

5 Tips for Connecting with your Audience:

Listen and learn to know your audience

Connecting with an audience requires knowing them. To know an audience requires learning about them. Ask audience members to share their problems and concerns. Ask them to describe their dreams and aspirations. Ask them what they need and listen carefully to what they tell you.

When you learn about an audience you are able to connect with them.

Build rapport

The English word “communication” comes from the Latin word “communis” which means common.

Building rapport involves finding common ground. When you know your audience’s concerns as well as their dreams, demonstrate that you understand how they think and feel.

Share what you have in common. Be authentic.

Break the ice

Open up your audience by engaging in a conversation or dialogue that feels safe and non-threatening.

Use an “ice breaker” to increase the audience’s comfort level and willingness to participate throughout the session. Choose an activity that allows you to get to know each other and begin to form connections. Most importantly, build trust.

Call people by name

Using audience member’s names creates a more intimate atmosphere than relating to them in an impersonal manner. Calling people by name recognizes their personhood. It helps you form stronger connections. Your audience will feel like you know them better. Use name tags or name cards to make calling people by name simple and natural.

Demonstrate empathy

Demonstrating empathy is essential to creating connections with an audience. Show the audience you understand their feelings and emotions. Convey genuine caring and concern. Accept the audience where they are. When a communicator demonstrates awareness and responsiveness to an audience, it allows for connection and free-flowing communication.