**Marketing Tips: Get Them Engaged**

**Convert Vacationers to Learners!**

1. **Make it relevant!** – If the content is not relatable to your learner, they may not be engaged, wonder what the WIIFM, or not even show up for the training.

2. **Include activities and assignments that encourage adult learners to explore.** – Break up the training with activities that foster learning through different learning styles. Active participation will increase.

3. **Consider the experience and educational background of the learners.** – If you are training them in a manner that is not conducive for their level of expertise, they will mentally check out or get a feeling of failure.

4. **Emphasize the real-world benefits.** – Design case studies that are applicable to your training needs. Show them how the training content is applicable in real life.

5. **Foster a sense of confidence.** – Include activities that boost confidence to allow the learner to feel empowered.

6. **Embrace collaborative learning.** – As learners communicate and exchange ideas in a group setting, the training can become filled with great new ideas.

7. **Build community among your participants and also between their instructors/speakers.** – Learners in a collaborative learning environment often feel better equipped to manage situations as they feel the support from a team. It also provides them a platform in which to seek out information after the training has finished.

8. **Create deliverables that can be completed quickly and conveniently to make efficient use of your time.** – Depending on the methodology of training, a deliverable can include PowerPoint presentations, manuals, handouts, videos, activities, etc. If a task is too time-consuming or monotonous, the learners could feel like their time is being wasted.

