ENGAGEMENT DATA

Make it interactive

Encourage interaction by asking questions, taking live polls, or inviting audience input. Use survey tools to collect real-time responses.

Area	Impact on engagement	Source
Eye contact	80% more audience connection	Business review
Storytelling	Increases retention by 22x	University study
Interactive polls	Leads to 34% higher engagement	LinkedIn
Visual aids	Boosts retention by 65%	Company research
Attention spans	Lasts about 5 minutes	Journal article
First impressions	Made in the first 15 seconds	Industry report