



# ENGAGE AN AUDIENCE



On Your  
**FEET** ●  
present • pitch • persuade

# WHY IS IT IMPORTANT?

If you want people to be engaged while you speak, you need to make an effort to connect with them by creating rapport.

Whether you are presenting to a group in-person, or virtually via a webcam, it is important to bring a really **good energy** that the audience picks up on and reacts positively to.

Rapport creates **trust** between you and the audience. It increases your likeability, therefore potentially increasing the audiences' engagement, making it an enjoyable experience for everyone!

Building rapport helps you to **connect with the audience at a human level** – you are demonstrating that you understand them.

By taking a genuine interest in your audience, you will soon build a rapport with them, increasing their engagement and making strong connections.



# HOW TO BUILD RAPPORT



Be yourself



Eye contact



Smile



Do not talk to the PowerPoint



Be humble and honest



Dress appropriately



Talk and listen beforehand



Use “we/you” rather than “I”



Appropriate language



Humour



Use names



Avoid TLA's



Start and END on time



# HOW TO ENGAGE WITH A VIRTUAL AUDIENCE

When you present virtually, it is harder to pick up on the audiences' reactions. However, it is not impossible!



Act engaged!



Use the word "you"



Use people's names



Encourage idle chat



Add variety



”

ACT ENTHUSIASTIC  
AND YOU WILL BE  
ENTHUSIASTIC.

~ DALE CARNEGIE

