

Audience Engagement Strategies for Potent Presentations

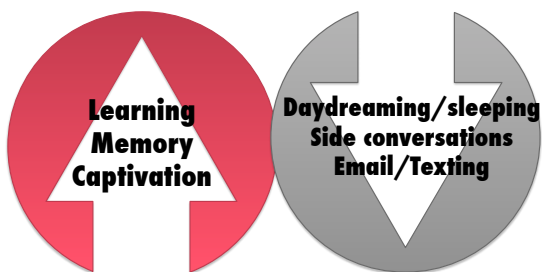
Summer Evaluation Institute 2018 Atlanta, GA

Learning Objectives;

Participants will:

- **understand fundamental principles** of audience engagement that can inform presentation planning.
- be able to **articulate several purpose distinctions** for audience engagement strategies.
- know how to **effectively integrate audience engagement strategies** in their presentation planning.
- be able to **use a variety of interactive strategies** to engage audiences for maximum participant satisfaction and learning

The WHY



The WHAT - Principles for audience engagement:

1. Have a teacher mindset
2. Know your audience
3. Build on a solid foundation with message, design, and delivery
4. Identify purpose
5. Read your audience
6. Provide opportunities for practice
7. Set the tone for engagement

The HOW - Strategies for audience engagement: (refer to Audience Engagement Strategy Book for descriptions of most of these strategies)

1. Crowdsourcing (not in Audience Engagement Strategy Book)
2. Eye contact
3. Rhetorical questions
4. Turn & Talk
5. Think-Pair-Share
6. Inside-Outside Circle
7. Reflection
8. Picture Connections
9. Carousel Brainstorming
10. Quote Mingle
11. Text Message Polling
12. Write & Stick
13. Four Corners
14. Snip & Sort (not in Audience Engagement Strategy Book)
15. Quick check (not in Audience Engagement Strategy Book)

Special Topics

- Introductions
- Regaining participants' attention
- The Q&A

Presentation quotes

Every presentation worth doing has just one purpose: To make a change happen.

- Seth Godin

Great content is a necessary condition, but not a sufficient one.

- Garr Reynolds

The success of your presentation will be judged not by the knowledge you send but by what the listener receives.

- Lilly Walters

If you don't know what you want to achieve in your presentation your audience never will.

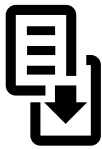
- Harvey Diamond



Ready, set, ACTION!

List 3 strategies you will try in an upcoming presentation:

- 1.
- 2.
- 3.



Resources

Principles in Action: Evaluation-specific audience engagement strategies:

- 1.) Dataviz placemats: <http://www.innonet.org/resources/data-placemats-dataviz-technique-to-improve-stakeholder-understanding-of-evaluation-results>
- 2.) Findings cookies (and chocolates): <http://stephanieevergreen.com/findings-cookies/>
- 3.) Building Evaluation Capacity: Activities for Teaching and Training – Preskill & Russ-Eft
- 4.) Interactive Evaluation Practice: Mastering the Interpersonal Dynamics of Program Evaluation – King & Stevahn
- 5.) Dabbling in the Data – Public Profit: <http://www.publicprofit.net/Dabbling-In-The-Data>
- 6.) Data Party – on Better Evaluation: https://www.betterevaluation.org/en/evaluation-options/data_party
- 7.) Data Party one page invite: http://communitysolutions.ca/web/wp-content/uploads/2016/06/DataParty_prf2.pdf

Additional resources on Audience Engagement and presentation design:

- 1.) Presentation Magazine: <http://www.presentationmagazine.com>
 - a. Short articles on all aspects of presenting
 - b. I wrote this article on Audience Engagement for them in 2013: <http://www.presentationmagazine.com/seven-simple-strategies-to-engage-any-audience-14513.htm>
- 2.) The RAD Presenters Podcast: <https://player.fm/series/rad-presenters>
 - a. Interviews with presenters hosted by Jon Schwabish and Stephanie Evergreen
 - b. Jon and Stephanie interviewed me about Audience Engagement in 2014: <https://player.fm/series/rad-presenters/episode-3-with-sheila-robinson>
- 3.) Presentation Technique books: <http://policyviz.com/resources/presentation-technique-books/>
 - a. List of presentation-related books compiled by Jon Schwabish

Websites and materials you may wish to visit to supplement your learning.

- 1.) Visit the Potent Presentations Website: <http://eval.org/p2i>
 - a. Download and read the *Audience Engagement Strategy Book*
 - b. Browse other p2i resources
- 2.) Visit Six Minutes Speaking and Presentation Skills blog and read *Audience Analysis: A Guide for Speakers*: <http://sixminutes.dlugan.com/audience-analysis/>
 - a. Browse other articles and resources on Six Minutes <http://sixminutes.dlugan.com/>
- 3.) Visit Inc.com and read *10 Reasons Eye Contact Is Everything in Public Speaking*: <http://www.inc.com/sims-wyeth/10-reasons-why-eye-contact-can-change-peoples-perception-of-you.html>

