Ideas to make your event interactive

You can plan interactive elements and specific learning activities to engage your audience and optimise learning. You should refer to your session plan to review and see what parts of the session can be made interactive and how.

What do you want an interactive element or activity to achieve?

Understanding what you’d like an activity to achieve helps you to decide how you might do this. A few ideas could be:

* Welcome activities – look for ice breaker activity ideas online or be inspired by ones you’ve enjoyed as a delegate. Can you create quizzes or polls using technology to do this?
* Scenarios – will reading and discussing case studies support small groups to apply new learning?
* Shared learning – can you include activities to encourage shared learning amongst delegates?
* Reflection – including time for some reflective thinking can help delegates to note down what their key learning points are. Can you embed some thinking time and a way to record these reflections as a group?

Keep your audience engaged

Consider whether planned activities are suitable for the audience and the delivery mode of the session (in person, online, hybrid). Across all of these delivery modes, it’s a good idea to:

* break up information delivery with a variety of interactive elements spaced throughout an event or session. The number of activities and interactive elements you plan will differ based on length of session.
* promote the importance and value of networking – many members tell us this is the part of an event they get the most out of. Include networking time and remind delegates how to make the most of these networking opportunities.
* use videos or podcast clips to break up the speaker’s voice and as a way to vary how information is being delivered to the audience.
* encourage opportunities for participants to share their experiences with each other. This encourages different voices and experiences to be heard, increases interactivity, and promotes peer to peer learning.

Things to think about for in-person learning activities

* How many attendees are you expecting?
* What is the room layout like?
* How will your audience be seated?
* How can you design an activity which fits in with the room layout, ability for people to move into small groups?
* What resources might you need? Consider sustainability including only printing if absolutely essential and minimising waste. What might the venue already provide? Do you need name labels, pens or flip chart paper?

Things to think about for online learning activities

* How many attendees are you expecting?
* What is the online platform you’ll be using, for example, zoom or Teams?
* Can you use quizzes, polls or other online tools such as Miro workspaces, Mentimeter and Slido to get delegates as involved as possible?

Things to think about for hybrid learning activities

* Does the venue or room you’ve hired have the technology to support hybrid working?
* How many delegates are expected to join in-person, and how many online?
* How can you design and deliver an activity which works for both? For example, if you are splitting the audience into small groups, are you able to set up break out rooms for those joining online?

Ideas for using technology

There are lots of ways available that you can use to make your event interactive for free. You can create polls, questionnaires, quizzes and word clouds. This is not an exhaustive list, but some ideas you could explore include:

* MS Teams and Zoom – polls, [word clouds](https://www.addin365.com/2022/04/12/how-to-engage-your-employees-with-word-cloud-poll-in-microsoft-teams-meetings/), chat bar, Q&A
* [Mentimeter](https://www.mentimeter.com/)
* [Slido](https://www.slido.com/)
* [Miro](https://miro.com/product-overview/) – the innovation workspace

When using technology in any session, no matter the delivery mode, consider how people will access the activity. Can you include a QR code on the screen for delegates to scan on a mobile phone? Can you copy and paste links into the chat bar? Do you need to change which screen you are sharing so delegates can see the results in real time?

Make sure you have a backup plan in case it doesn’t work! Usually, you can use chat bars or post it notes, without detracting too much from the purpose of the activity.

Webpages which you might find helpful when making your event interactive

* How to [create a Mentimeter](https://help.mentimeter.com/en/articles/361174-create-a-mentimeter-account)
* How to [create a Slido poll](https://www.makeuseof.com/add-polls-qa-to-powerpoint-slido/)
* How to [create a poll in MS Teams](https://support.microsoft.com/en-us/office/create-a-poll-in-microsoft-teams-92bc2481-b5e4-4650-8a87-d90103ee95a1)
* How to [create a poll in zoom](https://support.zoom.com/hc/en/article?id=zm_kb&sysparm_article=KB0066150)
* How to create a [word cloud in MS Teams](https://www.addin365.com/2022/04/12/how-to-engage-your-employees-with-word-cloud-poll-in-microsoft-teams-meetings/)

Checklist

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| --- | --- |
|  | Have you… |
|  | Thought about the best way to deliver the session as set out in the session plan? |
|  | Planned a variety of activities to encourage participation and engage the audience? |
|  | Included networking opportunities? |
|  | Dedicated some time for reflection and recording key learning points? |
|  | Provided attendees with a way to give feedback? |

Time for reflection

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| Use this space to record your reflections on making your event interactive – did you have to learn any skills to include this in the event? This counts as a CPD activity – record what you’ve learned in your CPD portfolio. |
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