

Engage Your Webinar Audience

1. Relevance of Content

Create the best material that you can. Clearly demonstrate to the audience that you value their time. Stay relevant and keep to the subject that they are expecting to hear about.

Make it as interesting as possible by using different media, video clips, slide information as well as video and audio.

2. Quality of Delivery

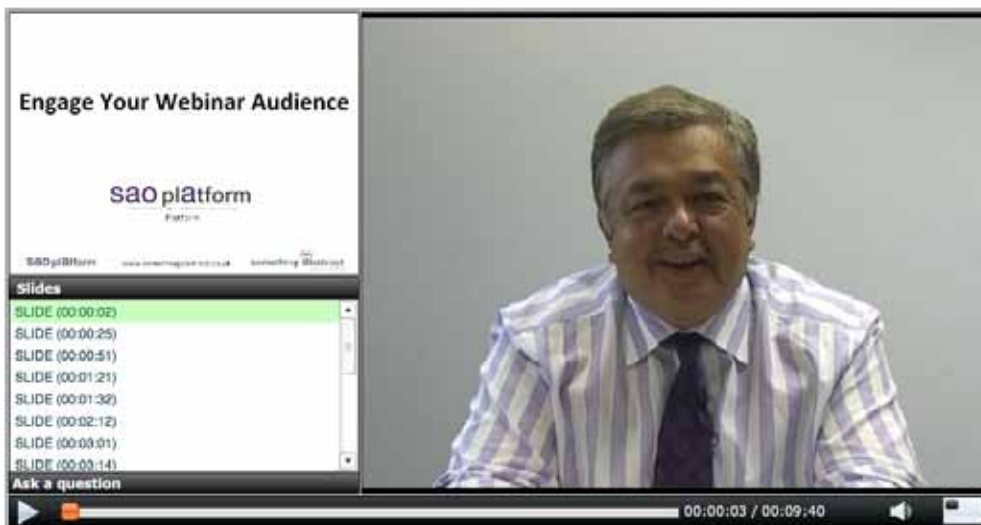
Use a reliable system to deliver your webinar so that users only have a good experience when interacting with you.

Use a system which delivers high quality video and audio, people will very quickly notice poor video and audio quality and this will reflect poorly on your organisation.

Use different media, different video clips and try to present in an interesting style.

Also try to keep to main points and keep the presentation lively.

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If you are viewing this document on a computer then please click [here](#) to view the actual webinar on engaging your audience.

3. Encourage Interaction

Interaction plays a very important part of your webinar and incorporating as much as you can will build your audience engagement.

Encourage your audience to ask questions. If your webinar is being delivered live, and if it is appropriate, you will be able to respond immediately to them. If your webinar is being delivered on an on-demand or recorded basis then any questions that are asked will be automatically emailed to you.

Ask the audience questions and ask them to respond. This again build dialogue, and engagement.

Also encourage engagement by encouraging audience members to think and reflect, perhaps building in some self-working time within a webinar or asking them to 'Pause' playback until they have understood previous points and are ready to move on.