5 WAYS TO ENGAGE ONLINE AUDIENCES
A CHECKLIST FOR VIRTUAL PRESENTERS

1

CAPTURE ATTENTION BEFORE THE START
Set expectations before the session begins. Let them know in advance that you expect participation, and then involve them from the moment they log in. Use every communication opportunity, plus the opening minutes of your event to get them typing and talking.

2

CREATE AN INTERACTIVE EXPERIENCE
Virtual attendees don't have to leave their workspace to attend online events, and therefore are usually highly distracted. Overcome this reality by creating an event that expects participation. Think of your presentation as a dialogue, and seek ways to get them involved.

3

CONNECT TO THE AUDIENCE
There's a reason you are meeting in a live environment instead of just recording your words... so that you can connect on an individual level with your audience. Take time to build a personal connection with attendees.

4

CREATE COLLABORATION
Virtual attendees are typically isolated and alone, separated from other participants. Take time to help the group feel connected, which leads to engagement. Think of your presentation as a dialogue, and seek ways to get them involved.

5

PROVIDE CLEAR DIRECTION
One way to create dialogue is to ask questions. In the online environment, it's important to include instructions for response. How should attendees answer your question: verbally? via poll? some other way? The more specific and directive your questions, the more likely you'll get responses.

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