

As you enter the room, please answer the following question in the chat:

What's your favorite Zoom interaction tool?



1

A hand with five fingers, each with a circular icon representing a Zoom tool. The thumb has a video camera icon, the index finger has a chat bubble icon, the middle finger has a bar chart icon, the ring finger has a smiley face with a plus sign icon, and the pinky has a 2x2 grid icon. The background is orange with a dark purple horizontal band across the middle.

Vroom Your Zoom:
Leverage the Five Basic Tools for
Audience Engagement

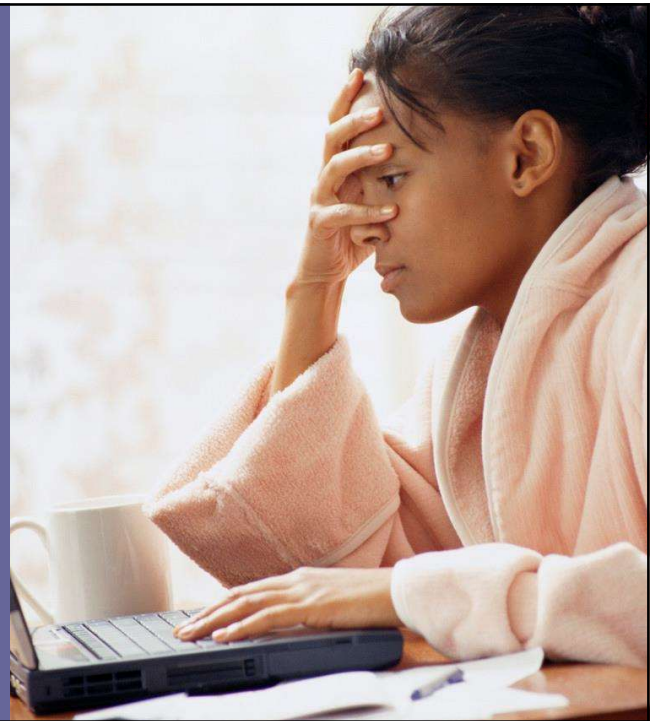
2

Meetings and events changed overnight and remote is here to stay



3

Business professionals have had to adapt



4

Many presenters aren't experienced with engaging their audiences remotely



5

Presenters who become good at virtual meetings will add new value to all their work



6

Learn how to improve your remote presentations with easy engagement!

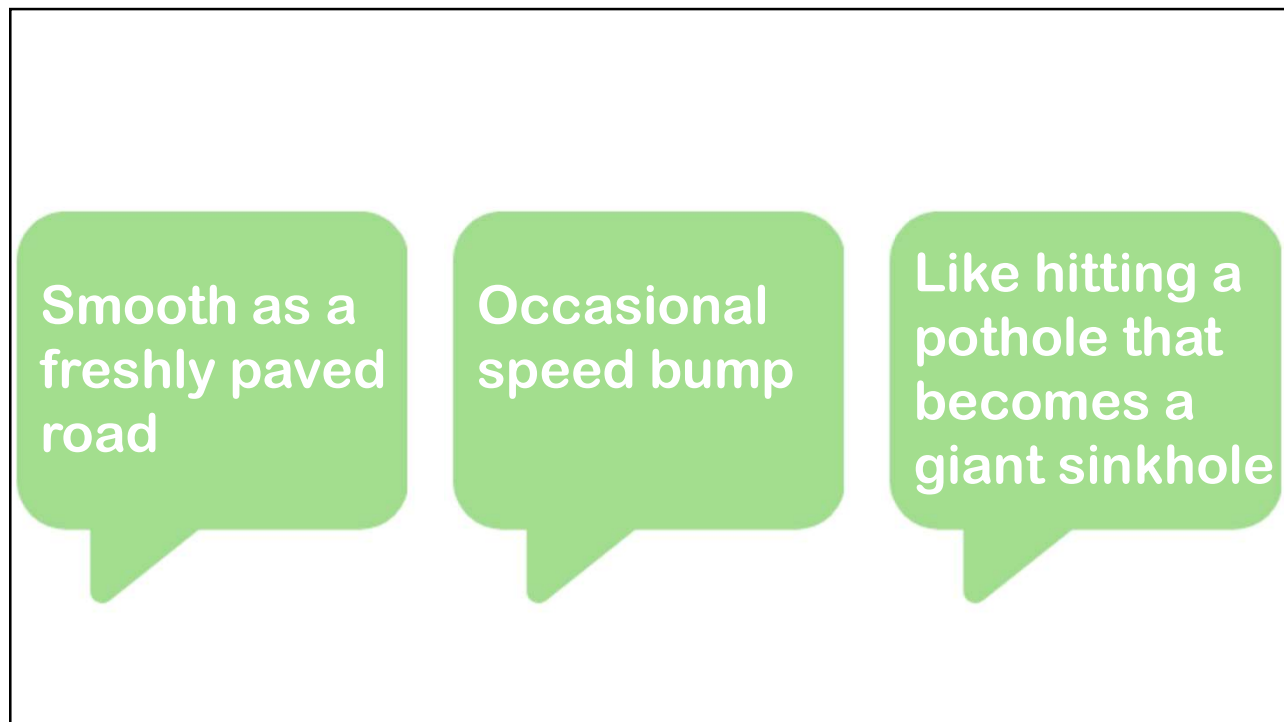


7

Quick poll!

How comfortable are you right now using Zoom's five basic engagement tools?

8



9



10

Are in-person and remote engagement that different? Your thoughts?



11

Where will your presentation benefit from interaction?



12

What features do you want or need to make it happen?



Go to www.menti.com and use the code 74119260

Share your #1 aha or takeaway!

audience journey
audience engagement
emotional engagement
purpose

What have you noticed over the past year watching journalists and others reporting and being interviewed from home?

- great mic
- You can upload a photo too
- glam team
- Lots of books
- grooming self
- sitting
- Great audio
- zoom in and out on cam
- Many posed backgrounds
- A lot more makeup
- Distracted
- Steve. Dressing fown
- They have personal items in the background
- Working on the mask

13

How will you use virtual engagement tools to connect with your audience?

Anonymous	Nobody
Me	That guy
Department head	Whoever

14



Establish expectations for video



15



Have attendees correct their name, add pronouns or use a funny nickname



16

 Turn off self-view



17

 Visually raise hands



18



Use visuals, props and demonstrations besides slides



19



Use the chat for introductions and intentions



20

Use the chat for 1:1 conversations



21

Use the chat for prizes



22

 Use the chat for takeaways and ahas



23

 Use polls for openings and closings



24



Use polls for getting to know your audience



25



Polls are best when speedy



26



Ask for reactions to show support and listening



27



Ask for reactions when asking questions



28



Set up breakout rooms in advance if you have people's names



29



Start off shy groups in breakouts so they get used to talking



30

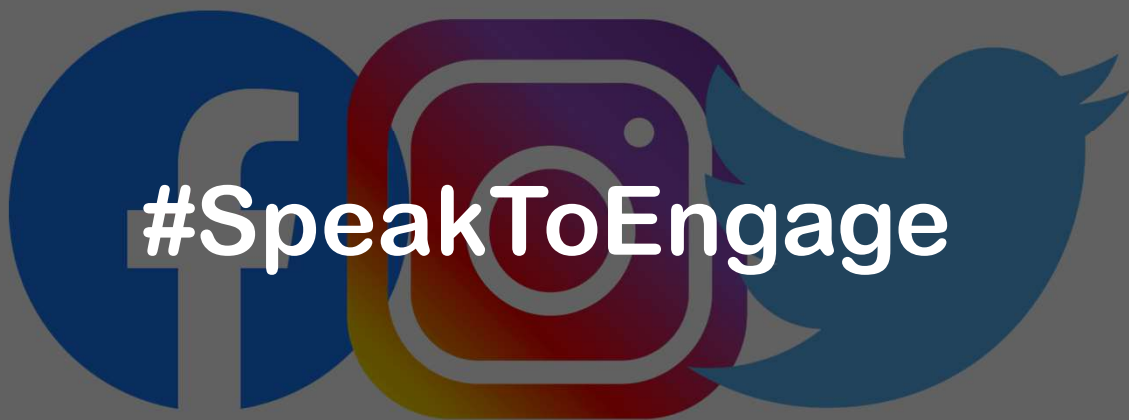


Ask for one person to time the group and one to take notes to report back



31

Acknowledge the distractions and use them when you can



#SpeakToEngage

32

Bonus tips!



33

Be explicit with instructions and timing



34

Use a producer/helper



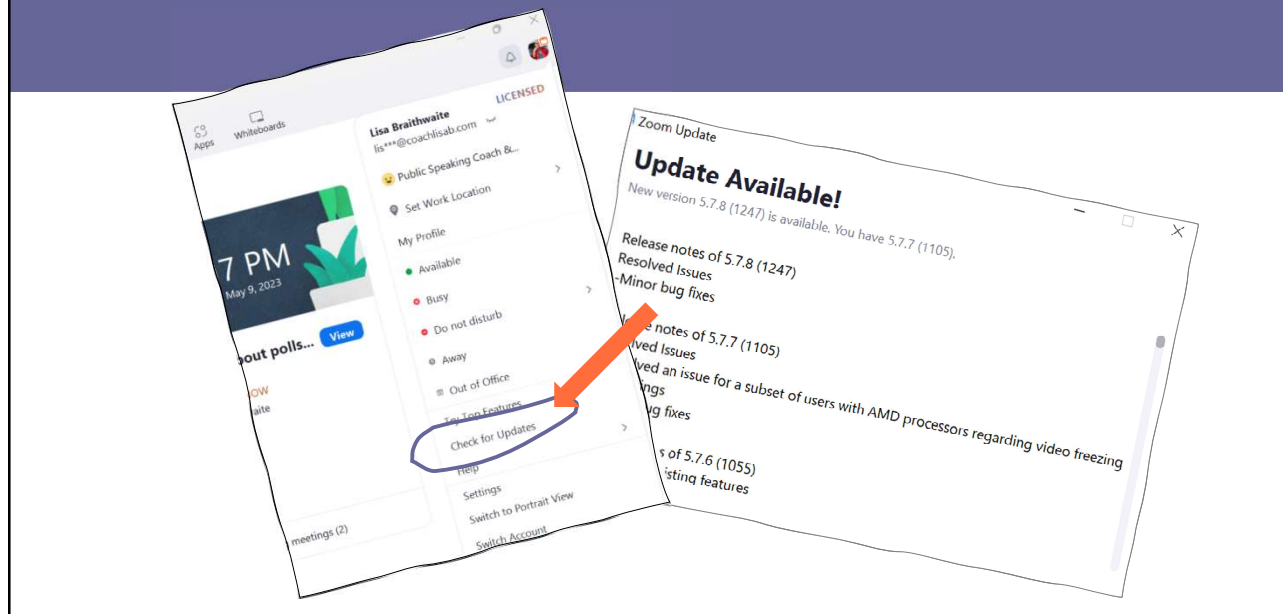
35

Practice with friends



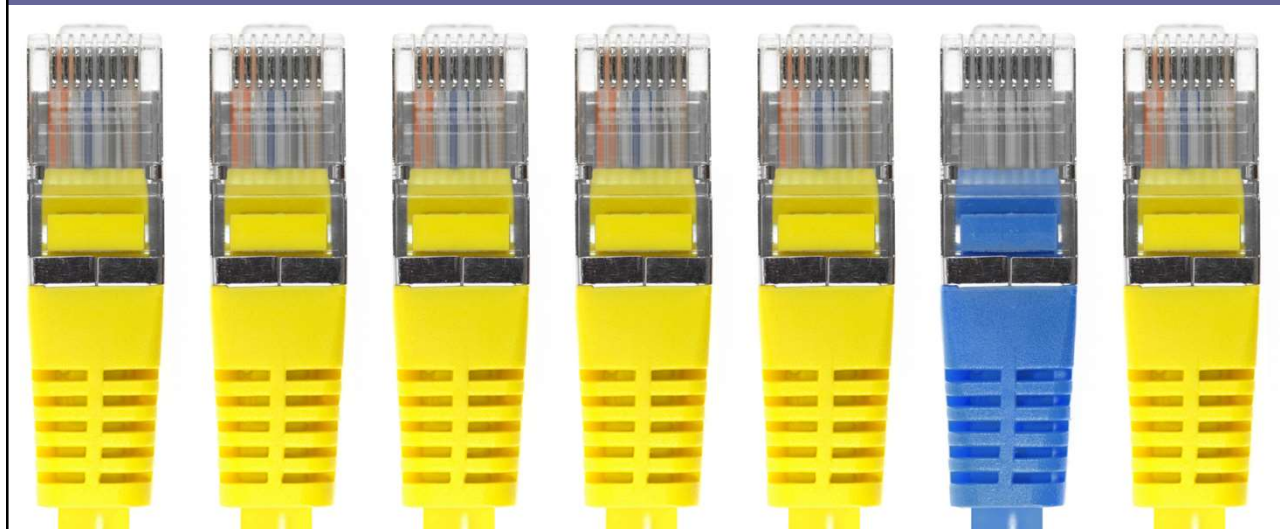
36

Always update Zoom



37

Plug into ethernet and reboot your computer



38

What will you do differently next time?



39



Give feedback to Lisa!

Please take 2 minutes to share & get a free gift!

1. Scan this QR code



2. Enter this code on the screen

TIPS

or go to talk.ac/coachlisab

40

What questions can I answer?



41

In-person and virtual presenting are different... and it's okay!



42

Meetings and conferences will not go back to the way they were



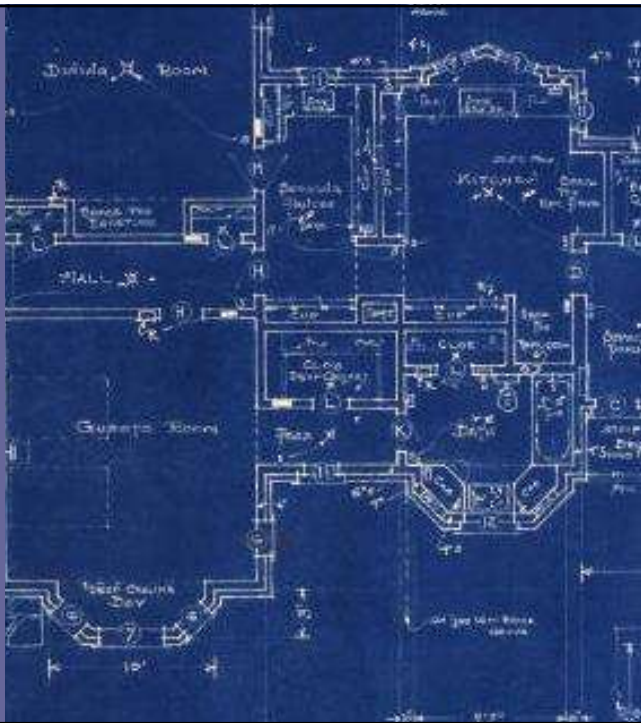
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This is an opportunity to adjust our expectations and adapt



44

Start redesigning now and get ready for the future of presenting!



45



Thank you!



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