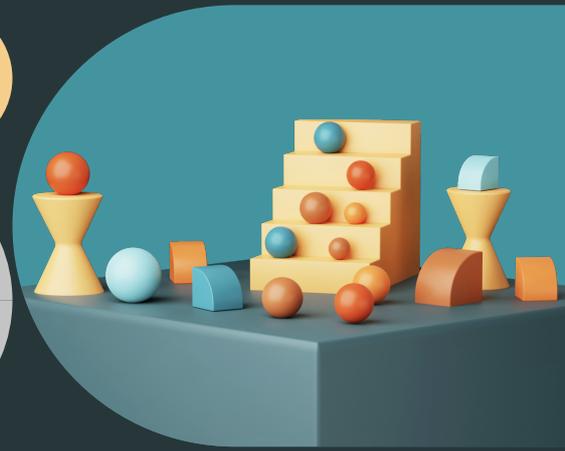




## 3 Interactive Tricks That Actually Work for Virtual Events

As organizations around the world embrace more virtual events and live video streaming, it can be tricky to ensure that employees are actively engaging in those events. Live streams with just talking heads or an executive onstage can lead to viewership drop off over time.

To prevent that from happening, the world's best event producers are implementing new technologies that create digital interaction points within virtual events, helping the audience to feel like they are actually in the room. **We've highlighted three that we hear about most from our customers.**



### Voting & Choice

Live polling, questionnaires, quizzes, surveys and raffles all fall into this category. These are easy to deploy tactics that can be bundle together with different technology providers like Mentimeter, Meeting Pulse, Sli.do, and more. They are easily scalable and make your audience consume your content at a greater rate.

The great thing with these options is that they don't take too much pre-production planning or work to set up. For the audience, it offers a bit of interaction without being too cumbersome.



### Scavenger Hunts and Games

While these tactics take more planning upfront, they can really turn up the interactivity and engagement factors for your event. Infusing a long event with team-building games helps to break up day-long or multi-day events into more manageable pieces for you audience. Plus, activities like a professional scavenger hunt can get people up out of their chairs and increase blood flow, leading to better ideas and engagement. There are a multitude of providers in this arena, with companies like Loquiz offering hundreds of games that can be integrated into various event platforms.



### Second Screen Opportunities

This is where the upfront work is most intense, but the payoff could be immense. Think of an employee watching a live event. As you transition speakers or topics, a QR code could appear on screen. By scanning that code with their phone, that employee is then offered additional resources on an upcoming topic, they could be given a live poll, or they could even immerse in an augmented reality experience. When employing second-screen interactivity points, you're really only limited by your imagination.