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Keeping Virtual Audiences Engaged

Today's Speaker:



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Keeping Virtual Audiences Engaged



guidedinsights

breakthrough conversations
for bottom-line results

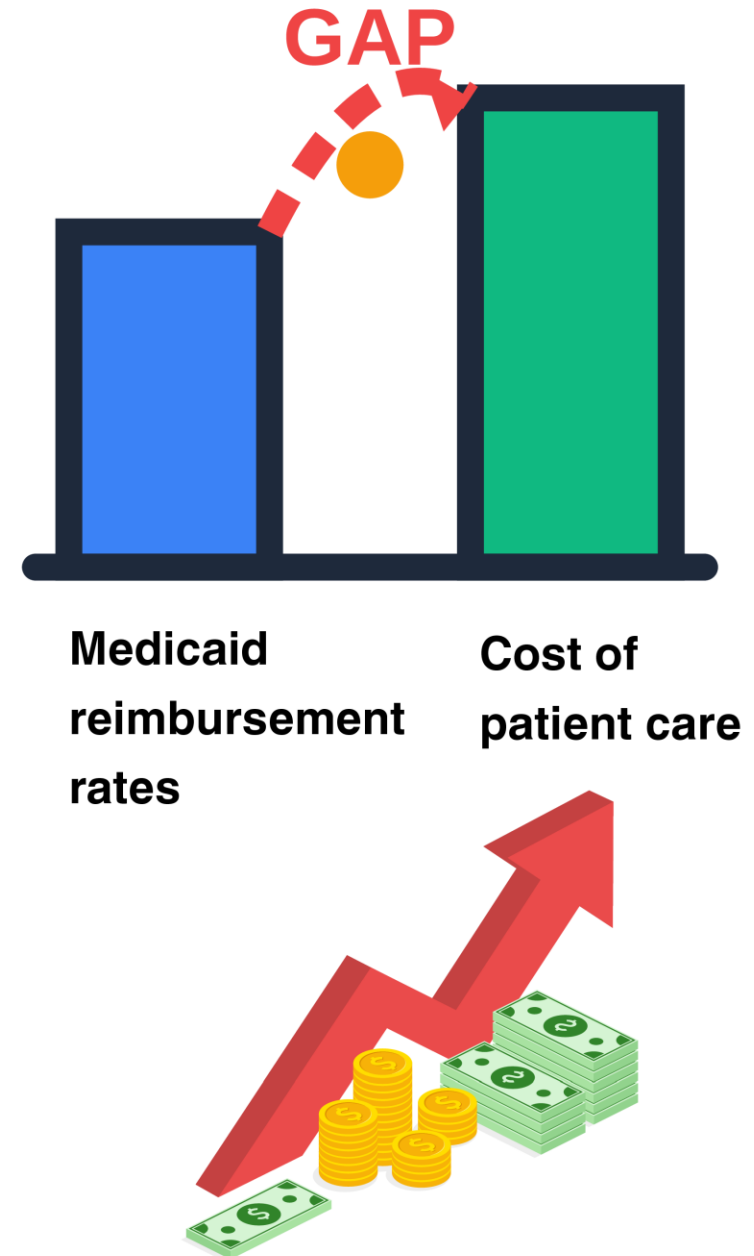


What is your biggest virtual engagement challenge.

SCENARIO 1

Advocate training session

- State association - nursing homes and long-term care
- 75 advocates
- State Capitol Hill Day
- Range of experience
- Ask: Higher Medicaid reimbursement rates





In the last three years, how many times have you participated in a Hill Day as an advocate for your organization?

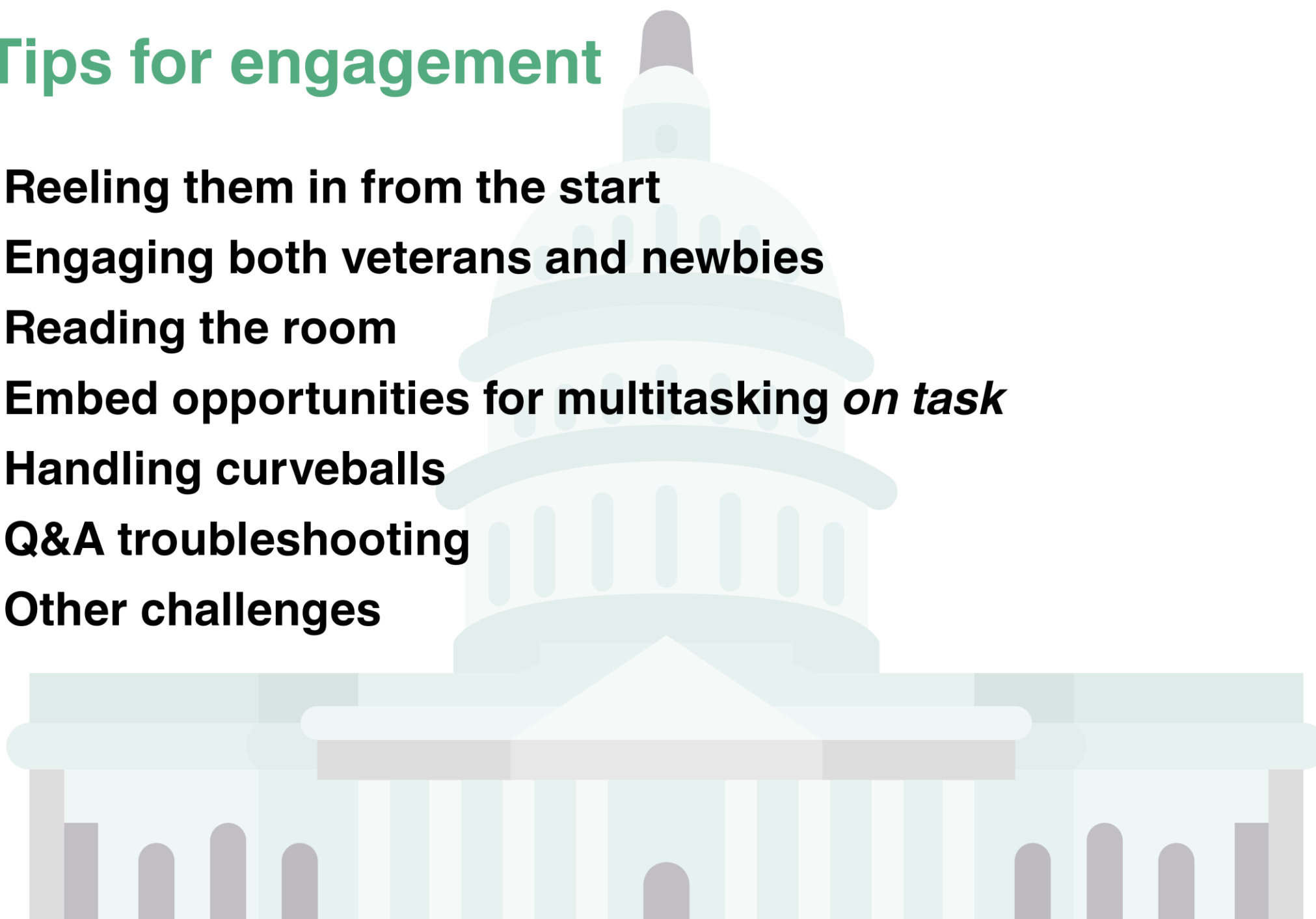
A) Never

B) 1 time

C) 2-3 times

D) 4-7 times

Tips for engagement

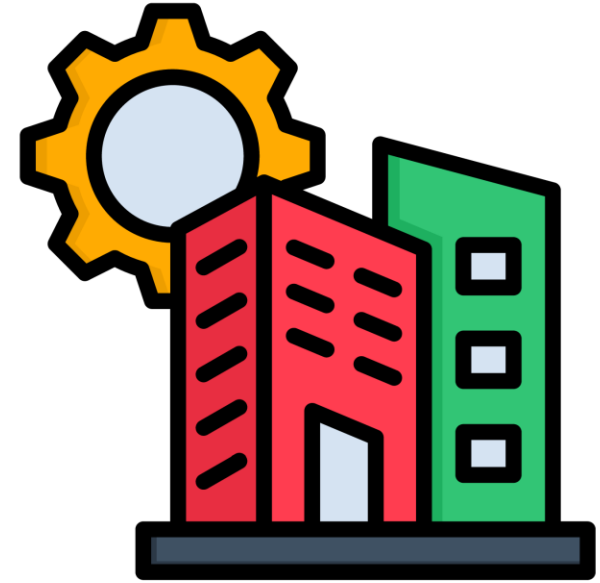


- Reeling them in from the start
- Engaging both veterans and newbies
- Reading the room
- Embed opportunities for multitasking *on task*
- Handling curveballs
- Q&A troubleshooting
- Other challenges

SCENARIO 2

Information-sharing session with executive team

- Mid-size manufacturing company
- A dozen C-Suite leaders
- Busy with short attention spans
- Topic: Federal tax policy change-
R&D tax amortization rules
- Big impact on bottom line, R&D
spending





How would you describe typical audience engagement in your virtual meetings?

- A) Most audience members appear fully engaged most of the time.
- B) Most audience members interact in some way at least occasionally.
- C) Relatively few audience members interact in any way.
- D) Most audience members never really participate.
- E) I have no idea how engaged my audiences really are.

Tips for engagement

- **Start with bottom-line impact**
- **Balancing participation**
- **Minimizing multitasking**
- **Managing the big talker**
- **Redirecting off-topic discussions**
- **Defusing tension**



Select the most accurate response, considering the virtual audience you work with most often.

- A) We have clear meeting norms that most people adhere to most of the time.
- B) We have clear meeting norms that many people ignore much of the time.
- C) We have vague meeting norms that only some people seem to be aware of.
- D) We have no real meeting norms.

Tips for engaging any virtual audience

- **Design for interaction - 80/20 rule**
- **Embed opportunities for interaction every few minutes**
- **Enlist a co-pilot, establish communications**
- **Establish meeting norms**
- **Audio/cameras - off, on, or ?**
- **Intros - when needed, best ways**
- **Handling questions - how, when**
- **Build in intentional pause points**
- **Take quick temperature checks**
- **State actions, decisions, next steps before wrapping up**



What's the number one tip you can apply for engaging you next virtual audience?



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