

# How to Keep Your Virtual Audience Engaged in 5 Steps

01

## TOPIC

Make sure your event or presentation covers a topic that is **relevant** and **timely**. When the audience feels like they can benefit from the information you are sharing, they will be more likely to participate and engage!



02

## SPEAKERS

Bring in different **speakers** and panelists who are either experts on the topic, well respected within the community or have value to add to the conversation.



03

## INTERACTIVITY

Add elements of **interactivity** such as polling and a comments or chat section. Leave time for a Q&A at the end so the audience can ask questions.



04

## TECHNICAL DIFFICULTIES

Avoid these! If everything is running **smoothly** and on time, your audience will be more engaged than if they have to wait for your presentation to resume. Glitches may also cause distraction!



05

## VISUAL REINFORCEMENT

Incorporate roll in videos, slide content and graphic elements. For presentation slides, keep them **clear** and **concise**! This ties the show together and gives it the feel of a high quality produced program.

