

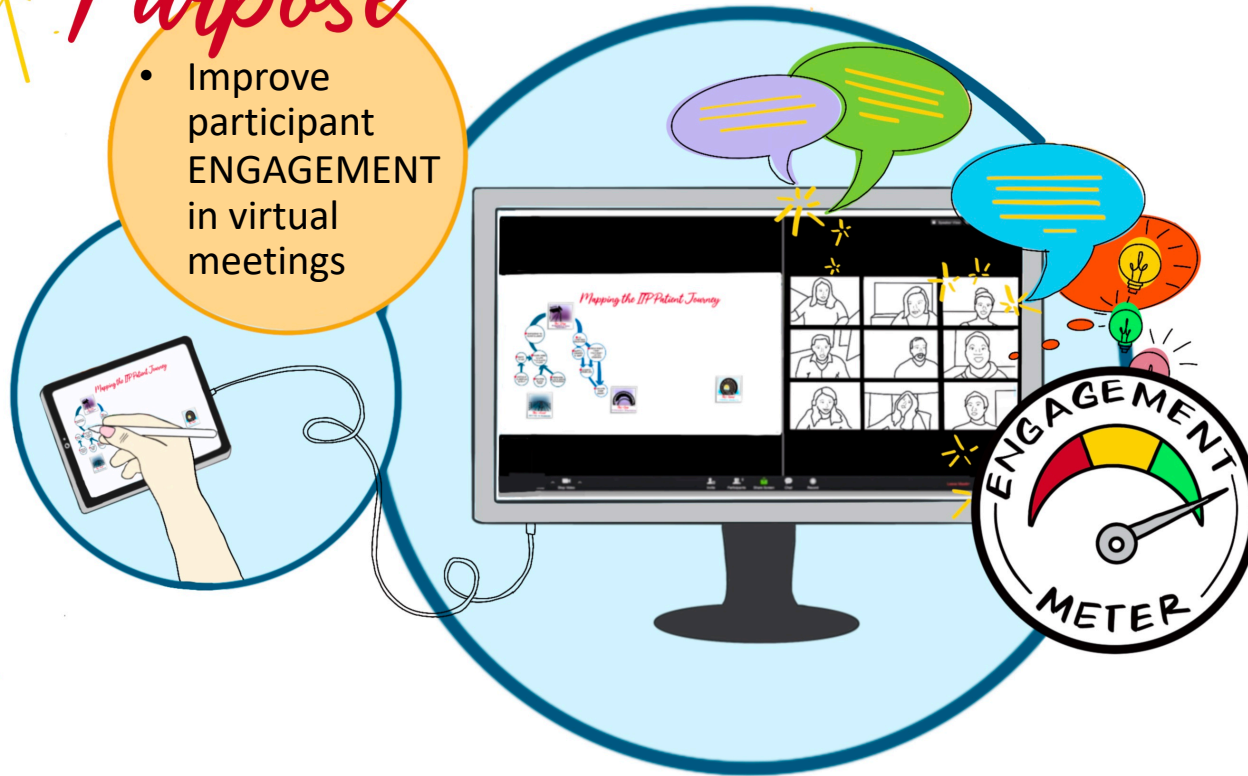
Engage Virtual Meeting Participants

With Lisa Arora – Visual Facilitator & Mediator

with VISUALS

Purpose

- Improve participant **ENGAGEMENT** in virtual meetings



Agenda

- Introduce you to the **VISUAL REVOLUTION**
- Explore **CHALLENGES** engaging participants in virtual meetings
- Share 5 things you **MUST DO** to deliver better virtual events
- Understand **WHY** visual communication increases engagement

Getting the Most From Today

★ BE COMFORTABLE ★ ASK QUESTIONS ★ SHARE YOUR PERSPECTIVE ★ GRAB THE HANDOUT

THE MEETINGS WE'RE TALKING ABOUT



REMOTE COLLABORATION

- About getting your work done from home
- Recurring format
- Frequent

SPECIAL MEETINGS

- Strategic in nature
- Carefully designed process
- Infrequent

THERE'S A REVOLUTION GOING ON!



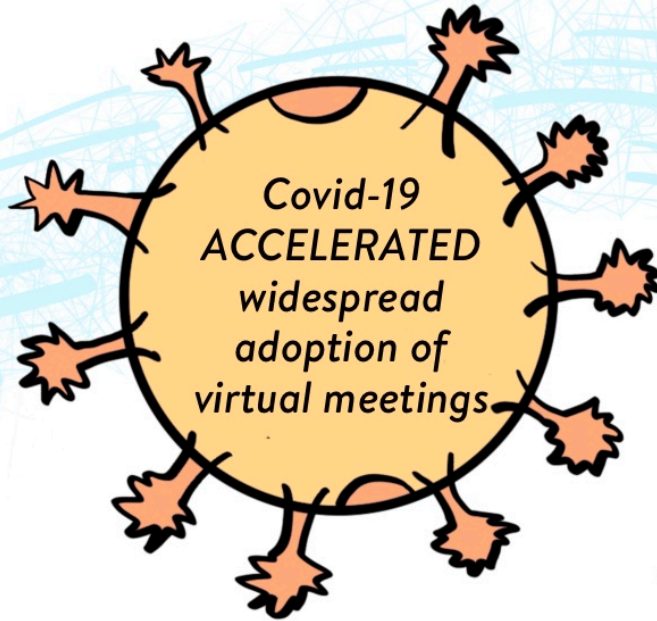
VISUAL MEETING (IN PERSON)



ORGANIZATIONS ARE JOINING THE VISUAL
REVOLUTION TOO!



ENTER COVID...



Organizations
faced
**DIFFICULT
DECISIONS...**







Technology doesn't make it easier or necessarily better.
It just makes it POSSIBLE.



- What are some challenges you've experienced engaging people in a virtual meeting?

Achieving HIGH ENGAGEMENT in virtual meetings is more challenging

Technology doesn't make it easier or necessarily better.
It just makes it POSSIBLE.

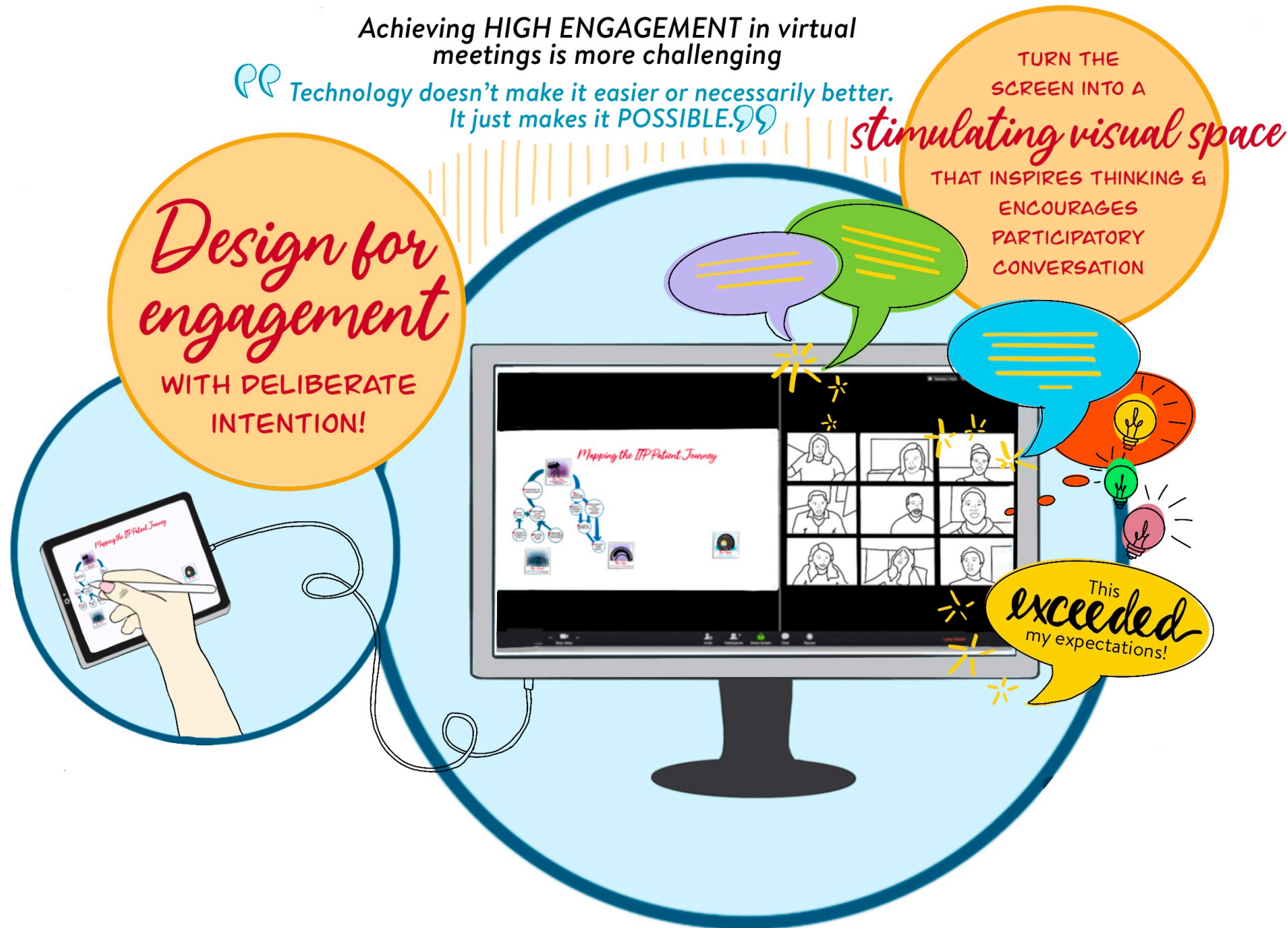
Design for engagement

WITH DELIBERATE INTENTION!

stimulating visual space

TURN THE SCREEN INTO A
THAT INSPIRES THINKING &
ENCOURAGES PARTICIPATORY CONVERSATION

This exceeded my expectations!



Engage Virtual Meeting Participants

with VISUALS

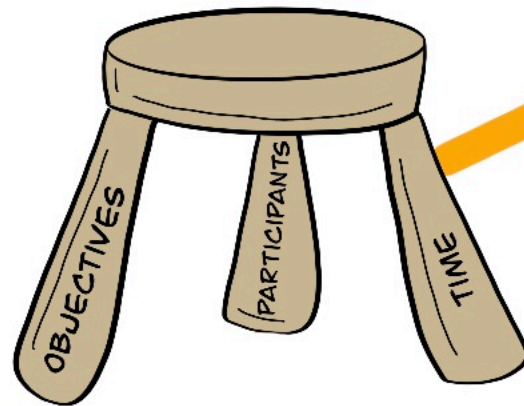
Reality...?

Things take LONGER to
do in virtual meetings

Scale back objectives
OR
increase time

... ASK YOURSELF...

DO THESE PEOPLE HAVE
THE EXPERTISE TO
ACCOMPLISH THAT IN
THIS AMOUNT OF TIME?



1

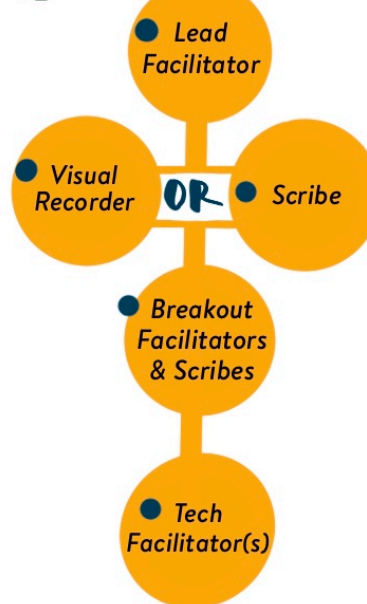
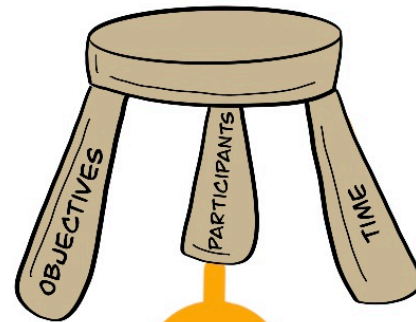
RIGHT
SIZE THE
CONTAINER

Engage Virtual Meeting Participants

with VISUALS

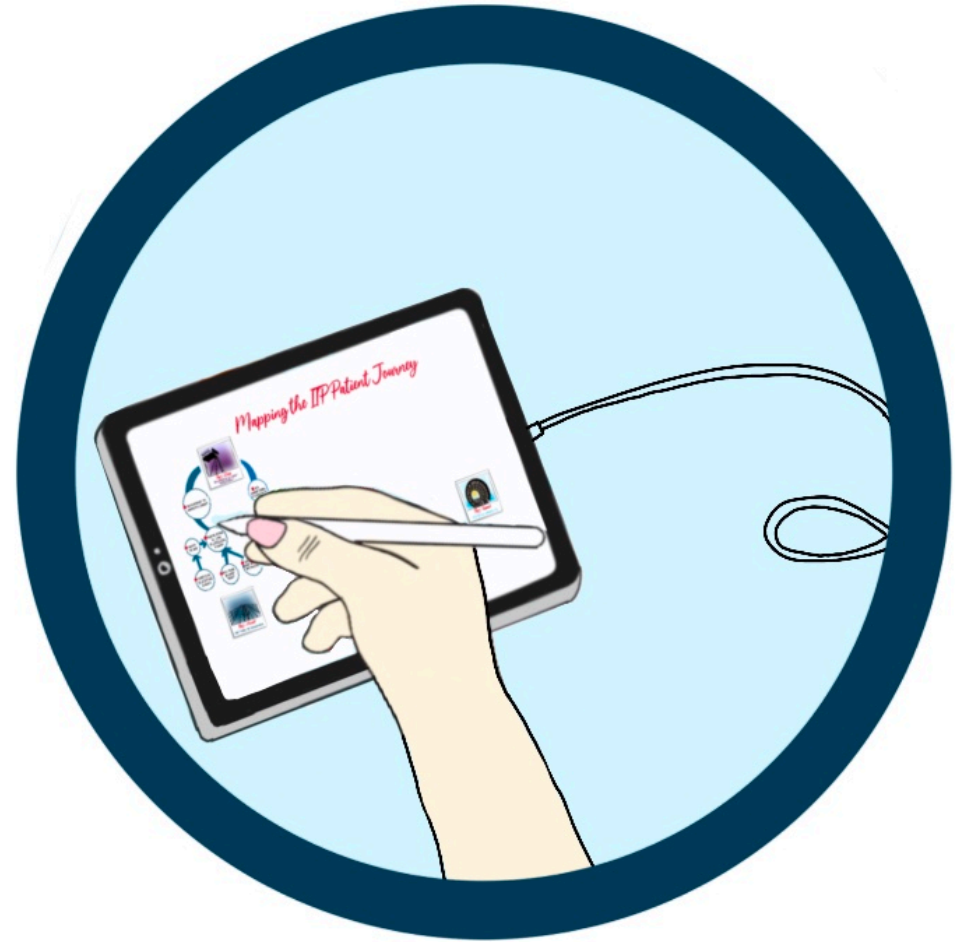
Reality...

Virtual meetings
require
additional,
SEPARATE roles



BENEFITS OF A VISUAL RECORDER IN YOUR MEETING

- Gives people have something dynamic and sensory to **focus** on & keep them away from distractions
- The visual record literally **demonstrates that contributions are valued** and there is equal space to share thoughts and ideas
- Participants experience a creative element in the meeting that **helps foster a sense of shared culture** and personal connection
- Meeting facilitators can share the visuals at strategic reflection points and distribute them after the meeting as an artifact that **helps people retain and act**
- The **facilitator is free to focus on group dynamics**, knowing they have a professional visual recorder capturing the information that matters most



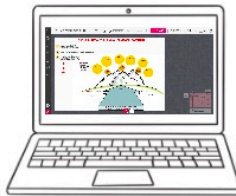
Engage Virtual Meeting Participants

with VISUALS

Reality...

Interaction is where
people have a personal
LEARNING EXPERIENCE
with the content

MINIMIZE PRESENTATION, MAXIMIZE DISCUSSION

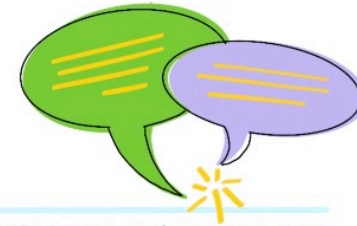


M U R A L

miro



- USE VISUAL TEMPLATES & PLATFORMS THAT ALLOW GROUPS TO DISCUSS AND CAPTURE THEIR THINKING



3

USE
INTERACTIVE
PROCESSES &
PLATFORMS



HUMANS ARE VISUALLY WIRED

- 90% of information sent to the brain is visual
- 65% of participants in your meeting are visual learners
- 100% of your participants process visuals 60,000 X faster than text
- Your participants retain 10% of what they hear and 80% of what they see

Engage Virtual Meeting Participants

With VISUALS

Reality...

Working visually creates focus and a large feedback loop that supports meaningful discussion and keeps cameras on!

Humans are visually wired!

Design for engagement
WITH DELIBERATE INTENTION!

TURN THE SCREEN INTO A
stimulating visual space
THAT INSPIRES THINKING &
ENCOURAGES PARTICIPATORY CONVERSATION

4
MAKE IT VISUAL

THINK OF THE SCREEN & PROCESS AS A VISUAL EXPERIENCE

• DURING?
• AFTER?
• BEFORE?

...ASK YOURSELF...
HOW CAN VISUALS BE USED MEANINGFULLY?



BEFORE

- Create an impression with a visual agenda
- Ask participants to bring an image in response to a question
- Equip participants with flashcards that allow them to "show" their participation



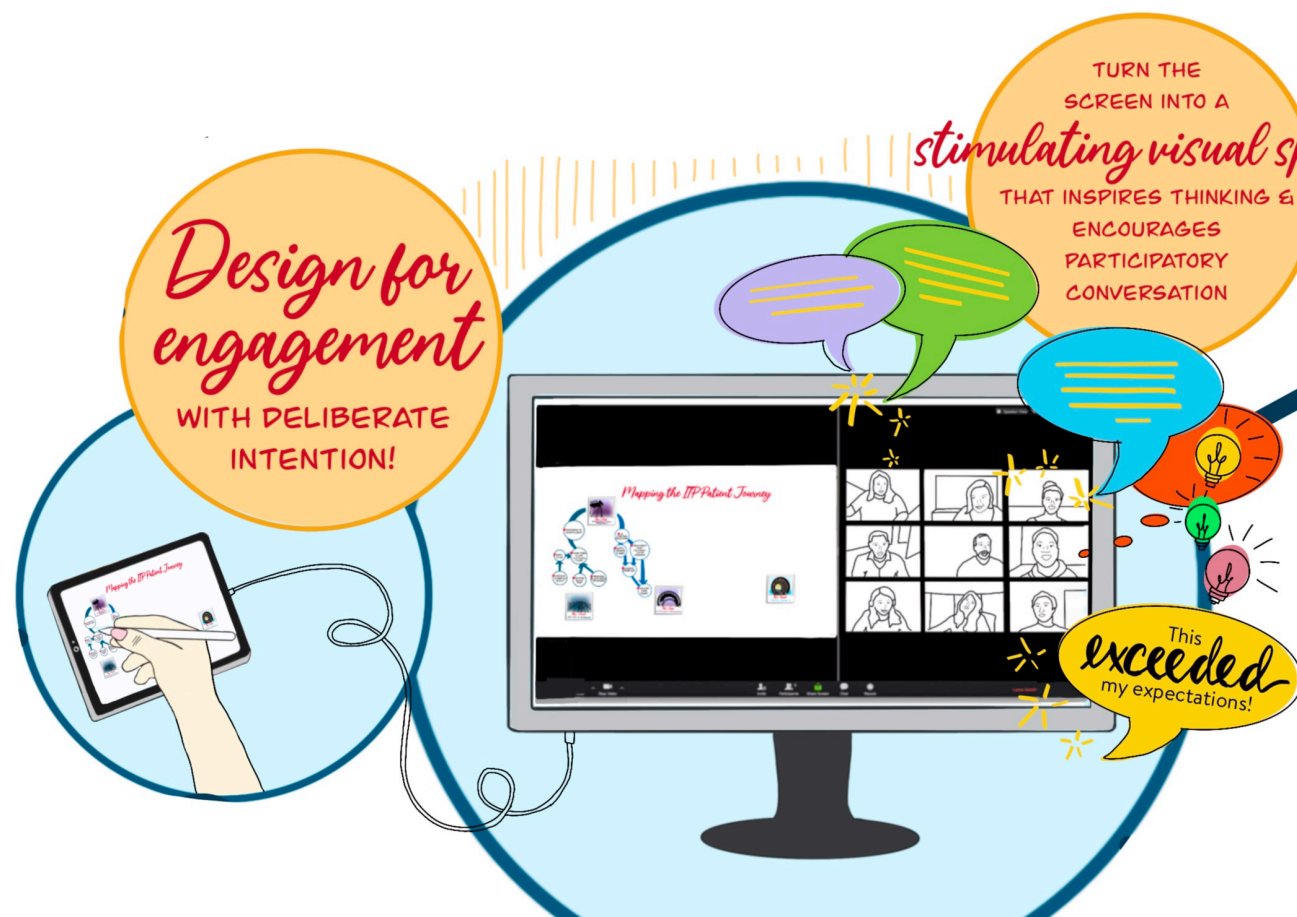
DURING

- Visual check ins
- Live scribing of presentations, discussions, brainstorm & actions/decisions

AFTER

Place **P**roduct **P**rocess **P**ersistence
Where will you put the images? In what medium will they be available? How will you inspire people to interact with the images? What will you do with responses to the images? Who owns follow up?

THE 4Ps



Engage Virtual Meeting Participants

with VISUALS

5

REHEARSE
...TEST
...TEST
...TEST

Reality... Technology can fail

- DO A DRY RUN WITH YOUR CHOSEN PLATFORMS
- and
- ALWAYS HAVE A PLAN B

Engage Virtual Meeting Participants

With VISUALS

Reality...

Humans are visually wired!

Working visually creates focus and a large feedback loop that supports meaningful discussion and keeps cameras on!

Reality...

Achieving HIGH ENGAGEMENT in virtual meetings is more challenging. Technology doesn't make it easier or necessarily better. It just makes it POSSIBLE.

Organizations faced DIFFICULT DECISIONS...



? POSTPONE with our special meetings?

OR

? PROCEED VIRTUALLY?

Design for engagement WITH DELIBERATE INTENTION!

1 RIGHT SIZE THE CONTAINER

Reality... ...ASK YOURSELF... DO THESE PEOPLE HAVE THE EXPERTISE TO ACCOMPLISH THAT IN THIS AMOUNT OF TIME?

Things take LONGER to do in virtual meetings
Scale back objectives OR increase time



2 STRUCTURE ROLES FOR SUCCESS

Reality... Virtual meetings require additional, SEPARATE roles



3 USE INTERACTIVE PROCESSES & PLATFORMS

Reality...

Interaction is where people have a personal LEARNING EXPERIENCE with the content

MINIMIZE PRESENTATION, MAXIMIZE DISCUSSION



USE VISUAL TEMPLATES & PLATFORMS THAT ALLOW GROUPS TO DISCUSS AND CAPTURE THEIR THINKING

TURN THE SCREEN INTO A stimulating visual space THAT INSPIRES THINKING & ENCOURAGES PARTICIPATORY CONVERSATION

4 MAKE IT VISUAL

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DURING

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AFTER



5 REHEARSE ...TEST ...TEST ...TEST

Reality... Technology can fail
DO A DRY RUN WITH YOUR CHOSEN PLATFORMS and ALWAYS HAVE A PLAN B

- How might you approach your next virtual meeting differently to increase participant engagement?