



# Real-Time Social Feeds & Dynamic Agendas: Secrets to Attendee Engagement

## Why Engagement Drops Off

Attention spans average just 10–15 minutes. Static agendas and clunky apps leave attendees feeling like spectators. Passive audiences don't deliver ROI.

## The Engagement Killers

- No live feedback channels
- No personalised agendas
- Attendees with no way to join the conversation

## The Engagement Pyramid (with tips)

- **Awareness:** Use push notifications for changes, but cap them at three per day.
- **Interaction:** Schedule polls or quizzes early in sessions to keep momentum.
- **Amplification:** Encourage attendees to share highlights on a live social wall.
- **Community:** Assign a moderator to respond to posts and keep conversations active.

## Checklist: Four Engagement Touchpoints to Add to Any Agenda

1. A live poll in the opening keynote.
2. A social feed competition (e.g. best photo, most liked post).
3. A live Q&A in a breakout session.
4. A closing-day "top highlight" share.

## Real Example

At a fintech event, a speaker dropped out last minute. Using real-time agenda updates and push notifications, attendees were redirected in minutes. Instead of confusion, the organiser turned a problem into a seamless transition — and boosted trust in the process.

## Your Next Step

Map three or four interactive moments into your next agenda. Even small additions can transform how attendees remember the event.