



91%

EventProfs that rank increasing engagement at their events as a top priority.

Building Engagement in General Sessions

Are your general sessions a monologue or a dialogue? If your answer is the former, your audience—whether customers, partners or employees—are probably not as engaged as you'd like them to be. And you may not be making the impact needed to gain buy-in, create advocates and grow your business.

Audiences today have higher expectations and are looking for more inspiring ways to receive content. They're looking for:

- **social engagement**
- **meaningful interactions**
- **professional and personal gain**
- **powerful experiences**
- **emotional journeys**

"Goldfish now have a longer attention span than human beings. They beat us by one whole second."

—ADAM HARTER, VP CONSUMER ENGAGEMENT, PEPSI

Today's audiences are also easily distracted. It is not uncommon now to see people checking email, texting and tweeting during general sessions. To maximize the value of general sessions, you need to deepen the engagement . Here's how.

Turn a potential distraction into a powerful data-gathering tool. Use the mobile devices of audience members to quickly uncover:

- **Top-of-mind concerns**
- **Areas of interest**
- **Pain points and challenges**

Then use this information to refine your content in real-time. This type of audience-centric approach is one of the best ways to ensure a deep engagement.

give 'em what they want

“Everything done well
is an experience.
And even the tiniest
experience can
make a huge impact.”

— **PETER MCGUINNESS**
CHIEF MARKETING & BRAND OFFICER, CHOBANI

give and take

When you leverage live response tools, the “second screen” can be a personal connection to every audience member.

- **Conduct in-session polls and surveys and view the results in real-time**
- **Use quizzes to quickly determine an audience's knowledge level on specific topics**
- **Receive questions from audience members not just at the end, but throughout your session**

Making your audience active participants instead of passive listeners turns *presentations* into *conversations*. It can also create a sense of community and camaraderie that elevates the engagement.

Mobile devices can also be used to facilitate ongoing chats with your audience.

They learn from you.

You learn from them.

They learn from each other.

Using audience chat, you can actually co-create the presentation. You can:

Employ crowd-sourced problem solving

Conduct mass mini-brainstorming sessions

Have a dynamic discussion with your audience where you learn just as much from them as they learn from you



**give
as good
as you get**

**give 'em
the old
razzle dazzle**

The new engagement innovation is delivering “the unexpected.”

Bring together a diverse group of inspiring leaders and set the stage for dynamic discourse.

Integrate online and offline experiences during the session, so audience members can join the conversation.

Combine education and entertainment that provides the opportunity for personal and professional growth.

When different points of view are shared in audience-involving ways that educate as they entertain, you can engage general session audiences in new ways and on different levels.

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