

# Finger on the button? – get keypad training

BOLLINGTON-based events firm **Media 1 Productions** is to launch a free training service in the use of interactive audience response keypads.

Following on from Media 1's recent £250,000 investment in new technology, the training sessions are aimed at demonstrating to event organisers how best to use the keypads and how they can increase audience involvement and participation.

"We have used the keypads at many of our conferences and events since their purchase and have seen what a powerful tool they are, but the keypads are



**DEMONSTRATION** Media 1's audience response keypad

presently only being used to a tenth of their potential, said Carl Howe, director at Media 1.

"The keypads are an easy and effective way to reinforce learning, check understanding, as well as being an efficient way to instantly collect a vast amount of data.

"We felt that this new service would be a great way to demonstrate what the keypads are capable of, as well as providing organisers with the opportunity to become familiar with the system, so that they will feel comfortable with including keypads at future events."

The sessions will be run once a quarter and with the first scheduled to take place on Tuesday November 18.