

INTRODUCTION

“We experienced a paradigm shift in event design and delivery as a result of the pandemic. Quite simply, it is far more difficult to plan, design and stage an engaging virtual event than a face-to-face event. This toolkit provides a refreshing and valuable opportunity to raise the bar for virtual event design and delivery. I am honored to have been involved in the thinking behind this exciting product.”

– **Simon V. Fowler**, Facilitator. Event Designer.
Master of Ceremonies. Coach –

PURPOSE

These online engagement method cards are for people looking to facilitate or organize more dynamic, engaging, exciting, interactive, and unique online events. Webinars especially are more than simply creating presentations online. It is about using digital technology to leverage the power of learning.

As preparation is key to a smooth online event, this toolkit assists you with the choreographing process. It includes 24 method cards that you can mix and match depending on the overarching objective of your session. They have been carefully selected by analyzing how people learn best in digital environments. To simplify onboarding, attached at the end of this toolkit you can find 6 curated online sessions ready for you to use.



**Add excitement
and energy to your
online sessions**



**Increase active
participation from
your audience**



**Bring human
connection into
the digital space**

BACKGROUND

During the global COVID-19 pandemic in 2021, the World Bank Group’s Disaster Risk Finance and Insurance program (DRFIP) aimed to transform their in-person seminars into the digital space.

There was more to transferring presentation slides online, with digital possibilities and the need for human interaction to be explored.

This toolkit combines their findings on how to best engage online audiences and on how to assist World Bank facilitators with their events.

CONTACT

online.engagement.toolkit@gmail.com

CONCEPT AND IMPLEMENTATION

[Justus Cöster](#) / [Merle Pohl](#) / [Katherine Shanahan](#)

TASK TEAM LEAD

[Kaavya Ashok Krishna](#)

THANKS TO

[HPI D-School](#) / [Clemens N. Buss](#) / [Simon V. Fowler](#)