

16 Ways to Make Your Zoom Presentations Interactive and Engaging

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In my previous article, [*Eight Tips to Help You Bloom on Zoom*](#), I shared some tips for effective presentation delivery on Zoom. This post is all about the tips, tricks, and hacks to maintain participant attention and engagement in an online presentation or workshop.

When I am designing a class, talk, or workshop, I think in 10-minute increments. Why ten? [Some research](#) indicates this is the optimal window to maintain participant engagement. Let's jump in...

Approaches to Learning

1. **Ask a Question/Participants Answer in "Chat."** After participants have posted in "chat," ask the group what themes they notice in the responses.
2. **Ask a Question/Participants Use Thumbs Up or Thumbs Down.** This feature is located in "manage participants" and allows for quick engagement and feedback.
3. **Ask a Question/Call on a Participant.** This approach keeps people engaged and on their toes.
4. **Assigned Questions.** Pre-assign questions so participants can prepare answers ahead of time.
5. **Share Screen/Interactive Website.** Share your screen with participants and visit an interactive website such as [*Coronavirus Could Overwhelm U.S. Without Urgent Action Estimates Say*](#). If you scroll to the bottom, select one of the three buttons and use the slider to change assumptions. Participants can follow along.
6. **Share Screen/Humor.** Share your screen with participants to visit a humorous image or video.
7. **Share Screen/Share & Tell.** Ask a participant to share the screen from their computers (Settings - In Meeting/Basic - Screen Sharing - All Participants).
8. **Share Screen/Show a Video.** Share a short video to help accentuate a point. Be cautious because at times, a video can lag and quality can suffer. You can also share the link in "chat" and ask participants to mute their sound and watch the video on their own devices in real-time.
9. **Guest Speaker.** Invite a guest speaker to share thoughts with your participants.
10. **Around the Horn.** If the group is small, you can ask participants to check in with a one-breath statement or do the same to conclude the meeting.

11. **Co-create a Google Doc.** Ahead of the session, create a Google Doc, and invite participants to edit. Post the link to the Google Doc in “Chat” and have participants add to the document in real-time. Share your screen to display the document and review it with the group.
12. **Build Engaging Slides.** Engaging slides with strong imagery can help tell your story and maintain participant engagement.
13. **Role-Playing.** Depending on your topic, this is a nice way to switch things up. For instance, an online interview (many people will experience these in the coming months) is a perfect opportunity for a role play.
14. **The Interview.** Ask a participant to interview *you* or ask participants to interview one another - like it's a podcast.
15. **Online Scavenger Hunt.** Develop a worksheet for teams to complete in groups or pairs.
16. **Audio Clips.** Share an audio clip of a famous speech or interview. The *History Channel* has a [wonderful database](#) to choose from. Practice this ahead of time to ensure participants can hear your audio.

In the end, there's a number of traditional approaches to learning that can transfer to an online environment. It's more limited than in-person, but there are still plenty of options to facilitate engagement. I would suggest that (depending on your objectives), you incorporate several elements into your design. For instance, in a 50-minute workshop, I may include 5-10 elements.

Now it's your turn. What are some other tips, tricks, and hacks have you used to facilitate engagement? I would love to know!