

Quick-start Guide

Today's Formula for Audience Engagement

We know every participant is unique, and we're here to help you spark connections that last. This guide is packed with quick, imaginative ways to engage every generation — so you can create events that transform, every time.



A diverse group of people are seated in an audience, laughing and smiling. The scene is lit with warm, purple and blue tones, suggesting a conference or event. The text "What does real engagement look like?" is overlaid in white, bold font across the center of the image.

**What does real
engagement look like?**

It's the moment your participants light up: when they feel cared for, connected, coached, encouraged to contribute and celebrated. We call them **'The 5 Cs'**. Combine them and you'll create bonds that last long after the event ends.

The 5 Cs: Your Engagement Catalysts



Care

Show your participants you care about their well-being



Connecting

Build in spaces and moments that allow them to connect in their preferred ways



Coaching

Discover how — and from whom — they like to learn new information



Contributing

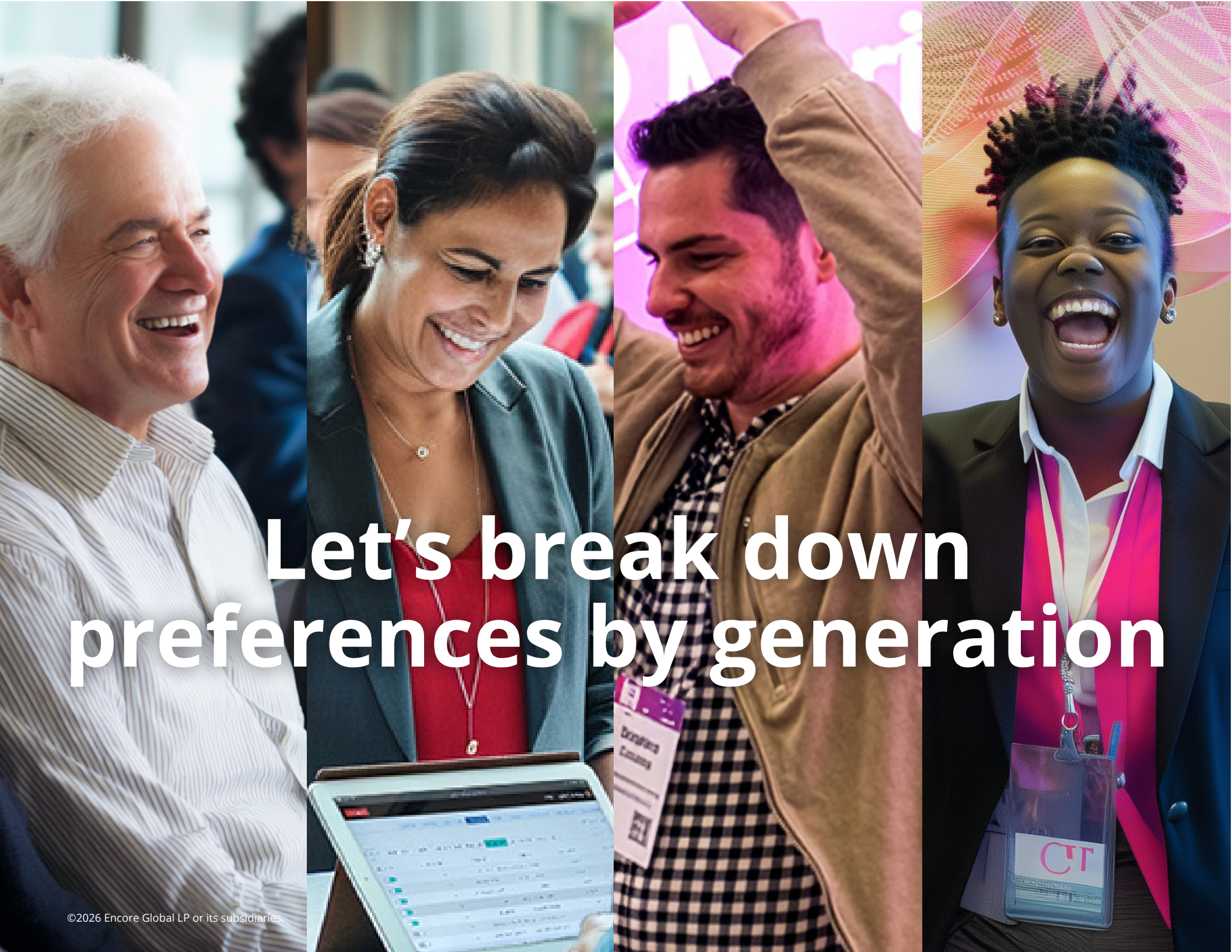
Provide meaningful ways for them to contribute thoughts and ideas



Congratulating

Celebrate their work and contributions

When you create harmony with the 5 Cs, your bond with participants gets stronger



Let's break down preferences by generation

Use these preferences to create personalized moments

	Baby Boomers 1946–1964	Gen X 1965–1980	Millennials 1981–1996	Gen Z 1997–2012
Care	professionalism, clear communication	autonomy and subtle personalization	tech-enabled convenience with a focus on wellness	hyper-personalization and snackable content
Connecting	storytelling, shared history, face-to-face conversations	small-group authenticity	ongoing dialogue and social sharing	dynamic, shareable experiences
Coaching	expertise, credibility, structured learning	practical, time-efficient guidance	tech-forward inspiration and actionable ideas	gamified learning and AR interactivity
Contributing	legacy, mentorship, wisdom sharing	expertise-driven involvement	creative challenges and instant feedback	content co-creation, influencing the experience
Congratulating	recognition, milestones, formal appreciation	recognition without fanfare	digital recognition that feels authentic and shareable	social-first recognition that feels authentic and motivating

Purdue Global. (n.d.). Generational differences in the workplace. Purdue University Global.
Retrieved from <https://www.purdueglobal.edu/blog/workplace/understanding-generational-differences-in-the-workplace/>

Engagement Ideas around **Care**

Baby Boomers

- Official “welcome” experience
- “Ask me” stations, especially for new conference areas
- Reserved seating

Gen X-ers

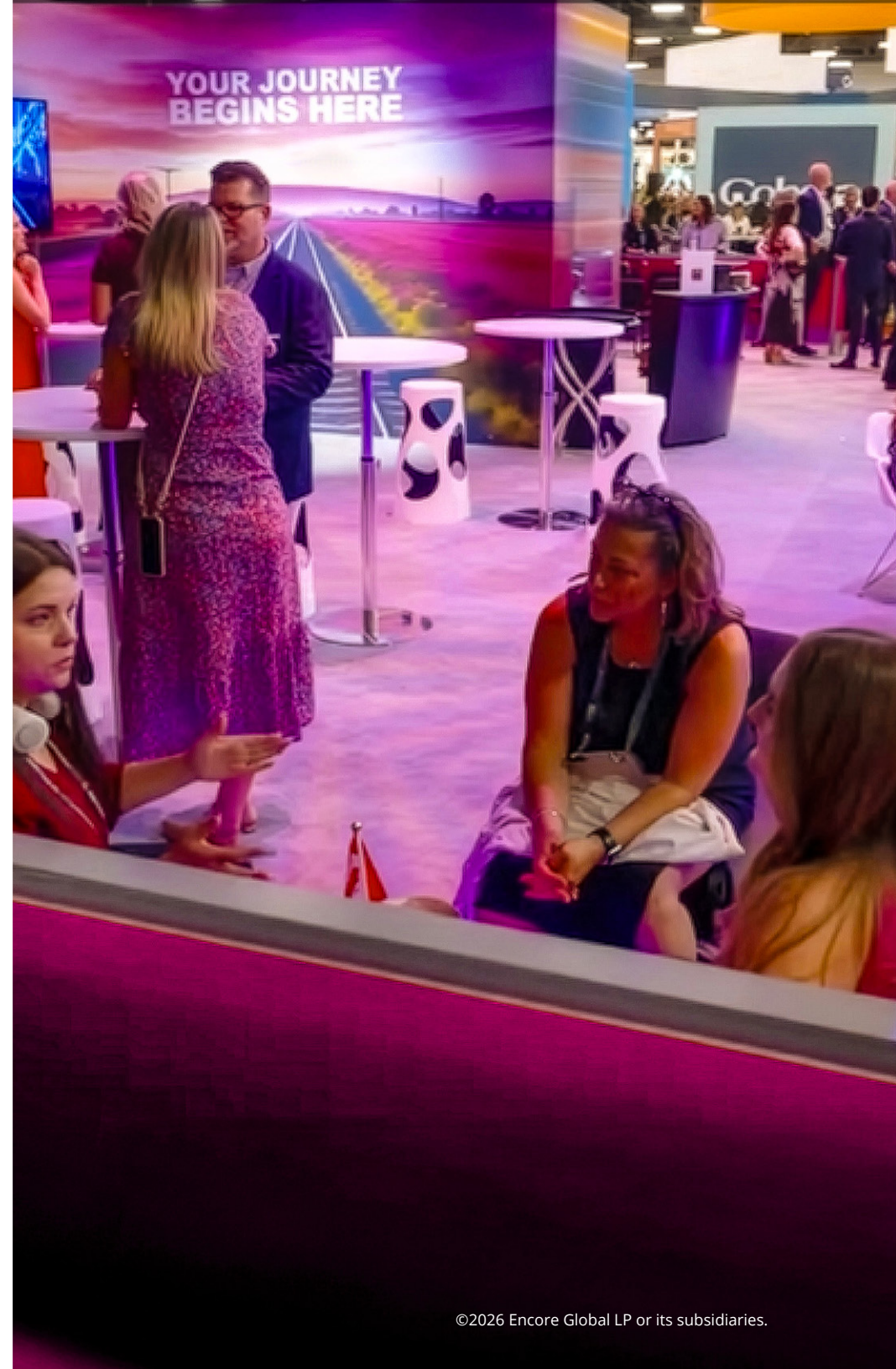
- Quiet lounges for small-group meetups
- Concierge desk for personalized recommendations
- Mobile app with early access to track training

Millennials

- AI-powered transcription and real-time translation
- Wellness lounge with hydration stations
- Push notifications for personalized updates

Gen Z-ers

- Short video clips or content reels
- Personalized, digital sponsor messages by interest
- Gamified experience with digital reward





Engagement Ideas with **Connecting**

Baby Boomers

- Host a “legacy lounge” with moderated topics
- Memory photo wall
- Mixers based on shared milestones

Gen X-ers

- Interactive map to find peers or suppliers by role/expertise
- Networking pods with conversation starters
- Curated “coffee chats” by specialty or interest

Millennials

- Instagram-worthy photo ops
- Pre-event and post-event communication channels
- Social mixers by networking type or region

Gen Z-ers

- Influencer meet-and-greet zones
- Pop-up lounges with vibrant aesthetics
- Activation zones to prompt/provide content creation ops

Engagement Ideas using **Coaching**

Baby Boomers

- “Ask the expert” sessions with topical Q&A
- “Skill refresher” tracks for emerging technologies

Gen X-ers

- Automated release notes & reports demo zones for hands-on exploration
- Case study workshops with real-world scenarios

Millennials

- QR-activated message or resource referral
- Interactive brainstorming workshop with peers
- Livestreamed, chat-enabled innovation lab

Gen Z-ers

- Presenters answering live questions
- Interactive resources to review on demand





Engagement Ideas for **Contributing**

Baby Boomers

- Introduce circles where younger participants are mentored
- Provide podcast or panelist opportunities

Gen X-ers

- Digital wall for crowdsourcing suggestions or event impact
- Expert-led innovation sessions or “hackathons”

Millennials

- Photo and video challenges tied to event objectives
- Collaborative whiteboard sessions for brainstorming
- Instant polling during keynotes with live results

Gen Z-ers

- Contest for best recap video
- Real-time polls to shape music playlists and agenda items

Engagement Ideas for **Congratulating**

Baby Boomers

- Peer-nominated spotlight moments
- Photo display of milestone achievements
- Personalized commemorative gifts

Gen X-ers

- Digital certificates for session participation
- Gamified leaderboard for scavenger hunts or engagement activities
- Recognition in post-event email recap

Millennials

- Spotlight stories or research on social feeds
- Digital badges for achievements

Gen Z-ers

- Social shout-outs and influencer-style recognition
- Surprise giveaways through push notifications
- Digital leaderboard with real-time updates





We're always here to help you spark ideas for meaningful engagement. When your participants feel cared for, truly connected, coached, encouraged to contribute and celebrated, you create bonds that last.

When the 5 Cs are at work, each touchpoint is personalized and each participant is engaged, creating an event that truly transforms. Need support to craft moments of care, connecting, coaching, contributing and congratulating? We're here for you.



Every touchpoint leaves a mark



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