

## Never Lose Your Audience: Connect – Engage – Inspire

Would you like to be a communicator who successfully reaches audiences, inspires learning, and influences change?

Let's face it – it can be difficult to get an audience to show up in the first place, and when they do show up, to get their full attention. In this session you will learn how to never lose an audience again, when you...

**Connect:** Learn how to connect with your audience – motivating them to pay attention, engage, and ultimately take action.

**Engage:** Learn how to create opportunities for engagement and interaction, creatively delivering content to reach a variety of learning styles.

**Inspire:** Learn how to inspire and empower audiences to take action, helping people put into practice what they've learned.



This session makes a great 75-90 minute presentation or an even better half-day, full-day, or two-day workshop. A presentation gives a taste of the principles and brief practice. A half- or full-day workshop provides depth and more practice. In two days, attendees leave with a practiced presentation and feedback.

### Potential content:

- Connecting with audience members
- Engaging the audience
- Creatively delivering content to reach a variety of learning styles
- Helping audiences apply learning using hands-on activities
- Creating motivating, actionable key take-away messages
- Promoting goal-setting
- And more... determined by your participants' needs

**Learning Objectives:** Following the session, participants will be able to...

1. Describe 3 or more ways to connect with an audience and identify one or more connection strategies to put into practice more consistently.
2. Explain 3 or more benefits of audience engagement and demonstrate strategies for engaging audience members individually, in pairs, and in groups.
3. Design and implement an action plan for audience engagement utilizing the 5 questions for inspiring an audience to take action.