



UNDERSTANDING VIRTUAL PRESENTATIONS

While in-person events are the traditional norm, it pays to remember and become familiar with opportunities to present online. Here's what you need to know!

Top reasons to go virtual

1. Reach a global audience
2. Replace large in-person gatherings and help migrate your business online
3. Time sensitive information to convey

Possible challenges

- More distractions than live in a venue
- Easier for participant to 'skip' a virtual presentation
- Technology intimidation (both from presenter and possible participant)
- Lighting - you will want to practice, record and playback before the big day.

Tools and Tips

- ZOOM, GoToMeeting, Facebook Live and other webinar software for presenting
- PowerPoint is still preferred method for the presentation, and will work with various online presentation tools
- Have participants register with their email address, which helps build up your contact lists
- Record your presentation beforehand to play back during the live presentation
- Handouts and accompanying documents can be sent out before the presentation to provide a build-up, or afterwards in a follow-up email
- The more images, graphics and visuals the better! With no one on stage, you will want to work a bit harder to keep the attention of participants
- Incorporate flash quizzes or small question/answer periods throughout your talk
- Consider purchasing a small lighting kit, especially if there is a possibility of many future presentations

Consider a Moderator

- The moderator can filter and ensure delivery of online chat questions, as well as keep a lively back-and-forth conversation going in the Chat feature
- Moderators can provide links to any handouts or sign-ups you are offering
- Moderators can be another industry professional or colleague — they understand the topic and can more quickly address questions of attendees

The Presentation

- Take your total time allotted and divide by 5
 - 1 segment for the introduction
 - 3 segments for topics of discussion
 - 1 segment for questions and answers
- Follow the rules and tips for your in-person presentation

