

## CASE STUDY

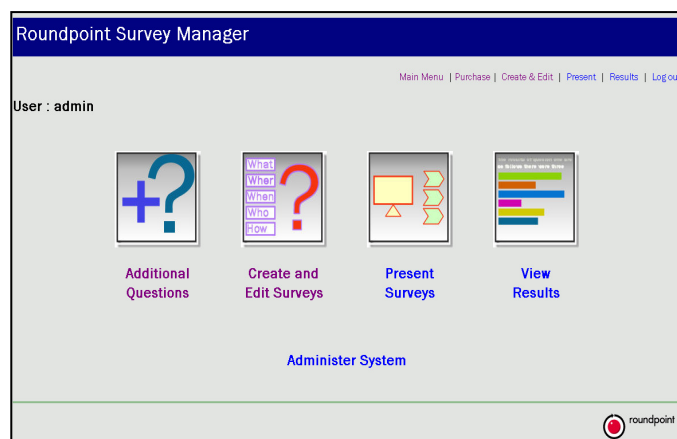
### Chartered Institute of Marketing Digital Marketing Conference 2009

#### Background and Client Objectives

In July 2009, the Cambridgeshire Branch of the Chartered Institute of Marketing ran their third annual Digital Marketing Conference. In order to ensure that the audience was engaged throughout the conference, Roundpoint's Interact text to screen voting system was used in the afternoon session.

#### Roundpoint's Solution

Prior to the conference, Roundpoint loaded the CIM's chosen questions and correct answers into the Interact web interface. The questions were displayed on a screen during the conference and the audience were given one minute to text their answer to each question to a shortcode. When the time had expired, the results were displayed in chart format on the screen instantly and the correct answer was also shown.



**1. The first UK television commercial showed which product?**

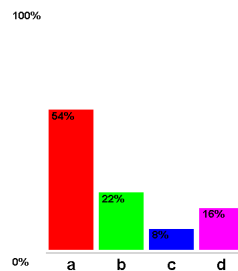
- a) Persil washing powder
- b) SR toothpaste
- c) Bulova watches
- d) Ford cars

PICK 4 [answer] to 24442 (USA)  
PICK 4 [answer] to 88010 (UK)

**55**

**1. The first UK television commercial showed which product?**

- a) Persil washing powder
- b) SR toothpaste**
- c) Bulova watches
- d) Ford cars



Speaking about Interact, Terry Nicklin, Branch Chairman said "We were looking for something interactive and engaging to use in the post-lunch session. It had to impress an audience of leading marketers. The Roundpoint solution performed faultlessly and I would have no hesitation in using it again".

Roundpoint  
23 Science Park  
Cambridge  
CB4 0EY

<http://www.roundpoint.com>  
m.roundpoint.com  
+44 (0)1223 437070  
Twitter: RoundpointLtd