



CREATING IN PERSON AUDIENCE ENGAGEMENT

Audience engagement is an important part of any education program because it increases comprehension, retention, and motivation. Active participation helps learners stay focused and connect with the material.

1. Establish a connection

- ▲ Know your audience: Tailor your language and examples to their interests and knowledge level.
- ▲ Make eye contact: Don't turn your back to attendees if you can avoid it.
- ▲ Body language: Stand confidently, use natural gestures, and project your voice to engage your audience.

2. Deliver with enthusiasm

- ▲ Vary your pace and tone: Use pauses, changes in volume, and vocal emphasis to highlight key points.
- ▲ Be passionate and authentic: Let your genuine enthusiasm for the topic shine through.
- ▲ Use storytelling: Share personal anecdotes or relatable stories to make the presentation more engaging.

3. Encourage Participation

- ▲ Ask questions: Pose questions to the audience throughout the presentation to keep them actively involved.
- ▲ Use interactive tools: Employ polls or interactive elements to encourage participation.
 - i. Mentimeter: A vibrant way to visualize your audience's ideas, get answers and responses from your audience with word clouds, deploy live and instant polling, and other features. <https://www.mentimeter.com/>
 - ii. Slido: Helps users get the most out of programs by crowdsourcing top questions and engaging participants with live polls and quizzes. <https://www.slido.com/>
- ▲ Incorporate audience decision-making: Ask the audience to suggest ideas, participate in small group activities, or vote on options.
- ▲ Encourage discussion: Create opportunities for the audience to share their thoughts and perspectives.

