DESIGNING EXPERIENCES THAT TRULY CONNECT AND ENGAGE

PCMA

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Design Principle

ENGAGEMENT IS YOUR #1 PRIORITY

Virtual = more distractions + no accountability
ANYTHING THAT MIGHT BE BORING IN-PERSON, IS 10X MORE BORING ONLINE.

THE AVERAGE ADULT ATTENTION SPAN IS 8 SECONDS.
After 5 minutes of content, add an element of engagement (poll, breakout, chat question, writing etc)
INTROSPECTIVE vs INTERACTIVE
methods of engagement + connection

introspective = engaged with yourself
(great for introverts)

interactive = engaged directly with others
(great for extroverts)

Poll!
INTROSPECTIVE
More anonymous + levels of opt-in
Energizing for introversion

- Guided visualizations
- Sharing in Chat
- Change Screenname
- Writing on Whiteboard
- Word Clouds
- Polls
- Time to reflect, write, journal
- Breakouts in small groups of 2 or 3
- Opt-in sharing - ask for volunteers

INTERACTIVE
More spotlight + participatory
Energizing for Extroversion

- Working in bigger groups
- Spotlights/Volunteer to share
- More time in breakouts
- Range of high to low energy
- Spontaneous, risk-taking
Arrival is key

The beginning sets the tone for everything to come.

What do you remember about the first few minutes on the call?

- Maximize the first 5 minutes as people are jumping on the line.
- Start with each person’s location + a personal prompt in the chat that’s related to your group or theme.
- Use background music to set the tone and ease the awkwardness of the “unofficial start”.
- A poll can also help acknowledge your audience.
INTIMACY

What are your associations with the word “intimate” when applied to an event or gathering?

i.e. “intimate conference” or “intimate workshop”

(drop it in the chat)
Intimacy is defined as a feeling of closeness or familiarity, which means we can create the feeling of intimacy with a group of any size, as long as we make that the priority.
THANK YOU!!!!

Stay in touch

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