

## Five ways to keep attendees engaged during online events

With our current global pandemic, more and more people are turning to online events not only as entertainment but as a business and educational resource.

Events are fun to host, but they are also extremely beneficial for your business (marketing and sales) and your brand exposure.

If you are considering holding an online event, now is a great time to do so. With an increase in people staying at home, you'll find that you should have a relatively large audience with time to attend your event.

After you plan and advertise your event the next step is actually holding it. This is the important part, the thing that you've been leading up to. Speaking to your audience on your event topic.

The goal of any speaker is not only to properly convey their message to their audience but also to hold their attention. If you've ever struggled to hold your audience's attention, or, you plan on speaking at an event at any point in your life, then this is for you.

## Five easy ways to hold your audience's attention at an online event

1. **Engage influencers.** No, we are not talking about celebrities. We are talking about micro-influencers (with a following anywhere from 1,000 to 100,000). Most influencers having a highly engaged audience, and when they talk about something it makes a big impact. Find some influencers that are relevant to your event, and they will help you not only gain attendees but keep their attention with their promotion of it.
2. **Have the schedule written out.** List the schedule and share it with your audience. Let them know not only when something is happening, but how long it will take. This will help people to plan ahead and set aside the proper amount of time to be engaged.
3. **Mix things up.** One way to keep people engaged and not lose their attention is to vary the event format. Try mixing the lectures, discussions and Q+A time up to avoid monotony.
4. **Provide a strong feed and clear graphics.** No one wants to struggle to watch your event, Make sure that's it not only visually appealing but that everything is working correctly. There shouldn't be any distortion of audio or video.
5. **Designate time for breaks.** Let your audience know in advance when the breaks will be. This helps to keep their attention while you are speaking and prevents them from multitasking.

Take time prior to your event to plan. Planning properly will help you to lay the groundwork that will make your event successful.

After your event send some sort of follow up (perhaps via email) and ask for feedback. That way you know the changes to implement at your next event to ensure that your events are not only well-attended but have a captive audience as well!

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