

Making an Impact when Presenting Virtually

Andrew Warren & Carry Clubb



The agenda today

1.
**Preparation
techniques**

2.
**Making an
Impact on the
small screen**

3.
**Engagement
devices
including
managing
webinar Q&A**

The fundamentals

Who? Is the audience?

Why? Are you doing the presentation/meeting/webinar?
The purpose.

What? Are your key messages?

How? Are you going to deliver it?



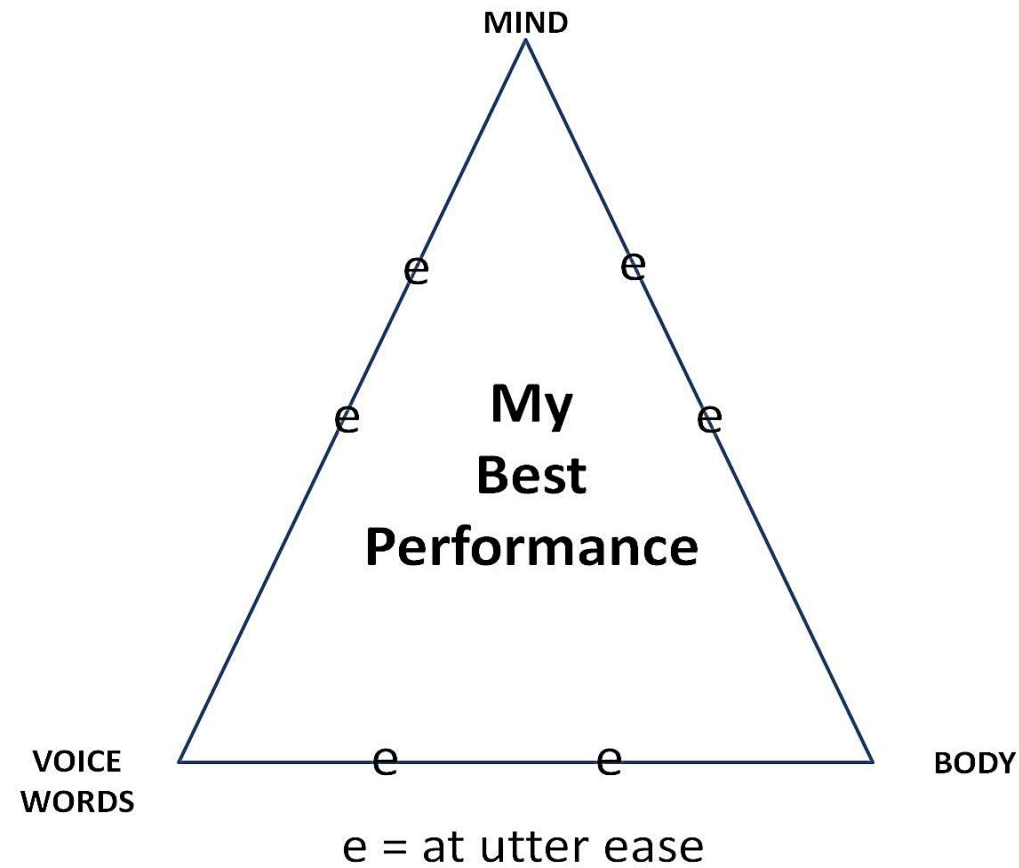
Personal Style



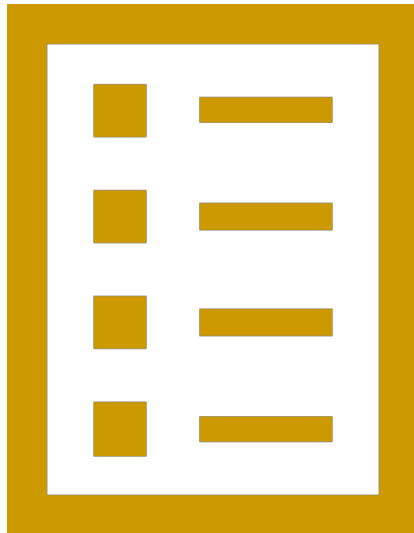


The Opening: The 7Ps

Preparation



Preparation checklist

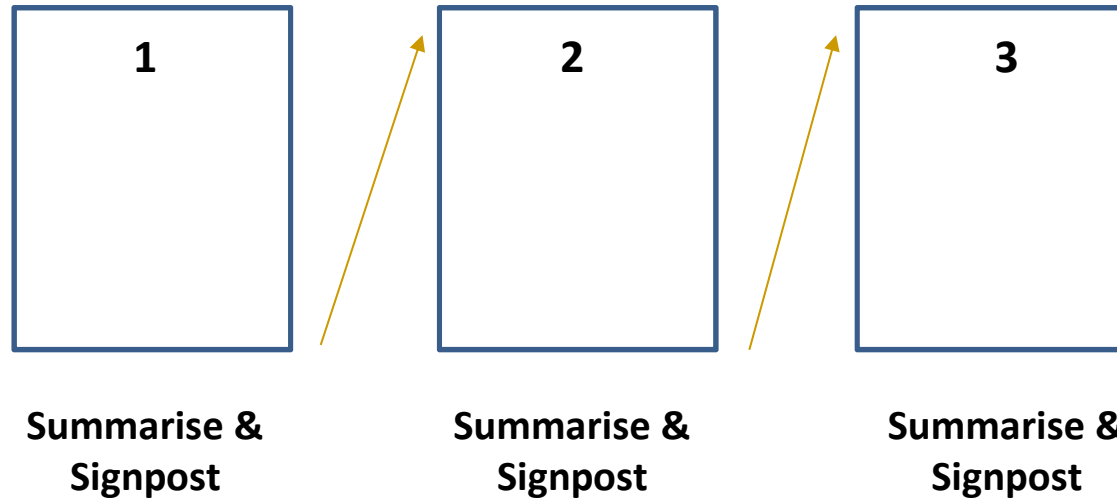


1. Internet connection
2. Minimise other traffic where possible
3. A quiet and well lit room
4. Position your laptop
5. Check your mic and speakers
6. Set the slide show up in advance with an 'advancer' if possible
7. Prepare for questions – anticipate them in advance

Structure

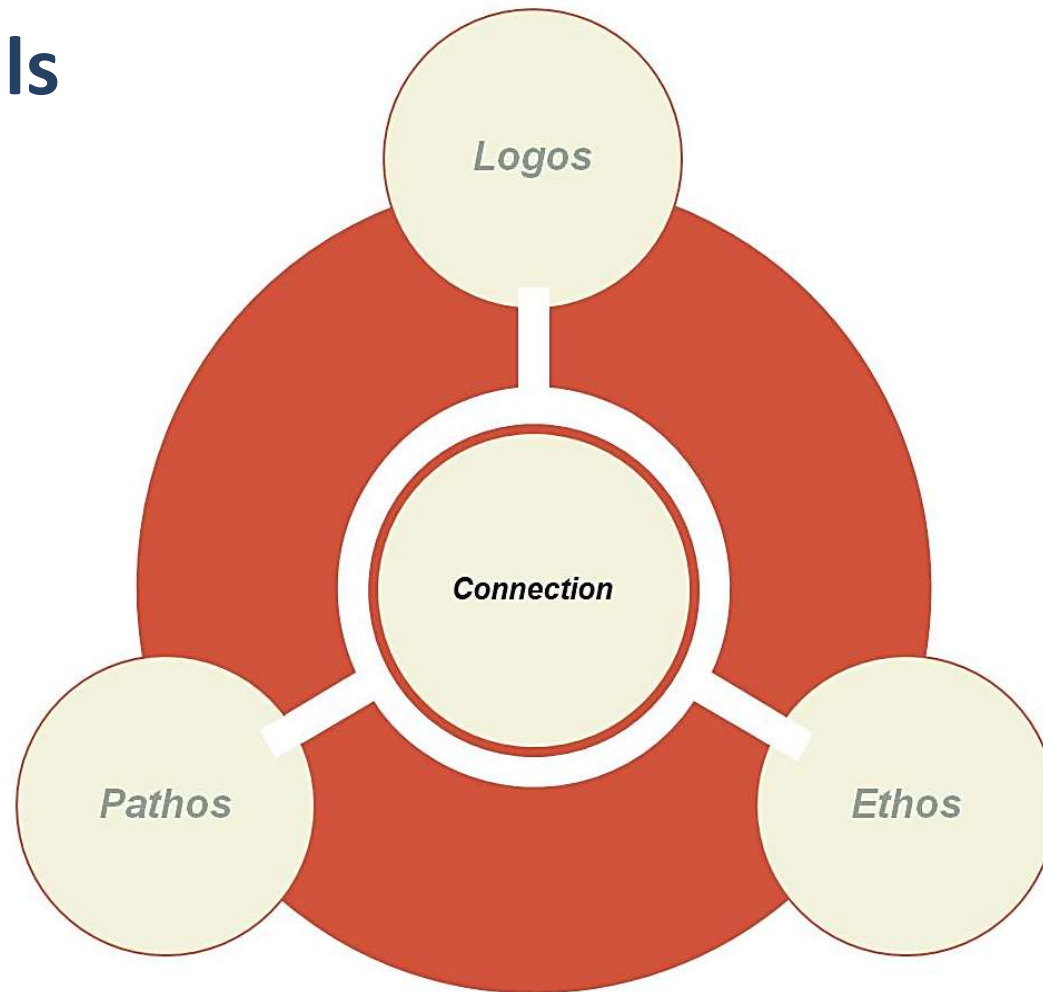
Opening

3 Key Messages



Close

The Appeals





ENERGY

1
LOWEST

10
HIGHEST

Body Language and Eye Contact



POWER

PITCH

4 Ps

PACE

PAUSE

Engagement Devices



Attention grabbers



A 'theme' running throughout



Stories and case studies



Key facts and statistics



Demonstrations



Hypothetical situations and analogies



Appropriate Quotes



Models, Diagrams, Timelines and Props



News cuttings, photos and videos



A call to action

Managing webinar questions



The agenda today

1.
**Preparation
techniques**

2.
**Making an
Impact on the
small screen**

3.
**Engagement
devices
including
managing
webinar Q&A**

Making an Impact when Presenting Virtually

Andrew Warren & Carry Clubb
results@winningbusiness.net

