

Leading from the laptop

The art and science of successful virtual meetings



Working remotely and communicating virtually have become the new standard. And how you present yourself to others takes on a higher level of significance and accountability. That's why your presentations have to be more than just effective – they need to be a seamless and professional performance.

We've prepared this checklist to help your next event go smoothly.

The way you present yourself has never been more important.

Use these pointers to improve your next virtual meeting.

Digital: The visual and audio elements of your presentation

- Master your technology** – Make it smooth and seamless.
- Upgrade your hardware** – Professional equipment conveys a better impression.
- Practice, practice, practice** – Work out the kinks with coworkers and speakers in advance.

Physical: What your audience sees and hears is what they remember

- Analyze your environment** – See it through the eyes of your audience.
- Manage distractions** – Prepare family, pets and surroundings to avoid mishaps or interruptions.
- Sound and video check** – Test prior to the audience joining for a strong first impression.

Meeting: Know your audience

- Goal and agenda** – What is the purpose of this meeting?
- Own your content** – If you're sharing it, you better know it.
- Flicker factor** – Visual variety and pace of screen changes can improve engagement.

Promotion: Build interest and promote attendance

- Invitations** – Attach agenda and files, and use registration confirmation.
- Event titles and descriptions** – Make them compelling.
- 15-minute rule** – Resend a link to the webinar 15 minutes prior to your event.

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