

ADAPTIVE TECHNOLOGIES and P2

WEBINAR
March 25, 2020

What might the **NEW NORMAL** LOOK LIKE?

While the **LANDSCAPE** is different, our **ROADMAP** is the same...

The **PLANNING PROCESS** for GOOD ENGAGEMENT hasn't changed

The **PARTICIPANT EXPERIENCE** is still the **CORE** of OUR WORK

Moving into the **DIGITAL SPACE** is MORE than a SIMPLE CHANGE of VENUE!

CONSIDER INTERNET ACCESS ISSUES...

CONSIDER **ANALYTICS** MEASURE HOW YOUR OBJECTIVES are BEING MET

Be SELECTIVE about WHO YOU INVITE - to KEEP GROUPS balanced

REDUCE **FRUSTRATION** ... MAKE IT EASY FOR PEOPLE to ENGAGE ONLINE

USE TOOLS and CHANNELS to **LISTEN!**

QUESTIONS THAT EMERGED

BEST TOOLS?
USE WHAT YOUR GROUP IS ALREADY FAMILIAR WITH!

INCLUSIVITY?
ADDRESSING BARRIERS LEARN FROM PAST EXPERIENCES AND CONSIDER MANY APPROACHES, INCLUDING DIRECT MAIL

PRIVACY and DATA PROTECTION?
HAVE A POLICY ABOUT PRIVACY & DATA AND SHARE IT

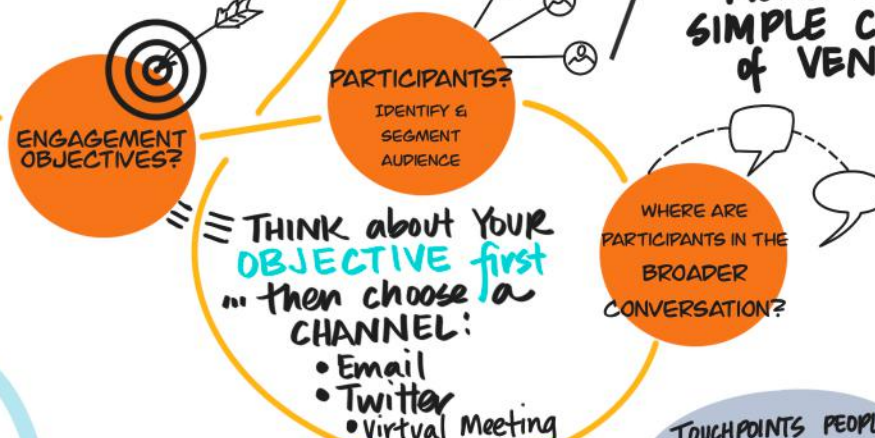
WE NEED to MEET PEOPLE where they are at!

What might we **ENGAGE COMMUNITIES** ON moving forward?

When is the **RIGHT TIME** to engage?

SHOULD WE ENGAGE RIGHT NOW?

ASK PEOPLE WHAT THEY **N-E-E-D!!!**

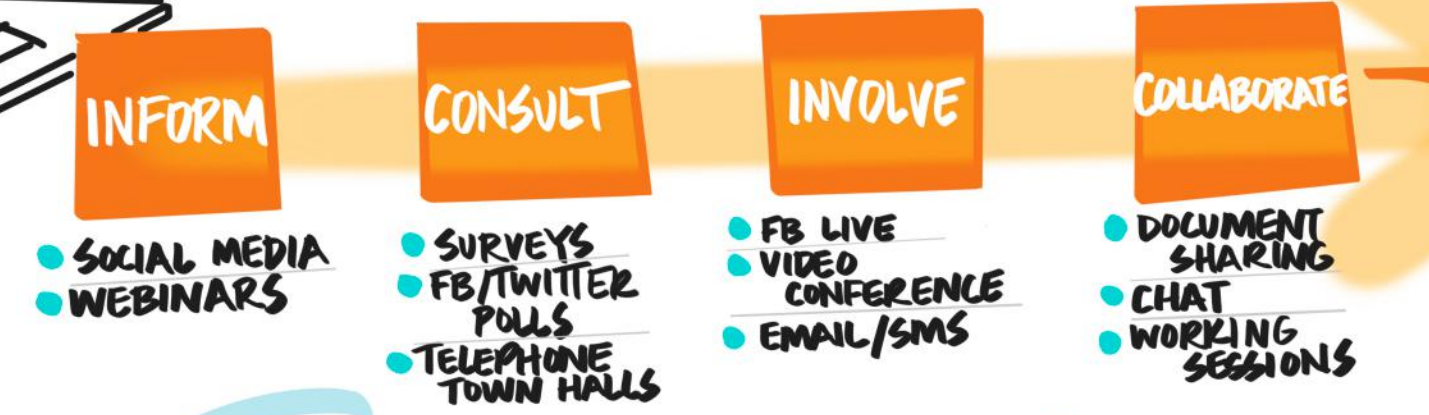


TOUCHPOINTS PEOPLE HAVE to PASS through to ACT/ENGAGE

TOOLS bring participants TOGETHER, but PEOPLE create the experience!

- CONSIDER the...**
- PHYSICAL EXPERIENCE**
 - ENCOURAGE COMFORT
 - INTELLECTUAL EXPERIENCE**
 - MAKING meaning... sharing & processing information
 - TECHNOLOGY ORIENTATION and TESTING
 - EMOTIONAL EXPERIENCE**
 - MEETING FLOW matters!
 - BUILDING /MENDING trust
 - COMMUNICATION before the MEETING
 - WELCOME/INVITE people into the meeting space
 - WHEN THINGS DON'T GO AS PLANNED - create from the experience / ... EXPECT TECHNOLOGY to FAIL!!!

DIGITAL ENGAGEMENT TOOLS ACROSS the IAP2 SPECTRUM



- OTHER TOOLS...**
- * SURVEY MONKEY
 - * SLIDO (breakouts in-depth polling)
 - * TEXT MESSAGING
 - * SLACK (great for collaboration)
 - * ENGAGEMENT HQ
 - * GOOGLE FORMS (survey-free)
 - * ZOOM
 - * HUSTLE (sending planned text messages to groups)
 - * SPREADSHEETS work too!

- Lessons Learned**
- * LET GO OF EXPECTATIONS AND LIVE IN A STATE OF EXPECTANCY
 - * BE PREPARED FOR YOUR OWN FEELINGS WHEN THINGS DON'T GO TO PLAN - HAVE A PLAN B AND BE READY TO ADAPT
 - * ITERATE, ITERATE, ITERATE - AND LEARN FROM IT
 - * SEE WHAT YOU CAN DO ON THE FLY AND APOLOGIZE IF YOU NEED TO... SOMETIMES IT'S OK TO FAIL



Presenters

