



# The importance of interaction

**One indispensable ingredient in a lecture or presentation is interaction. Creating interaction with the audience is the perfect manner to retain their attention. By finding a balance between sending and receiving the audience will be more engaged and the presentation's message will be conveyed more effectively. With presentations in which only the sending plays the major role, the audience's attention will soon wander to other matters. So interaction is vital to an unforgettable presentation!**

**B**y incorporating interaction in the presentation you enable the audience to participate in various ways. You can make the audience feel involved. Because this way, they contribute to your presentation. But how do you create interaction?

## MULTIPLE CHOICE QUESTIONS

You obviously want the subject of your presentation to be relevant, because that keeps an audience alert. Instead of asking a few people in the audience which subjects they find interesting, modern technology enables you to ask the entire audience the questions. The people can answer realtime which enables you to continue your presentation with information that interests them. The participation as well as the information play important roles in this form of interaction.

## LET'S PLAY A GAME!

An other way to keep the audience enthusiastic is to include a quiz in the presentation. With this fun and intensive competition you retain the audience's attention. Because let's face it, if there is a prize to be won, it becomes more interesting! With a quiz you can ask many questions the audience has to answer, for instance via their own smartphones. With a realtime response list quizzing is not only fun, but also informative. The answers provide insight into the average knowledge level of the audience, and as speaker you can capitalise on this.

## OPEN QUESTIONS

At the end of a meeting or presentation the audience usually has the opportunity to ask questions, but not everyone dares to. Nowadays there are handy tools with which you can ask the speaker a question by means of

your smartphone. Because this is done anonymously, probably more questions will be asked than without the use of this tool. As speaker you must therefore realise this and consider in advance whether you want to use a tool to facilitate this.

## LET'S VOTE!

There is safety in numbers – and certainty! A quick and useful way to collect data and reveal trends is to let the audience vote. The speaker has a direct insight into the group's opinion. As speaker you stay in control, but show the audience that their opinion counts. You can consider it a realtime poll during the presentation.

To easily create interaction during an event, meeting or training, the Sprekershuys offers the tool Mentimeter. With this userfriendly presentation software you enable the interaction between the audience and the speaker. Mentimeter can be used in various manners. By means of the 'audience response system' the people have the possibility to voice their opinions. Mentimeter shows the results live while the audience cast their votes, simply by using their smartphones. The tool offers various forms of the interaction mentioned above. This increases the audience's enthusiasm and their involvement.

Interaction obviously is an important part, but a good presentation requires more. Professional speakers manage to convey the right message by means of the various techniques, positions and intonations. Speaking in public is a real art. No less than 75% of the people is anxious to speak before a group of people. So self-assurance is an important aspect of giving a successful presentation. The presentation must be solid: content, structure and a thorough preparation are essential!

The Sprekershuys is a modern and innovative speakers' agency where professional knowledge, transparency, personality and thinking along with the client are the basic values. The connectors of the Sprekershuys are in close contact with clients as well as 'huys' mates and regularly attend events where the 'huys' mates are booked.  
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