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Engaging Audiences at Events

Part One of Two - Pre-Session Engagement

Written by Paul Cook on behalf of Glisser

Foreword

In 1951 the London Science Museum opened its 'Agriculture' exhibition which was ground-breaking for its time, featuring superb scale models within dioramas of farming scenes, protected behind glass windows.

Fast-forward forty years and think about newspaper websites back in the 90s. You got to read the articles at the touch of the button, just like you would in print form. It was convenient and free, plus the newspapers could count 'unique visitors' and sell banner ads online.

Back to 2018, the agriculture exhibition is still there, but it's the emptiest room in the museum. Visitors, particularity curious children, are instead drawn by the newer exhibits with buttons you can press, textured objects you can grab, immersive VR headsets you can wear, or even disgusting smells you can sniff. These exhibits are packed.

And, these days, newspaper sites are highly sophisticated combinations of social-sharing and 'like' buttons, lively comments sections, data-driven related articles, and interactive infographics, with every user action generating analytics by which audiences are ranked and adverts highly targeted.

It doesn't take a huge mental leap to see the correlation with events and meetings. People want to participate: it makes them feel engaged and more positive about what they are doing. We are no longer passive learners, but sophisticated participants in (and creators of) our own unique experiences.

Meanwhile, the museum curators have learnt what drives their footfall and what keeps them coming back. The newspaper sites have recognised that they're not just measuring visitors, but levels of engagement as a proof of value to sponsors. Audience engagement is measurable, and an excellent proxy for audience happiness and exhibit/website (or event) effectiveness.

Hopefully this guide (and the next) give you some food for thought for your events and meetings. Because nobody likes an empty room.

Mike
Founder, Glisser

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Introduction

In events, audience engagement is something that is needed more than ever. If your event is not engaging your delegates then your organisation will lose out. Nobody wants to go to a dull event. In this paper we explore some of the ways in which you can make sure you engage your delegates.

Who is this paper for?

This paper is aimed at event planners who have responsibility for engaging delegates at events and learning sessions. We use a generic title of event planner for ease. However, your role could fall under any number of other descriptions such as; HR Manager, Communications, Events, Operations Manager, learning and development professional or similar.

Scope of the paper

Our focus in this paper is on conference education sessions or single learning sessions. The techniques we highlight can be modified and applied to other types of event.

We take a single session as an example and work through some of the ways in which the session could be more engaging. This paper is not a guide. It is a thought provoking document to help stimulate new ideas and questions.

It is broken down into three sections that focus on:

· Pre-session engagement

· In-session engagement

· Post-session engagement

The first section, 'Pre-session engagement', is the most important element because this is when your planning needs to take place. This is where the 'heavy lifting' is needed in your thinking.

As a result, Part 1 of this Guide focuses on pre-session engagement, and Part 2 focus on in-session and post-session engagement.

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We use a 'red thread' throughout this publication of bringing together three things; creativity, meeting design and technology, to bring about successful audience engagement. There is more on this as you read the rest of the paper.

Deliberately we do not aim to cover the countless ways in which engagement techniques can be applied as that is not the purpose of this paper. We do highlight some areas that in our experience are worth a mention, but this is a thought provoking document and not a 'here are all the answers' paper.

What we are aiming to do in this paper is to provide some ideas based on our experience on how you can keep your delegates engaged.

The words we use

In this paper we ask for your latitude as we re-focus and mix words from their strict literal meaning. This is purely to make the read easier.

For ease we use a number of words as interchangeable. Meeting, session and event we use as interchangeable. Attendees, delegates and audience are interchangeable. Chair, facilitator and host we use as interchangeable.

Remote delegates refers to those delegates that take part in the event but they are not physically present at the venue. In other words they access the event via their laptop or some other device.
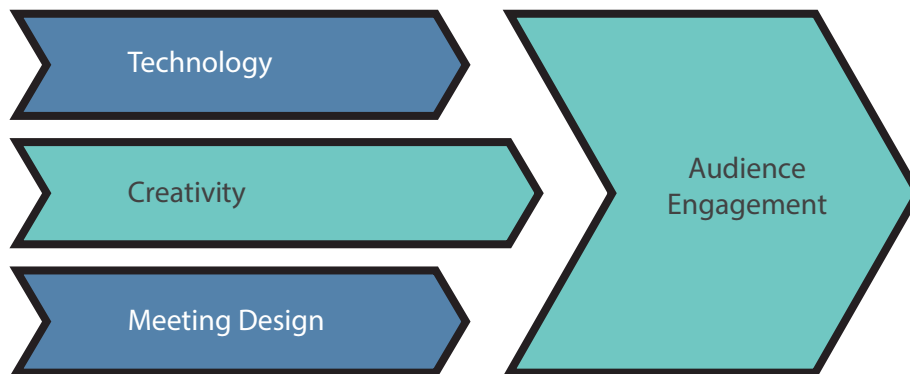
We use the word audience to refer to a group of delegates or attendees.

Under our definition of meeting design we include all the people elements that go to make the session the best it can be. This includes speakers, hosts, facilitators, chairs, panel and audience members. We are not including technology within this definition.

The Red Thread

In this paper on audience engagement we have chosen to use one specific red thread. As you read through you will find that we refer to it from time to time to highlight a point. However, the red thread is a constant and should be considered all the way through your audience engagement work.

To help reinforce the message you may wish to print the diagram and have it by your side.

As you will see there are three key components. These are:

* Creativity
* Meeting design
* Technology

These three components need to be entwined to bring about successful audience engagement.

No element is more important than any other. They all have a part to play. But what is important is that they are entwined together to produce the outcomes required.

Our one word of warning is that you cannot start with technology. You need to begin with creativity and then you incorporate technology and meeting design to bring you audience engagement success.

You could start with meeting design if you follow what happened in an earlier edition of the session but we would not recommend it. There is always some creativity that is needed at the outset otherwise you will be delivering sessions that are not fresh. Your buyers will not be happy and that will show in their engagement levels.

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As mentioned in the Introduction, under our definition of meeting design we include all the people elements that go to make the session the best it can be. This includes speakers, hosts, facilitators, chairs, panel and audience members. We are not including technology within this definition.

You will have noticed that the Red Thread is in the form of an arrow pointing forward. This mirrors the three components. The thinking here is that nothing stands still and neither should you, especially if you want to deliver exceptional audience engagement.

Right, let's get started and share some of our thoughts.

The evolution of audience engagement

Engaging audiences is nothing new. We can go back thousands of years to Roman times and discover that they knew much about engagement at events. The mornings would feature various taster sessions such as displaying exotic animals or watching a mock battle. The gladiators were their equivalent of keynote speakers. Then they used audience participation by letting the crowd decide the loser's fate with a thumbs-up or down.
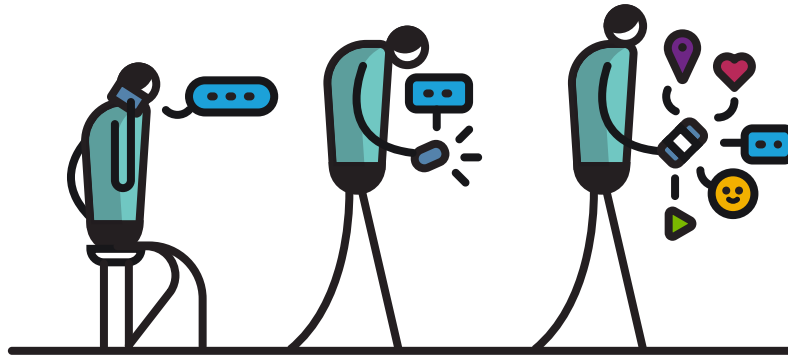
The use of technology is nothing new either. There are now more PCs, laptops, devices, mobile phones and a truck load of other event technology that we take for granted, but we've been using PowerPoint at events for over thirty years. Used well, technology can be used to drive engagement, although it doesn't always have to be high technology; low technology can still deliver great outcomes.

Why is engagement through technology more prominent today?

We believe it is due to three things happening at the same time (more or less) and they have all converged. The factors are:

- Cloud services making technology and innovation more cost-effective
- Smart devices are more or less ubiquitous
- Wi-Fi and 4G/LTE connectivity are actually pretty good overall at the majority of venues

If you bring these factors together, you discover that the price point for audience participation has come right down. We are now right at the sweet spot for ensuring engagement is incorporated fully into events. There is no excuse to deliver anything other than engaging events.

Is engagement important?

We think it absolutely is and here is why:

1. **It helps learning** – Remember at school, children would put up their hands to answer or ask a question or volunteer to do something. Well we want the same to happen with our delegates at events.

2. **It makes people think** - They listen, ponder and contribute. All of that is good for them and it also plays a part in the social constructionism of society.

3. **It's fun - People enjoy it.** People like to try out new things, consider new ideas and generally become active in some way.

Having people engaged in your session(s) will provide you with data. Using data from the sessions will help with the ongoing improvement of your sessions.

Through participation you can understand your audience better. You can understand viewpoints, sentiments etc. As a result of people being engaged you can anticipate what their next actions are likely to be. Are they likely to buy a product or service from you? Engagement leads to valuable data.

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Pre-session engagement

In this section we look at some of the things you can do to ensure that your audience will be engaged before the session starts. Some of these activities will need to be done a good time in advance of the session. However, other activities can be carried out just before the session is due to start.

We spend time looking at session design and formats, and how they work for different delegate types.

Then we discuss speakers, chairs, facilitators, hosts and panel members in this section. Whilst they are just one component of what goes into a successful event, they play an enormous role in engaging or turning delegates off. They are a fundamental building block in the process of engaging audiences.

Objectives

What objectives do you want to achieve from running the session? This is a key question that has to be answered for you to ensure that all the effort of putting time and money into the session(s) has a return on investment for your organisation.

You have to ask, why are you putting the session on and what do you want the delegates to do differently after they have attended (participated)?

It seems such an obvious question but there are numerous events and conferences that never answer the question. If you have clarity and focus around your reasons for holding the session(s) then you will obtain greater benefits, which includes high levels of audience engagement.

Format and time

You will need to decide which format of event will work best for you. There is the traditional style of a speaker delivering to a group of people. However, other styles of presenting information and knowledge have emerged.

A few examples of different formats that you could use include:

- Debates
- Co-created learning
- Unconferences
- Panel discussions
- Campfires
- Pecha Kucha
- Fish bowls
- Improv

The key question is whether you are using the most appropriate learning format to bring about the outcomes you are looking for. There is no point in doing something just because it is seen to be in fashion or trendy. This same rationale applies when you use technology. Remember our red thread.

If you have remote delegates attending your session be sure to include them fully when you bring your red thread together. Rather than create a separate section we have woven in our insights which you will discover as you work through the paper.

If the session involves using technology for voting and asking questions have you factored in a little time for your delegates to become familiar with how to operate the device – perhaps with a practice question? It's really not that long, but worth doing properly.

Within each individual part have you allowed time for questions and answers? Or will be holding a separate Q&A wash-up session? Don't forget, interactive tech-driven Q&A yields eight times as many questions as a roving mic – so make sure you account for more audience participation.

How much content will be included? Too much content and it will be easy for delegates to become overloaded and overwhelmed which is not the result that you would be wanting to achieve. However, too little content and you will be asked questions about why there wasn't more.
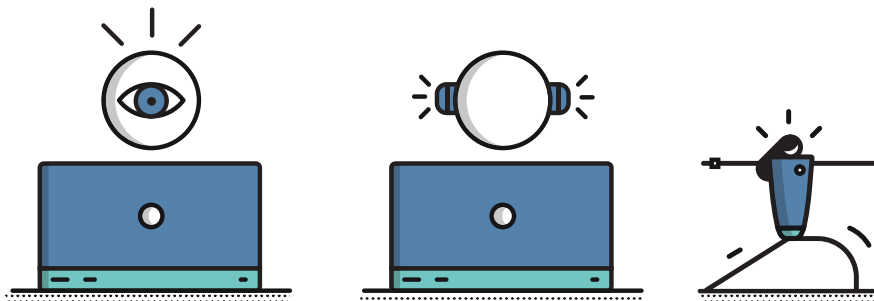
And don't forget about access to that content (the slides, and perhaps video) after the session – something we'll come onto when we talk about post-session engagement.

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Delegates

People learn in a variety of ways which means that one size will fit all. Your event needs to be developed accordingly to ensure that no one misses out. The traditional learning types that have been in evidence for a number of years include; visual, auditory and kinaesthetic.

Having a mix of materials and work that will include all of the preferences will help your session delivery and engagement levels. No one should feel excluded.

Your basic building blocks of enabling your delegates to see, hear and participate are absolutely essential to audience engagement and should not be ignored.

Speakers

Speakers or presenters or facilitators can make or break your session(s).

There are speakers that are brilliant and others that are plain uninspiring. In our experience you can draw a line between engaging and uninspiring speakers.

You could argue that you would never engage an uninterested speaker for your event but it happens. It happens, time and again, especially if no budget has been allocated for the speaker(s).

Let's have a look at some of the factors to help with your decision making.

Considerations when choosing your speaker

You need to answer one very important question when choosing a speaker.

The question that needs to be answered is; what do you want delegates to be able to do as a result of the presentation?

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There is no point in choosing a speaker based on a title. You need to choose your speaker based on what needs to be delivered. This means knowing what delegates want to learn, what delegates want to understand and what delegates want to be able to do.

Choosing a speaker should be based on:

- Their knowledge, the value of the material they deliver
- Their willingness to understand the needs of the organisation
- Their willingness to work with you to ensure an outcome that meets your needs
- Their ability to present it in a meaningful way

The order of these is important. Notice that style of delivery is fourth on the list. This does not minimise the importance, it simply prioritises it. A good speaker is seeking to add value and if that is not evident, then they should not be on your short list for consideration.

One of the key things to understand is the level of speaker. The focus should be the knowledge or value being delivered and not the fee being requested. Even if no fee is being paid, you still need to look at the value that your delegates will gain from the session.

For some people, speaking is not their business as they have a day job. By default of course if something important comes up, they will cancel the speaking engagement. A professional speaker will rarely cancel.

Professional speakers

This is where the label 'Professional Speaker' comes into its own. For the professional speaker, it is their profession. They will show up, arrive on time, be prepared, be professional and they will deliver.

Like all professions there is a cost, and you pay to reserve that date in their diary and pay for them to deliver a service.

But, you can also come across the professional speaker who is uninterested. Be careful when you make your speaker choice.

Whether you decide to use a professional speaker or not, will be impacted by a number of factors. But what is critical is the answer to the following five questions.

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Five Important questions when deciding on your speaker

1. Is this speaker going to give your delegates something they'll not get from anywhere else?

2. Will the speaker add value that makes the cost a worthwhile investment?

3. Can you cope with this slot not being covered if the speaker doesn't show?

4. Will you achieve your objectives without the right speaker?

5. How can you maximise the value of your investment, for example, using the speaker's own social media network?

Engaging speakers for engaging audiences

Here are some of the qualities and traits that an engaged speaker or presenter or host has in abundance. This is the person who:

- Is curious about your organisation and what you want to achieve by bringing them in. They will focus on what success looks like for you.

- Wants to engage with your delegates. They want to help everyone in the room and beyond the room especially if the session is being web-streamed.

- Will have undertaken all necessary preparation to be as up to date with the latest issues as far as they possibly can.

- Will have tested and rehearsed and made any tweaks along the way.

- Can be heard by everyone because they effectively use the microphone and any other technology.

- Will not run over their time slot. Even if you reduce or increase their time allocation they will deal with it without making it an issue.

- Enjoys challenging questions.

- Answers honestly and does not seek to mislead the audience.

- Is respectful of other speakers' opinions.

- Understands that it is all about your audience who are the important people.

- Makes eye contact (not in a threatening way) and really engages everyone to create energy and flow. If there are remote delegates the speaker will remember the camera that is streaming the session.

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- Has made sure they have tested all their presentation kit and have back up plans in case there is a power failure.

- Understands the message of your organisational values and vision and will ensure that anything that could cross the line or is not appropriate has been discussed before the session.

- Understands that audience members engage in different ways and is not affected by what the delegates do whilst the session is going.

- Understands that some delegates will check facts from the internet whilst they present material. This can be a challenge for speakers that believe the delegate is being disrespectful.

- Engages with remote delegates by inviting their views and experiences throughout the session.

- Is clear on what you expect from their session.

Vetting speakers

Having sourced some ideas for a speaker you now need to vet them. Here are some ideas to help you make a decision that will ensure you engage your audience.

If the speaker is a subject matter expert how much latitude will you give them if they are not a great presenter? After all you know that they will present amazing data and information. Will you use a speaker that is great at inspiring delegates but is weak on content?

How relevant will the speaker be to what happens in the world of your delegates? The story of someone climbing a mountain or sailing single handed across the Atlantic will no doubt be very entertaining and inspiring. But, how will your audience members use that story in a way that is meaningful to them?

Check out the speaker(s), presenter(s) and host(s) you are thinking of using. Have a look at their website(s), LinkedIn profiles, YouTube or other video content. Have a look at them in action. Were there audience shots that show engaged participants? What do the video or written testimonials say and do you believe them? What does it tell you? What feeling do you get? Instinctive feelings often serve well. Listen to your gut.

If they are not a full-time speaker as they have a separate primary job role, then find out from people in their organisation or other event contacts that have worked with them, to be comfortable with their speaking abilities.

Speaker briefings

It is critical that all speakers (even if they are professional speakers) are briefed properly otherwise you could be wasting your money, time and effort. Plus it could be embarrassing and awkward for you and your organisation. To be at their best, speakers need a fair amount of information from you, both logistical and performance-focused:

Logistics briefing

Speakers will need confirmation of:

* The booking
* Contract conditions
* When payment for their services will be made?
* What happens to their Intellectual property?
* Travel information
* Accommodation information
* Venue location

Performance briefing

Speakers will need to know:

* What you need them to deliver
* Who the delegates will be (audience type)
* Where they are in the running order
* What other speakers will be speaking on
* If they are needed for a panel discussion
* If there will be remote delegates
* If they are needed for side interviews
* If they are needed to attend any special events as a guest

The above thoughts are not intended as a full list. To understand exactly what your speaker needs you will need to have a conversation with them. Yes, a conversation! Not a hurried email or two. Every speaker is different and hence having a conversation with them really makes a difference.

Speaker checklist

There is much information for you to remember and here is a handy speaker checklist to help you decide whether the speaker will be good enough to meet your expectations and help you fulfil your goal of engaging audiences.

- Speaker Name (or code - remember GDPR)

- How was the speaker found?

- Viewed live in action?

- Seen video(s) of speaker?

- Checked LinkedIn profile?

- Checked testimonials?

- Checked bio on website?

- Conducted speaker interview?

- Comments

- Any red flags?

Chairs, facilitators and hosts

In addition to speakers your session may well need a chair or a host to facilitate it. A positive chair or facilitator will encourage your audience to become more engaged.

You will need to apply the same discipline as you did for sourcing, vetting and briefing your speaker. Being a host is a key role and one that needs as much focus. It takes a different skill set to that of being a speaker and therefore evidence of having previously held such a role will be useful for your decision making.

Panellists

If you have decided to include a panel as part of your session then you have the perfect opportunity to engage your audience. After all many people enjoy a panel debate unless they turn into being a tiresome experience. In the next section we look at painful panels to ensure that you avoid all the pitfalls.

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Again, before you look at getting a panel established you will need to carefully select who is to be on it and what value they will bring for your delegates. Apply the same discipline that you exercised when choosing a speaker.

When selecting your panel have you considered the issue of diversity across cultures, generations and genders? A number of all-male panels have been criticised because of their lack of diversity. As the event planner it's an important thing to consider. Always question exactly what they will bring in value to your delegates, and whether they represent your audience.

Sound and vision

Engaging your audience means ensuring the basics are in place, then you can build upon that to enhance the experience.

At a basic level, can your delegates see and hear all that is going on? It's an obvious question but a really important one. This is where the red thread of creativity, meeting design and technology has to work together. You have chosen the speakers, chairs and panel members and now you need to make sure your audience has no difficulty with being fully included in the session.

If audience members cannot see because of a pillar blocking their line of sight or they cannot hear because the speaker refuses to use a microphone you will soon have a very unhappy delegate. It's the polar opposite of what you want to happen. For your audience to be engaged ensure the basics work.

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Rehearsals

Part of the secret of successful audience engagement is practice. When you go to the theatre you know that the whole performance has been practised time and again until it was perfect. At that point the show was opened to the public. The same approach should be used to deliver engaging sessions. Frequently, however, it is not the case, and as a result professionalism levels fall off the scale. The good news is that by adopting some of the principles from the world of theatre your sessions will stand out from your competitors.

Some speakers will rehearse at home in front of their pets. This is useful for two reasons; one the pets will not answer back but more importantly the speaker will be able to listen to how they sound.

Speakers have to practice out loud (not in their heads). They will then pick up on what flows, what doesn't and what words trip them up. Also they will find out how often they repeat the same phrase and whether they are using jargon. Sometimes a speaker will need to use substitute words as some can be difficult to pronounce. Any chair or facilitator or panel member can adopt the same approach.

Encouraging your speakers to practice may be a challenge but fixing a time for them to have time on the stage is not. You will want them to be comfortable with the space they have to work in. Therefore schedule a rehearsal time for them to check the audio, lights and other technology.

If a speaker refuses to do a sound and tech test then you should seriously question whether they will be the right speaker for you.

A full rehearsal of the Opening Ceremony of the Olympic Games takes place before they go live. It is swathed in secrecy but it still happens. If they can rehearse then so can your speakers.

Remote speakers

You may decide that as part of your quest to bring audience engagement to a new level you want to bring in a speaker who is based thousands of miles away in a different country. You are bringing them in because of the value that you know they will deliver to your delegates.

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If this is the case you will need to make sure that your remote speaker is aware of how everything will happen and what they will need to do at their end. There are companies that offer services to remote speakers to make sure that everything works without a hitch.

If your speaker isn't able to understand how to run the technology at their end, if they don't have the correct hardware, software or connectivity, and if they are unable to join you for a rehearsal, then you might want to review whether they really are the speaker for you. There is just too much at stake for you, including your reputation and that of your event.

When bringing in speakers remotely, be aware that free technology is generally not as robust as paid for systems and could fall over at a critical moment. It's much better to be sure of a solid platform that enables your speaker to deliver their message and not have to worry about the technology.

WiFi and connectivity

Wi-Fi and connectivity are important for all delegates regardless of what they want to use it for. It is important for you to understand the network capability for two main reasons.

The first reason is around the network security. With the heightened awareness of data security, in part driven by the General Data Protection Regulation (GDPR), you would be negligent if you were directing your delegates to an unsecure network. It is worth finding out in advance from the venue or their third party internet access provider just how secure the venue Wi-Fi is.

The second reason is for you to understand the speed and stability of the network. If it is slow then you are likely to have unhappy delegates on your hands. If it is unstable then again you will face criticism.

All delegates want, is access to a network that is secure, stable and has good speed – not just for the use of event technology, but simply to go about their day-to-day lives where this is now the norm.

Introducing technology and testing it

The growth and ongoing development of technology is good but used poorly it can be ineffective. However, making some informed decisions by utilising the Red Thread of creativity, meeting design and technology will greatly enhance your offering of delivering engaging sessions.

Having time for speakers to become familiar with the technology they will use is important. If you can help them to become comfortable with it then your session will be more engaging as your speaker will come across as being confident and happy.

A speaker that resists your technology will not be good for you. One alternative is for that speaker to have someone that operates the technology on their behalf leaving the speaker free to do the speaking. If the speaker stubbornly refuses even after you have explained the value of the technology to the session and to them to help, then you would need to question why you would use that speaker.

Other than speakers, chairs, hosts, facilitators and panel members becoming familiar with the technology they will be using, you would be wise to ask a couple of people to use the 'event app' or similar to ensure that delegates will be able to use the technology with confidence.

Consider how you can enable your delegates to become familiar with the technology before you begin the session. Usually, delegates will be using it for the first time at the event and it's important to allow enough time for them to understand it, use it and contribute.

Side or studio interviews for remote delegates

If you have remote delegates at your event then one of the ways to hold their interest is to conduct side interviews which can be accessed whilst the other delegates are having their refreshment breaks. It's worth bearing in mind that just because a speaker is great at their subject they may not be as

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good in an interview and here is where all the pre-session planning becomes so important.

If you decide to hold after the presentation interviews with speakers make sure that they know what's expected of them.

Be clear on your timings and the objectives of the interview. Is it to have some fun, ask some challenging questions from the session, talk about the speaker's latest book?

It is important that the speaker knows what is going to happen at the end of their session for two main reasons; so they can prepare and so they know where to go when they exit the stage.

Communication

Having decided on your session format, speaker(s) and technology that you will be using, you will then need to tell people about it. It's time for your communications plan to swing into action.

Note that we didn't call it a marketing plan but a communications plan. The reason for this is simple. You need to include everyone involved in the communications, not just the delegates that you want to attract.

If your event involves remote delegates do not forget to keep them in the communications loop. If things change make sure the remote delegate programme is updated. Make sure that they can take part fully in your event.
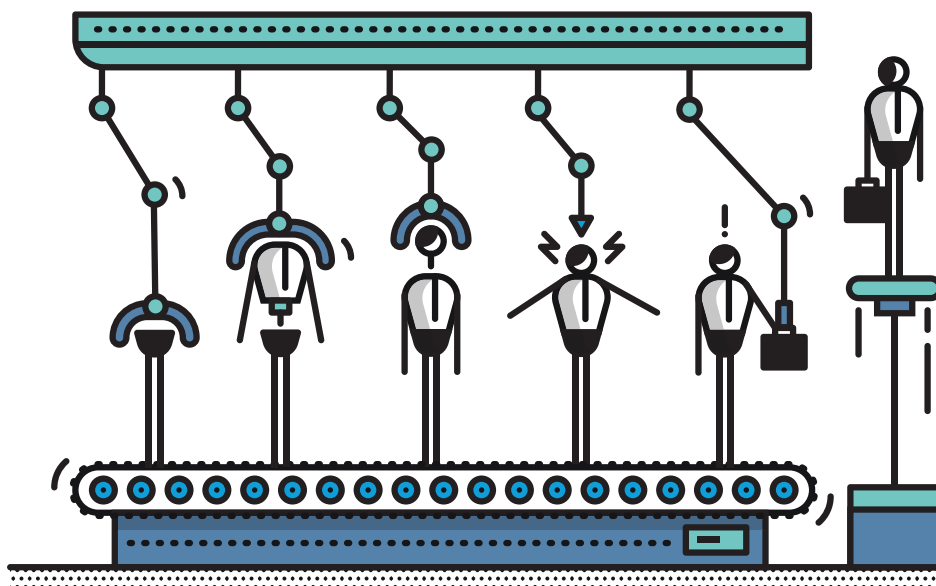
Decide on the means of communication and let the relevant people know. For example, you could be communicating with speakers on a WhatsApp group just for them, the production crew and your team.

Social media

If you are using social media, then use one single hashtag not many. Keep it simple. Make it visible everywhere. On your event app, on your marketing material and on name badges. You can think of more ideas on increasing the visibility of it. Ask your speakers to include it on their e-mail signatures. Tell everyone. Be sure to let your audience know what the event hashtag is or else they will make up their own.

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We are a very visual society. One of the ways that you can help with a sponsors' brand building is via a Twitter or Instagram wall on a big screen or relay screens around the venue. You could encourage your delegates to take part in an exercise that has a direct correlation to the brand and award prizes for the best photo or caption.

You will find that some delegates will automatically get involved as some people always do. However, some may need to understand why they should get involved. Here you will need to explain why and demonstrate the benefits. Maybe you can let them know that it is to help drive the agenda, help with some research, or be awarded a prize of some kind. Or you could use something as simple as "everyone who participates automatically gets the presentation slides."

Just before your session starts

If you want your engagement levels to be as good as they can be you need to understand what your delegates want before the event begins.

You can start this process at any stage before the event. In some cases, the earlier the better, especially if you are holding the session for the first time.

When you are right on top of your event you will be able to make changes 'in the moment' only.

Getting ready for the speaker is an ideal opportunity for you to do something and get your audience engaged. What can you think of to

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get them involved? It's doubtful that you want people standing around waiting for the session to start when you could be discovering more about what they would like.

You can use live polling just before the session starts to quickly capture (and potentially visualise) these audience goals, including:

- Education: What do they want to learn? Have they come for networking, some ideas, business relationships or just 'be seen' with other delegates?

- Networking: Where are they from? What are they trying to do by net-working at your event?

- Results: What does success look like to your attendees?

You have all sorts of technology to help with this. Now is the time to use it.

The more you can discover about what your audience wants and the more you can help fulfil that the more successful your engagement will be.

In the next paper...

In-session and post-session tips and techniques
for maximising audience engagement.

About the author

Paul Cook has been immersed in events and learning for over 20 years, as a writer, researcher, speaker, facilitator, educator, advisor and producer.

Paul discovered his love of learning and events when he joined Junior Chamber International (JCI) and experimented with new learning and event formats. Taking a tired event programme, he re-ignited it and his creative content work commenced. When he worked at Pinewood Film Studios, Paul discovered film techniques that could be adapted and used within the learning and events space. He incorporates them in his client projects.

He believes in the value of learning at events and strives to engage delegates for an immersive experience. Paul Cook was President of Meeting Professionals International, UK Chapter and has served on various advisory councils including the Knowledge Body for MPI.

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Glisser is a software platform designed to engage audiences and gather insights from events, conferences, lectures and training sessions.

Uniquely it is built around PowerPoint - the most widely usedstarting point for creating L&D content - enhancing the things you are already producing and using, rather than requiring all your existing materials to be overhauled.

Glisser shares presentation slides to audience smartphones in realtime, and enables them to participate through digital Q&A, polling, social media feeds, or simply take personal notes on their phone.

There's no download required, and no additional hardware needed.

Audience participation generates useful data that allows Glisser's clients to gauge engagement levels, track learning outcomes and provide feedback on sessions.

Glisser is free to trial and easy to set up. Go to glisser.com and register today.