

# DESIGN & DELIVER FOR OPTIMUM ENGAGEMENT

## Webinar Handout, Sponsored by GoTo Webinar

Thanks for being with us at the webinar! And thank you to GoTo for letting me serve you with something I love to do.

I've got a 2500+ person, *non-commercial* Facebook community of practice. I'm hardcore at keeping out spam. I'd love to see you there. <https://www.facebook.com/groups/683685275052439/>

IMPORTANT:

I also take phone calls from anyone (quite fortunately, in 22 years in this industry, nobody has abused it). Need to think something through? Want me to chat to your team meeting? Send me a note and we'll figure it out. [roger@virtualvenues.com](mailto:roger@virtualvenues.com). No pitches, just helping.

Roger

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### **Start conversation early "in the hallway"**

We do this in-person, why not online? Habit, usually. Here's what I say to kick things off a little early:

*"Hey everybody, imagine you're walking into an in-person seminar and there's some funny looking guy at the door saying hello and shaking hands. Well, if we do that for in-person seminars, why don't we do that for WEB seminars?"*

### **Set connection expectation IMMEDIATELY**

Most people show up to webinars (if at all, because they expect a recording...see below) *expecting* to be passive and multitask. Don't YOU?

It's super important to be different before they've had a chance to check out from neck up.

### **Interact more frequently (than offline)**

For the science, read *Brain Rules*. In short, there is NO science that suggests how frequently you should interact in a "every 8 minutes" sense. But there *is* if the participant is passive.

Online events are shorter attention span environments. Take whatever you normally do and increase the frequency of interaction.

### **Ask explicitly for attention/participation**



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It doesn't hurt to ask. But there's a social contract element here, too. You're giving of yourself, so value it. You're asking them to PAY with their attention. You're going to deliver your end of the bargain, so ask them for theirs.

### **Blend use of interactive tools**

Polls are quantitative, chat/questions are qualitative. Both have their place in the process of querying for information. But if you combine them (go watch the recording), you can report on the best of both worlds.

### **Use participants' names**

Your first grade teacher taught you this. People love to hear their names. But what is even more powerful is that when you do it when hundreds of people are in your audience, participants figure out that you *see* them (and that you're going to be real, not a YouTube talking head).

### **Think "popcorn principle" for polls**

Microwave popcorn suggests you stop the microwave *before* the last kernel pops — otherwise you'll burn the popcorn.

Unless your poll demands it, don't 'burn' most of your audience's momentum by waiting for a few stragglers (that you can't see anyway).

### **Add to the story with drawing tools**

Sometimes drawing on a slide isn't *just* about attention, it adds something to the communication. Watch the recording of the previous point to see what we did in the webinar.

### **Use more, not fewer, slides**

Television and movies don't succeed with still images that last minutes and lots of bullet points. Your audience is conditioned to consume visual media faster than you'll ever push slides. Don't add more content, just spread it out over more slides.

### **Use mobile-friendly font sizes**

Different fonts show up differently; there is no 'perfect' font size. A simple test, though, is to consider what someone on a phone is seeing. Most of the time you'll scrap fonts less than 24 point.

### **Reward those who show up to the live event**

Marketers say *puh-lease register and we'll send you the recording* because they get paid on lead creation and nurturing. But [Netflixification](#) is shaping expectations...so if you want to buck the trend of declining attendance numbers, make the live event something useful.

### **Pause for dialogue (questions) naturally**

If you showed up to an *in person* seminar and they played a video and ignored your hand up or spontaneous question, would you think that's a great seminar? Not likely. Don't be weird, be natural.

### **Create a dashboard of "at a glance" tools**

Pilots learn to fly by their instrument panels, which is rather fortunate at night or in the fog. Drivers learn to glance at their dashboard to get meaningful feedback. You *have* the tools to do the same with your virtual audience...now just arrange them in a way that works for you.

### **Design for relationships to cameras and tools**

If you don't attack engagement and interaction as an *experience* design process, you'll default to the lowest common denominator — infobarf over PowerPoint. (Hint: nobody really cares for infobarf).

### **Analyze -> map/adapt -> discover**

I've done this with the instructional design team at a Fortune 500 company and with an individual professional speaker and everywhere in between. Begin by analyzing everything you do *offline*, THEN map and adapt it to the various tools you have, THEN discover the things you can do better or different online. There is ALWAYS something you can do better or different online.

### **Stimulate mental responses aurally, linguistically**

Most people have untrained ears and therefore can't tell you why you sound awesome (or not). But they *sense* it. [Here's the video we played](#) in the webinar.

Similarly, two principles from NLP are useful: Use interrogatives (asking questions) and imperatives (giving commands) to trigger brain responses.

### **Direct attention visually and verbally**

What if you have a busy slide? Using a drawing tool is obvious, but what if they're not looking at your webinar at all? Don't JUST draw, also give verbal direction.

BONUS: This is useful for "beyond the slide," too, such as "on the right hand side of your GoTo player you'll see..."

### **"Finish the phrase" before breaking eye contact**

A powerful idea from Jerry Weisman: if you move eye contact too quickly, you may appear untrustworthy or shifty. "Finish the phrase" before moving your eyes somewhere else.

Wait? What? Did you say to do this with your *online* audience? Yup — with the camera.

They don't expect you to look like you're on television, but for key point or to really land an opening or closing, "finish the phrase" before *not* looking at your webcam.

### **Turn up the mirth with the rule of three**

One key to humor (humour!) is contrast like, "big, big, small." Make the third of three elements a surprise.

Here is one of three examples from the webinar:

"In his spare time Roger works on his doctorate, volunteers at a homeless shelter, and plays guitar badly for any band unlucky enough to let him."

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NOTE: The following list is aging. But I'm copy/pasting it in here so you catch some extras.

### COMMUNICATION

1. Get inside a prospect's brain with [Crystal](#) or [Charlie](#)

2. [Free, cross-platform teleprompter](#)
3. [Create social media visuals with Pablo](#)
4. [Get voices messages directly from your website](#)
5. [Create and send a single postcard](#)
6. [Write a better headline](#)
7. [Remember somebody's name](#)
8. [Turn cold calls into warm introductions](#)
9. [Power up your email signature](#)
10. [Add auto-Tweeting to your Apple Keynote decks](#)
11. Promote a webinar [here](#), [here](#), [here](#), [here](#), [here](#), [here](#), or even [here if it's in German](#)
12. See a cool list of all the [alt codes \(symbols and characters\)](#) you can access on your keyboard

#### COLLABORATION

13. Keep your team on the same page with [a shared to-do list](#)
14. [Convert a time zone](#)
15. [Make, tag, edit, and share notes/content anywhere with Evernote](#) – or if you're a user of Microsoft Office 365, [use this converter to move Evernote to OneNote](#)
16. Use a sleek [online timer](#) to keep meetings on track
17. [Send and discuss web pages](#) with colleagues
18. [Visual project management](#)
19. [Create an online chat room](#)
20. [Use a browser-based whiteboard](#)
21. [Create a collaborative set of web bookmarks](#)
22. [Share a team task list](#)
23. [Collaborate textually \(online, no app needed\)](#)
24. Simplify appointment scheduling with [ScheduleOnce](#) or [Doodle](#)
25. Send large files with [YouSendIt](#), [TransferBigFiles](#), or Citrix's rather awesome [Sharefile](#)

26. Collaborate textually with [TitanPad](#), [Canvas](#)

#### PERSONAL PRODUCTIVITY

27. [Use email reminders to keep your inbox tidy](#)

28. [Clean up your email inbox](#)

29. [Test the speed of an internet connection](#)

30. [Improve reading focus](#) with this Chrome browser extension

31. Track your time with [toggl](#) or [Yast](#)

32. Use [Buffer](#) to smart-schedule or auto-schedule social posts

33. [Match a color](#)

34. Manage passwords with [LastPass](#) or [Dashlane](#)

35. Find someone through [variants of email addresses](#)

36. [Do a 1000 things \(well, not quite\) with a pdf](#)

37. [Remember stuff](#)

38. [Run your business from your Gmail inbox](#)

39. [Simplify travel management with Triplt](#)

40. [Track packages \(and more\)](#)

41. [Connect and automate apps and devices](#) (no coding required!)

42. Save online reading for later with [Evernote](#), [Feedly](#), or [Pocket](#)

#### MAKE DECISIONS

43. [ROI calculator](#) for online training

44. [Choose the right slide visualization](#) for your presentation

45. [Choose the right color combination\(s\)](#)

46. [Get ideas for content development](#)

47. [See what's being said about you](#) or [develop a media coverage report](#)

48. [Know what your competitors are doing on the web](#)
49. [Figure out what sample size you need for some research](#)

MAKE STUFF BETTER/FASTER

50. [Resize an image](#)
51. [Find a free image on one 100 places who give them away](#) or [Search for Creative Commons photos](#)
52. Make an infographic with [Venngage](#), [Canva](#) or [Easel.ly](#)
53. Reduce the size of an image with [here](#) or [here](#)
54. [Remove an image's background](#)
55. Download YouTube (and more!) videos with [KeepVid](#) or [youtube-dl](#) or [YTD Downloader](#)
56. [Verify the validity of a quotation](#)
57. [Edit video online](#)
58. [Find classy icons](#)
59. [Get help publishing your intellectual property](#)
60. [Get the right sized graphic for your social sites](#)
61. [Make a GIF](#)

## A pile of stock image sites.

- [FreelImages.com](#)
- <http://www.dreamstime.com/free-photos>
- <http://www.freedigitalphotos.net/>
- <http://freerangestock.com/>
- <http://morguefile.com/>
- <http://www.rgbstock.com/>
- <http://www.picdrome.com/>
- <http://www.cjophoto.com/>
- <http://www.imcreator.com/free>
- [pixabay.com](http://pixabay.com)
- <http://littlevisuals.co/>
- Newoldstock - <http://nos.twinsnd.co/>
- Getrefe - <http://getrefe.tumblr.com/>
- <http://jaymantri.com/>
- <http://publicdomainarchive.com/>
- <https://unsplash.com/>

- <https://stocksnap.io/>
- <http://www.gratisography.com/>
- <http://www.splitshire.com/>
- <http://www.lifeofpix.com/>
- <http://deathtothestockphoto.com/>
- <http://superfamous.com/>
- <http://lockandstockphotos.com/>
- <http://snapwiresnaps.tumblr.com/>
- <http://jeshoots.com/>
- <http://pixabay.com/>
- <http://cupcake.nilssonlee.se/>
- <http://www.uhdwallpapers.org/>
- <http://kaboompics.com/>
- <http://foodiesfeed.com/>
- <http://www.raumrot.com/10/>
- [www.pexels.com](http://www.pexels.com)
- [www.stokpic.com](http://www.stokpic.com)
- <http://negativespace.co>
- <http://cc0.photo>
- <http://www.stocka.co>
- <http://stocka.co>
- [www.skitterphoto.com](http://www.skitterphoto.com)
- [www.skitterphoto.com](http://www.skitterphoto.com)
- [www.authenticsnaps.com](http://www.authenticsnaps.com)
- <http://creativecommons.photos>
- <http://picturefrog.com/>
- [stockvault.net](http://stockvault.net)
- [www.winephoto.co](http://www.winephoto.co)
- [www.4freephotos.com](http://www.4freephotos.com)
- [www.alegriphotos.com](http://www.alegriphotos.com)
- <http://www.designerspics.com>
- [vallestudio.com](http://vallestudio.com)