



# Engaging Your Audience

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# Session Agenda

- **Ensuring your audience is focused.**
- **Engaging your audience.**
- **Motivating your audience.**

# Focus

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- **“I know participants are not paying attention.”**
- **“I think participants are doing e-mail.”**
- **“It seems like participants are lost at times.”**

# Techniques to Focus

- Be clear and concise.
- “Grab your mouse...”
- Walk them through every step.

# Engage

- **“It’s strange not seeing their faces...”**
- **“Nobody sees my hand motions...”**
- **“My humor isn’t as funny if you can’t see me...”**

# Techniques to Engage

- **Use the Participation Meter to gauge interest.**
- **Use iLinc's Toolset**
  - Hand-raise
  - Feedback
  - Chat
  - Q&A
  - Surveys
  - Pass the floor
- **Use video.**

# Too Much of a Good Thing

- Don't use one tool over and over.
- Mix it up.

# Motivate

- **“Our sessions are pretty long and people get tired.”**
- **“We don’t have enough attendees to get creative.”**
- **“Our audience might be too technical for this.”**
- **“It seems people drop off before we’re finished.”**

# Techniques to Motivate

- Know your audience, but take risks
- Try a contest...!
- Ensure content is relevant and real-world

# Preparation

- “Seems like this is a ton to remember?”
- “Uh, uh, er..... Uh, one second, er...”
- “My co-leader tends to talk over me.”

# Techniques for Preparation

- **Know your content cold.**
- **Practice your transitions.**
- **With co-leader, define your roles beforehand.**

# Scenario-Based Approach

- Start each concept with a real-world scenario.
- Present a “problem.”
- Solve it using content outlined in the objectives.
- Repeat.

# Multiple Presenters

- Splitting It Up
- Advocate
- Morning Drive

# Taking It to the Experts

- Open Discussion
- Brainstorming
- Questions, comments