

Design for Engagement: Creating Interactive Virtual Events

A hands-on workshop for anyone who wants to build interaction and engagement into their live online events

Designing for Engagement teaches how to capture audience attention to create engaging virtual events. This workshop focuses on how an online event should be structured to maximize engagement: from pre-program communication to initial interactions to interactive activities. In addition, the program models engaging design and delivery techniques so that participants can personally experience interactivity.

This is a 3-hour interactive program, split into two 90-minute modules that can be facilitated together or separated over time.

Topics include:

- Define 3 types of live online events (and determining when to use each)
- Determine which topics to include in a live online event (and what to leave out)
- Apply 5 principles of engaging design to each live online event
- Open a live event with immediate activity to capture attention
- Select appropriate activities for maximum participant engagement
- Using virtual classroom tools creatively, to match desired learning outcomes
- Design visual aids (including slides) to support attention and engagement

Delivery Details

The program...

- uses a virtual classroom platform (such as Zoom, WebEx or Adobe Connect) so that the participants become familiar with using its specific features for interactivity.
- includes an electronic handout and resource links for further independent study.
- models engaging design and delivery techniques so that the participants can experience online interactivity.
- is led by an expert facilitator (Cindy Huggett) along with her virtual producer who assists with technical details (online session only).
- has no more than 15 participants per program offering.
- may not be recorded, but instead requires live online participation.
- requires each learner to log on individually from their own computer or device for the hands-on experience