SCALING INTIMACY

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.

Passive Observers → Active Participants

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)

SCALING INTIMACY

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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