



CREATING VIRTUAL ENGAGEMENT OPPORTUNITIES



Audience engagement plays a critical role in education sessions because it increases comprehension, knowledge retention, and motivation. Active participation helps learners stay focused and connect with the material, resulting in a deeper understanding. You may be wondering how you can create engagement in a virtual presentation. While virtual engagement looks slightly different, there are several strategies that can be used to create a dynamic learning experience.

Chats and Emojis

Facilitate two-way communication and help build a sense of community.

- ▶ Kick off with an ice breaker asking about participants' job titles or roles, where they are from, or how they are feeling about a certain subject.
- ▶ Gauge participants' perspectives by inviting them to share an emoji that reflects how they feel about the topic.
- ▶ Assess understanding by inviting participants to share their comfort level of the topic at both the beginning and conclusion of the session.
- ▶ Ask everyone to respond with one word about a topic.
- ▶ Shout outs can be good during the program. Something as simple as, "I see Bill from Wisconsin uses this program as well. Thanks for sharing."
- ▶ Prompt participants to reflect on the program by asking questions such as, "What is one thing you are taking away from this session?" or "Type yes if you have experienced similar challenges."

Breakout Rooms/Virtual Lounge

Enable face-to-face interaction and foster collaboration through small group discussion and informal networking.

- ▶ Break attendees into smaller groups to discuss a topic or issue. Smaller groups encourage participation from those who are hesitant to speak in a large group.
- ▶ Narrow down a larger topic and then come together for each group to share.
- ▶ Begin longer programs with ice breakers and introductions to create community.
- ▶ Ask participants to reflect on what they have learned in breakout groups.
- ▶ Brainstorm difficult or new problems in smaller groups.
- ▶ Divide by topic and dive deeper. For example, smaller communities handling an issue vs. larger communities.

Polls

Encourage active participation, stimulate critical thinking, and introduce variety to maintain learner engagement.

- ▶ Ask questions to check for understanding after covering a topic or section.
- ▶ Create curiosity by asking participants to predict the outcome before you share results or explain something.
- ▶ For longer presentations check the energy throughout the session to decide on topic or order or the need for a break.

Leaderboard

Promotes friendly competition, enhances motivation, and drives active participation.

- ▶ Enabling the leaderboard feature can gamify the education session and encourage interaction.
- ▶ Points can be awarded for commenting, asking questions, sharing an emoji, and more.

Camera

If possible, presenters should have their cameras on. This adds a visual component to interaction, enhancing presence and personal connection.

