

LIVE SESSION BEST PRACTICES

**How to Host Engaging,
Impactful Virtual Sessions**



A well-planned live session can have a lasting impact—offering participants a space to learn, reflect, and feel supported in real time. When thoughtfully executed, these sessions spark meaningful connection, boost engagement, and provide actionable tools that extend far beyond the screen.

OBJECTIVE

To deliver interactive, educational, and inspiring virtual experiences that support participants' health, wellbeing, and personal growth. These sessions aim to foster connection, provide actionable tools, and create a supportive space for learning and reflection.

TARGET AUDIENCE

Employees, team members, or community groups seeking practical wellness strategies and real-time engagement. These sessions are designed for diverse audiences of all ages and backgrounds, with content adaptable to different company cultures, time zones, and desired goals.

Live workshops are a powerful way to connect with individuals in real time, build community, and create a small-group learning atmosphere. Explore the following best practices to make the most of live sessions!

OPTIMAL TIMING

- Sessions hosted on Monday through Thursday typically have the highest attendance.
- 9-11 AM and 2-4 PM in the participant's local time zone work well for most teams.
- Consider multiple time zones if your audience is global.
- 30 minutes is ideal for session length to optimize focus and prevent distraction.

REMINDERS & ATTENDANCE BOOSTERS

- Consider implementing email reminders:
 - 1 week before
 - 1 hour before
 - 10 minutes before
- Consider push notifications or internal reminders, if applicable.
- Allow participants to submit questions ahead of time by including a prompt in the registration form.

TIPS FOR PROMOTING LIVE SESSIONS

- Announce the session well in advance (1+ month is ideal).
- Share promotional flyers or graphics with date, time, title, and registration link.
- Use multiple channels:
 - Email newsletters
 - Internal platforms (Slack, Teams)
 - Intranet banners
- Highlight key takeaways or featured instructors to generate interest.

BOOSTING PARTICIPANT ENGAGEMENT

- Invite participants to introduce themselves in the chat (name, location, or role) which is especially helpful for global audiences.
- Include 1-2 quick polls or surveys (e.g., Zoom poll).
- Leave 5-10 minutes for Q&A at the end of the session.
- Invite participants to share key takeaways or what they're taking forward.
- Consider a post-event survey link for feedback and future ideas.

PRE-SESSION PREPARATION

- Set expectations in the registration confirmation email (e.g., "This session will be interactive—please come ready to participate!").
- Share pre-reads or warm-up questions for reflection to help participants arrive mentally prepared.
- Test your tech (audio, lighting, screen sharing, poll functions) 24–48 hours before the session.
- Assign a moderator or tech support lead to manage chat, admit latecomers, and troubleshoot issues during the session.

POST-SESSION ENGAGEMENT

- Send a follow-up email within 24 hours with:
 - A session recording
 - Slide deck or key notes
 - Helpful links or resources
 - Poll results or shared takeaways
 - A thank-you note personalized if possible
- Offer a way to stay connected—invite them to join a Slack group, mailing list, or upcoming event.
- Include a call to action aligned with session goals (e.g., “Try this practice this week,” “Read this article,” or “Book a follow-up workshop”).

MEASUREMENT & CONTINUOUS IMPROVEMENT

- Track attendance vs. registration rates to inform timing and communication strategies.
- Review chat logs and Q&A submissions for patterns or new content ideas.
- Use survey data to iterate:
 - What did people enjoy?
 - What felt too long or too short?
 - What topics do they want next?