engagement and satisfaction and training effectiveness:</p> <ul style="list-style-type: none"> <li>• 78% of corporate leaders say Poll Everywhere helps them better engage with employees.</li> <li>• 70% of Poll Everywhere corporate customers have seen an increase in employee engagement after adopting our system.</li> <li>• 76% of businesses say Poll Everywhere has improved the effectiveness of company training and the way they share information with employees.</li> <li>• Nearly half of businesses see an improvement in employee satisfaction and productivity as a result of using Poll Everywhere.</li> </ul> | <a href="#"><u>Customer ROI Research</u></a> | October 20, 2023 |
| <p><b>Monthly Active Users</b><br/>Poll Everywhere has 188k monthly active users. (Actual: 188k)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <a href="#"><u>Superset</u></a>              | March 21, 2023   |
| <p><b>All-Time Customers</b><br/>Since 2007, Poll Everywhere has helped 7M customers engage their audiences and capture feedback. (Actual: 7.23M)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <a href="#"><u>Superset</u></a>              | March 27, 2024   |
| <p><b>All-Time Educators</b><br/>Poll Everywhere has helped over 1 million educators</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <a href="#"><u>Superset</u></a>              | February 7, 2024 |

| Metric                                                                                                                                        | Source                   | Last Updated   |
|-----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|----------------|
| turn passive students into engaged learners. (Actual: 1.01M)                                                                                  |                          |                |
| <b>All-Time Presenters</b><br>Over 10 million presenters have engaged their audiences and captured feedback in real-time. (Actual: 10.1M)     | <a href="#">Superset</a> | March 27, 2024 |
| <b>All-Time Participants</b><br>More than 200 million people have participated in Poll Everywhere polls and activities. (Actual: 244M)        | <a href="#">Superset</a> | March 27, 2024 |
| <b>All-Time Polls and Activities Created</b><br>Poll Everywhere users have created more than 40 million polls and activities. (Actual: 40.3M) | <a href="#">Superset</a> | March 27, 2024 |

## Conversion to Enterprise



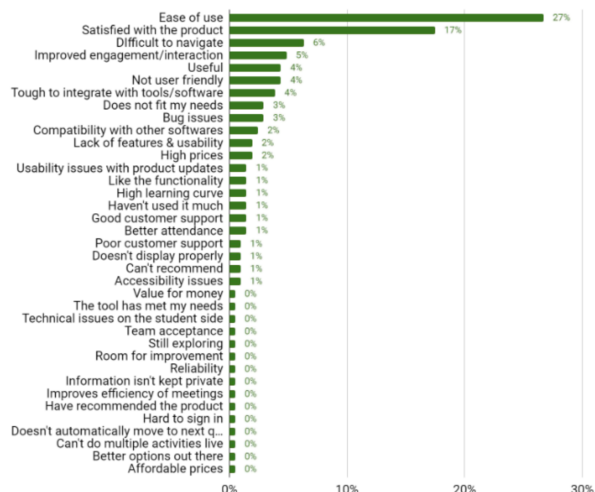
Conversion Rate Experts conducted a user study with existing customers to better understand what made them choose an Enterprise plan with Poll Everywhere.

[Poll Everywhere- Summary of the research.pdf](#)

**Please list the top 3 things that persuaded you to use us rather than another platform or solution.**



**What was the main reason for giving that score?**



## Tone of Voice

### ▼ Grammar Guide

| Rule                                          | Description                                           | Do                                                                                                                                                                                                                                                                                                                                                                                                                                     | Don't                                                                                                                                                                                                                                                                                      |
|-----------------------------------------------|-------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>You/It/We? Say what you mean.</b>          | Be direct about who or what you are referring to.     | <ul style="list-style-type: none"> <li>- You can break the ice with a live word cloud.</li> <li>- Poll Everywhere adds instant interaction to your slides.</li> <li>- We noticed many presenters prefer Google Slides.</li> </ul>                                                                                                                                                                                                      | <ul style="list-style-type: none"> <li>- One can break the ice with a live word cloud.</li> <li>- We add instant interaction to your slides. (Why? We are not the add-in)</li> <li>- Poll Everywhere noticed many presenters prefer Google Slides (Why? We — people — noticed.)</li> </ul> |
| <b>Don't say "CLICK HERE" or "CLICK"</b>      | "Click" is generic and not very descriptive.          | <ul style="list-style-type: none"> <li>- Select the Q&amp;A option</li> <li>- Get a free account [button]</li> <li>- Choose to 'Make responses anonymous'</li> </ul>                                                                                                                                                                                                                                                                   | <ul style="list-style-type: none"> <li>- Click on 'Q&amp;A'</li> <li>- Click here to get a free account</li> <li>- Click 'Make responses anonymous'</li> </ul>                                                                                                                             |
| <b>Value-based language vs. Poll language</b> | Focus on the value of the product when describing it. | <ul style="list-style-type: none"> <li>- Kick things off right with an icebreaker. For a safe bet, use a multiple-choice poll. If you're feeling adventurous, use a live word cloud activity instead.</li> <li>- Empower introverts with an instant Q&amp;A. You can collect questions silently, in less than a minute.</li> <li>- Visualize opinions on a spectrum with a Clickable Image.</li> <li>- Sort team priorities</li> </ul> | <ul style="list-style-type: none"> <li>- Use a multiple-choice poll for an icebreaker.</li> <li>- Use a Q&amp;A poll to do a Q&amp;A.</li> <li>- Use a Clickable Image poll to map opinions on a spectrum.</li> <li>- Use a ranking poll to rank priorities.</li> </ul>                    |

| Rule                              | Description                                                                                                                                                                                                                                                               | Do                                                                                                                                       | Don't                                                                                                                      |
|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
|                                   |                                                                                                                                                                                                                                                                           | the democratic way, with a ranking question.                                                                                             |                                                                                                                            |
| <b>Verbs over nouns</b>           | Choose the right verb and you can cut unnecessary nouns and adjectives from your language.                                                                                                                                                                                | <i>Involve learners in customer roleplay.</i>                                                                                            | <i>Let learners take part in customer roleplay.</i>                                                                        |
| <b>Value over product</b>         | Lead with the transformation.                                                                                                                                                                                                                                             | <i>Give introverts a way to contribute ideas through an open response poll. Everyone can be heard, without having to speak out loud.</i> | <i>Use an open response poll to help introverts speak up in meetings.</i>                                                  |
| <b>Value instead of our teams</b> | Don't talk about our teams or what we did. Talk about the value provided to the customer, what they will see and use.                                                                                                                                                     | A new courses icon gives educators instant access to rosters, content, grades, and LMS sync—all in one place.                            | We've added a courses icon across the platform so that educators are always one click away from what matters most to them. |
| <b>Mix up your syntax</b>         | Don't use short sentences alone. Don't limit yourself to long, multi-clause sentences full of conjunctions either. Instead, vary the pace and length of your syntax, to achieve the effect you need. Short sentences make a point. Long sentences lend clarity with their |                                                                                                                                          |                                                                                                                            |

| Rule                                         | Description                                                                                                              | Do                                                                    | Don't                                                                  |
|----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|------------------------------------------------------------------------|
|                                              | intricate relationships and comparisons.                                                                                 |                                                                       |                                                                        |
| <b>Create clear, value-based headlines</b>   | Write headlines that engage the reader with a clear benefit. Use the subheader to expand, detail, or clarify the header. |                                                                       |                                                                        |
| <b>Use Title Casing, not Sentence casing</b> | Use Title Casing for headers, titles, etc., not Sentence casing.                                                         | <i>Powering Audience Engagement and Interactive Conversations.</i>    | <i>Powering audience engagement and interactive conversations</i>      |
| <b>Dashes and spaces</b>                     | Use an En Dash — (opt-dash on Mac)                                                                                       | Poll Everywhere works where you work — in-person, hybrid, and remote. | Poll Everywhere works where you work - - in-person, hybrid and remote. |
| <b>Use the OXFORD COMMA!</b>                 | Place a comma between the second to last and last items in a list of more than 2 items long.                             | I love apples, cats, and airplanes!                                   | I love apples, cats and airplanes!                                     |

## ▼ Terminology Guide

[Find the full glossary here.](#)

| Terms             | Rule                                                                                                                                                                                                                                                                                                                                                                                                  |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Poll vs. Activity | <p><b>Activity</b> refers to any of our 8 core activity types. Activity is a proper noun and should be capitalized. Any 8 Activity Types are also proper nouns and should be capitalized.</p> <p><b>Poll (noun)</b> is a generic type of engagement such as an icebreaker or a question. We offer Activities that can conduct polls. Typically paired with a Multiple Choice or Ranking Activity.</p> |

| Terms                                  | Rule                                                                                                                                                                                                                                                                                                                      |
|----------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                        | <b>Poll (verb)</b> is to request input from the audience in the form of a vote.                                                                                                                                                                                                                                           |
| Sign in vs. Log in<br>Sign up<br>Login | <p>Both Sign in and Log in mean to enter credentials and gain access to your Poll Everywhere account.</p> <p>We recommend using Log in instead of Sign in to avoid confusion with "Sign up," which means creating a new account.</p> <p>Login (noun) are the credentials used to sign into a Poll Everywhere account.</p> |
| App vs. Integration                    | <p><b>App</b> refers to the standalone Poll Everywhere product, such as our web application, participant app, etc.</p> <p><b>Integration</b> refers to all the external applications we offer on different platforms such as Microsoft Teams, PowerPoint, Webex, etc.</p>                                                 |
| User vs. Presenter                     | <p><b>A User</b> is a person who uses Poll Everywhere, which does not necessarily mean they are a presenter. They could be an Admin, a Team Manager, a content manager, etc.</p> <p><b>A Presenter</b> is the person who presents the Poll Everywhere Activities in front of a live audience.</p>                         |

## ▼ Style & Tone Guide

| Rule                           | Description                                                                                                                                                          | Do                                                                                                                                                                  | Don't                                                                                                                                                               |
|--------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Considerate, not sweet.</b> | Considerate does not mean touchy-feely, or overly warm. Considerate means we think about the customer and what she needs before we think about what to build or say. | <i>Educators put in long hours of preparation every week. The new activity creator is designed to make prep time shorter, so you can focus on what you do best.</i> | <i>It's beautiful that high school educators work so hard to give students a shot at a better life. That's why every K12 teacher qualifies for a free plan with</i> |

| Rule                            | Description                                                                                                                                                                                                                                                                | Do                                                                                                                                                                                                                                     | Don't                                                                                                                                                                                 |
|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                 |                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                        | <i>Poll Everywhere.</i>                                                                                                                                                               |
| <b>Confident, not arrogant.</b> | Confident does not mean that we overstate the scope of our product or what it offers. It also does not mean that we boast, or act as if we know more than the customer knows about her work or presentation needs.                                                         | <i>Poll Everywhere had less than .02% percent downtime for the past three years.</i>                                                                                                                                                   | <i>Poll Everywhere has been and will always be the most versatile, reliable tool on the market.</i>                                                                                   |
| <b>Lively, not silly.</b>       | Lively does not mean witty, clownish, clever, wink-wink, or overly friendly. It means we use precise, active, quick-witted language to describe the vibrant interactions and visuals the product offers. We keep paragraphs moving at a swift pace to a bright conclusion. | <i>It's not easy to engage 5,000 people at the same time. But that's exactly what happens when everyone can text icebreaker responses to a living, growing word cloud on the big screen.</i>                                           | <i>You know what your next big event needs? A nineties cover band. (No, not really.) Maybe just a few incredible crowd interactions with Poll Everywhere. You know you want to...</i> |
| <b>Direct, not brusque</b>      | Direct does not mean dismissive, abrupt, short, or confrontational. It also does not mean saying exactly what's on your mind.                                                                                                                                              | <p><i>Customer question: I don't know how to download the PowerPoint add-in. Can you help?</i></p> <p><i>Response: I'd be happy to. You can find a full set of instructions here. Let me know if you have any other questions.</i></p> | <p><i>Customer question: I don't know how to download the PowerPoint add-in. Can you help?</i></p> <p><i>Response: Here's the link with instructions.</i></p>                         |

| Rule                        | Description                                                                                     | Do                                                                                                                                                                                                                                                                          | Don't                                                                                                                                                                     |
|-----------------------------|-------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Q&amp;A Language</b>     | Be more descriptive when talking about Q&A and how it functions. Focus on the value props.      | <ul style="list-style-type: none"> <li>- Add a Q&amp;A activity at the end of class.</li> <li>- Everyone can submit ideas or questions.</li> <li>- The audience can upvote the best ideas to the top, and downvote less popular ideas to the bottom of the list.</li> </ul> | <ul style="list-style-type: none"> <li>- Run a Q&amp;A poll at the end of class.</li> <li>- People can answer.</li> <li>- People can up or downvote responses.</li> </ul> |
| <b>Poll Everywhere Apps</b> | Use the full, correct, external/marketing names for products and not internal/technical jargon. | Poll Everywhere<br>Presenter Add-in for Mac<br><br>Web application                                                                                                                                                                                                          | Presenter app<br><br>Singularity                                                                                                                                          |

## Company Values

|                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Internal Values | <p><b>Commit to a growth mindset.</b><br/>Seek new knowledge and new experiences. Aggressively go after things you don't know how to do. Never ever stop learning.</p> <p><b>Lead with inclusion.</b><br/>Recognize exclusive behaviors in self or others. Show a willingness to learn and understand views that contradict your own. Demonstrate empathy. Advocating for people that have less situational power.</p> <p><b>Embrace autonomy.</b><br/>Recognize your choices and choose. Take responsibility. Seek your own work. Volunteer.</p> |
| External Values | <p><b>Considerate</b></p> <ul style="list-style-type: none"> <li>- We're attentive to our customers' needs, and our teammates' needs. We anticipate those needs in how we design the experience, ship the</li> </ul>                                                                                                                                                                                                                                                                                                                              |

product, provide support, talk about what we do, even how we plan our retreats. We save customers time and protect them from confusion and embarrassment.

- Our users are professionals who aspire to be better - better communicators, better educators, better presenters. They are innovators and in some way, big or small, they are trying to make a difference. We show respect for those qualities in how we speak with them and we go out of our way to help them achieve their goals.

### **Confident**

- We know ourselves, and we trust our abilities. We believe in the value of what we create. We own our decisions and learn from failure. We embrace feedback. We reinforce confidence with achievement. We recognize how much we've learned and apply that sense of trajectory and possibility to the next set of challenges.
- Our users take a risk in using our product. Our confidence inspires and infects them. It gives them the courage to use us when they could be using nothing.

### **Lively**

- Our product makes a slide come to life. It's animated. It moves and fluctuates. Our visuals are strong and vivid. Our words are to the point. We approach every undertaking - whether at work or play - with good-natured enthusiasm. We enjoy a hearty debate and a spirited board game.
- Our users come to us to create energy and enthusiasm, to foster interaction and even a sense of amazement. Our value becomes real for them when they see the chart move.

### **Direct**

- We appreciate candor. We value honest opinions, even if we do not agree. Our product provides the most efficient route to make important group decisions, and accomplish goals for research, engagement, and active learning.
- Our users use polling as a part of their job, but rarely their entire job. They use our product in the middle of accomplishing other tasks. They are often working under tight time frames with the pressure of a live event looming. They want to receive the right information in the clearest manner possible, with little room for misinterpretation.

## ▼ Resources

## Customer ROI Messaging Framework

- Research conducted by Product Marketing to better understand our customer's pain points and challenges.

### ▲ Pyramid of Clarity

- Our founders' explanation for our mission statement, "Make Presentations More Inclusive"