

# Engagement Tips for Dual-Audience

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Read the article: [Five Ways to Create Better Engagement During Virtual Events](#) before continuing located in [Virtual Planning Tools](#).

It's easy to focus on the in-person group—but your virtual attendees need connection, too.

## Engagement Strategies:

- **Designate a virtual moderator or tech host** to:
    - Welcome online attendees
    - Monitor the chat and questions
    - Raise virtual questions during Q&A sessions
  - **Use interactive tools** that work for both audiences:
    - Polls (via Zoom)
    - Shared docs for Q&A or brainstorming
  - **Acknowledge both groups verbally:**
    - Start the event by welcoming both in-person and online guests
    - Encourage speakers to repeat questions from the room for virtual clarity
  - Consider **camera positioning** so that speakers are visible and clear to the online audience
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