

Help! They Want Audience Interaction

Techniques to use during a speech or seminar

By Craig Freshley, presented at the NSA Annual Convention, July 19, 2015

For notes from this session and a list of resources and links, visit CraigFreshley.com/NSA2015

	Size		Skill		Purpose		
	Smallish	Big-ish	Low	High or Assist.	Content	Networking	Entertainment
Arrival chats – Simple, relevant questions. Increasingly meaningful. Clear instructions.	✓		✓		✓		
Introductions – Show on the screen. Start with whoever is ready. Emphasize quickness.	✓		✓		✓	✓	
Line-ups – Need space. Crescent. Show end points. Start simple. Three at the most, progressively more revealing. Nothing offensive. Do interviews.	✓	✓	✓		✓	✓	✓
Show of hands – Familiar. Quick. Demonstrate. Results by percent.	✓	✓	✓		✓		
Interviews – Volunteers only. Face the audience. Encourage the audience to love them.	✓	✓		✓	✓		✓
Brain interrupters – Fun shout backs. Need to be taught. Physiological benefits. Can get old.	✓	✓		✓			✓
Discuss in pairs – Simple questions and instructions on the screen or handout. Turn chairs.	✓	✓	✓			✓	
Discuss in small groups – Groups of 3-6. Move chairs. Simple questions and instructions on the screen or handout. Encourage written results: “hand them in” or shout outs by question. Provide timing. “Someone in your group raise a hand when done.”	✓	✓		✓	✓	✓	
Shout-Outs - Start with a simple question or “complete the sentence” on the screen. Also works well for pairs reports or small group reports. If more than 50 people, “wait for the mic.” Engage when interesting. Get people laughing. Works great if you can reflect back a summary.	✓	✓	✓		✓		✓
Typing on the screen – Reflect shout outs or small group reports. Paraphrase in outline format. Requires preparing screens and good laptop position.	✓	✓		✓	✓		✓
Summarizing on the screen – Best done “behind the lens cap.” Fit it all on one screen. Explain rationale for your summary. Great for proposals and agreements.	✓	✓		✓	✓		✓
Clickers – Fun to see instant results. Quantitative questions only. Requires equipment. Practice. Test on site.	✓	✓		✓	✓		✓
Cell phone voting – Cool to use your own device. Needs explanation. Leaves some out. Can be frustrating. People look down and at other apps.	✓	✓		✓	✓		✓
Cell phone questions or comments – Same as above yet even more looking down because people are writing. Requires an assistant or time for analysis.	✓	✓		✓	✓		
Flags, color cards, thumbs – Fosters sense of fun and belonging. Instant involvement and results. Clear, simple instructions. Flags and cards require a legend/key. Results by percent.	✓	✓	✓		✓	✓	✓
Wall cards – Simple question on the screen. Explain: one headline per card, legible. Organization and headings add value. Requires “running.” Small groups can organize their own on the wall.	✓			✓	✓		✓
Wall voting – Need space and time. Requires clear instructions. Works well to provide analysis and discuss.	✓			✓	✓		✓
Games and team challenges – Clear instructions. Good space required. Best if relevant. Good debrief is key. Be careful of competition; there is no need for winners and losers. Be mindful of physical abilities.	✓		✓		✓	✓	✓
Written report after – Provide a simple web address. Adds value. Establishes ongoing interaction.	✓	✓		✓	✓		