

# Virtual Meeting Toolkit

Look here for “how to’s”, tips and best practices when it comes to facilitating a virtual meeting.



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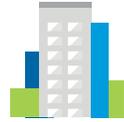
# Best Practices for a Professional On Camera Presence

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Virtual meetings have become a reality—how can you make this a winning strategy?

Managing a successful virtual meeting is one more way to build confidence, a signal that you can adapt to any situation and you are the right partner for your customers.

A professional presence is very important, maybe even more so when attending on-camera, virtual meetings. This includes maintaining a professional demeanor and making the individuals on the other side of the camera feel that you are focused on the conversation. Virtual meetings should and can feel as meaningful as in-person meetings.



## Professional Setting

Keep your on camera surrounding clear of clutter and unwanted noises. Both can be a distraction to participants.



## Lighting & Position

Have the light facing you. Place yourself front and center of the screen, ideally sitting up straight with your upper body showing.



## Camera Angle

The closer to eye-level and front facing the more it will look like you are talking directly to the person on the other end.



## Appropriate Dress

Make sure whether you work in an office or at home, you take this as an opportunity to dress professionally.



## Eye Contact

Engage with those on the other end of the line. Look them in the eye and make a real connection. It will help you build trust and form a better relationship.



## Include Everyone

It's important to be proactive and ask all participants, especially those who have not said much, if they have anything they would like to add.

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# Make It Interactive

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## Meeting Platform Functionality



### Virtual Meeting Technology offers a chat feature

- **Q&A** – have attendees submit all their questions via the chat box.
- Presenters can ask fun questions to the attendees and have attendees respond via the chat box (e.g. what's your favorite sports team?)
- **TIP:** Do not use chat to send notes to other team members, use a text from your phone to send helpful/personal notes.



### You can use the Webcam feature to

- Make it feel more like an in-person meeting.
- Keep attendees more engaged.



### Make it engaging

- Use the extra technology features to have participants point to their responses on the screen.
- Participants often can raise their hand, add emojis or change the background on their Webcam.

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# Contingency Planning

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## Helpful Tips



### Draft Email

In case the technology fails, have a draft email ready to send containing the presentation materials and video, if you have not sent in advance. You can conduct a teleconference with no technology and reference your email.



### Web Camera

Set up a true virtual meeting. Most virtual meeting platforms come standard with the ability to use web cameras. Propose this to your audience to keep them engaged. Ensure you communicate in your preparation email that you will be using webcam during the meeting.



### Cell Phone

Get the presenter teams cell phone numbers and open a group text during the dry-run and during the live event. Send text if need to communicate something you don't want the participants to see. Also, can use text to let the presenter know about any AV issues or speed up/slow down.



### Video Link

Incorporating videos is a great idea. To avoid A/V challenges, send the video link to the audience ahead of the meeting to ensure if you have any issues they can view the video directly from your email.



### Alternative Host

When scheduling your meeting ensure you add an alternative host. This will allow them to take control if you get kicked out of the meeting technology platform or have an emergency.