



Tips To Engage
Your Audience
VIRTUALLY

holliandrobert.com

WHEN YOU KNOW BETTER

YOU DO BETTER

Having a well-designed virtual event helps to create a meaningful experience for all involved.

Holli & Robert are professional events and video producers who teach valuable strategies, insights, and decades of lessons learned to anyone ready to present online and do it better.

Let Our Experience Be Your Advantage



1



Know Your Audience

Understanding who your audience is and what their interests/needs are is crucial to engaging them virtually. Tailor your content and approach to match their expectations.



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Clear and Concise Communication

People's attention spans are shorter in a virtual setting, so avoid lengthy monologues and focus on the key points. Use simple language and avoid jargon or technical terms that your audience may not understand.





Use Visuals

Incorporate multimedia elements such as images, videos, animations, slides, and/or infographics to break up the monotony of text to make your presentation more visually appealing and engaging.



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Incorporate Interactive Activities

Encourage your audience to participate in the session by conducting live polls, quizzes, virtual breakout rooms, or Q&A sessions to get them involved in a more interactive and participatory experience.

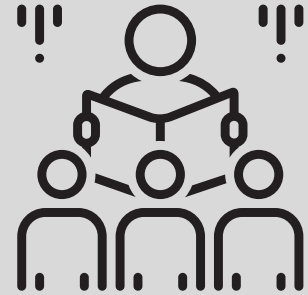




Be Energetic

Enthusiasm is contagious, and your audience will feed off your energy. Use voice modulation and body language to convey excitement and keep your audience engaged and focused.





Tell Stories

Stories are a powerful way to engage your audience emotionally and create a memorable experience. Use personal anecdotes or case studies to illustrate your points.





Provide Value

Your audience is giving you their time and attention, so make sure to deliver value in return. Provide practical advice, insightful information, and actionable steps that they can apply in their lives.





Be Authentic

Your audience can sense when you are not being genuine, so be yourself and let your personality shine through.

Authenticity builds trust and rapport with your audience.



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Use Humor

Humor can be a great way to break the ice and keep your audience engaged.

Use appropriate humor to create a relaxed and enjoyable atmosphere.



10



Practice, Practice, Practice

The more you practice your virtual presentations, the more confident and polished you will become.

Rehearse your content and delivery to ensure a smooth and engaging presentation.



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Create A Sense of Community

Encourage your audience to foster collaboration, communication, and connection to create a more engaging virtual experience for everyone involved.



Find These Tips Helpful?

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