

Tips for Engaging your Audience

Make your audience feel at home!

Create a comfortable environment where your audience feels it is safe to engage with you and others. Build trust by demonstrating empathy. Build rapport and common ground. Allow participation to be voluntary, easy, and convenient. Make engagement fun!

Be Engaging!

Convey a warm & welcoming demeanor from the moment your audience arrives. Smile & make genuine eye contact. Demonstrate enthusiasm for your audience and what you are communicating. Make them hungry to listen and participate in learning. Create a desire to engage with you – be magnetic!

Ask good questions!

Questions can be used so many ways... a good opening question can connect the audience to the topic and provide you with immediate feedback. Polls and surveys can provide you with your audience's opinions. Quizzes show you and your audience what they know (or don't know) and can be a fun way to present information through the answers.

Pair up!

Partner activities are a great way to engage the entire audience. Most people hesitate to speak up in front of a group, but are comfortable talking with the person sitting next to them. A classic activity is "Think-Pair-Share," which asks participants to think about a topic, pair up to discuss, then invites volunteers to share. Pairing up engages everyone.

Engage everyone!

Throughout a presentation, implement a variety of approaches that engage everyone. These can include everything from individual activities participants complete to apply the content, to large and small group activities that get people up and moving... interacting around tables... or playing a game to assess knowledge gains. Turn your audience into active, engaged participants.