

Own the Zoom

BEST PRACTICES FOR EFFECTIVE AND IMPACTFUL VIRTUAL MEETINGS

HOW TO PREPARE:

1. Send pre-reads the day before to turn your Zoom sessions into more engaging dialogues
2. For steering committees and workshops, a rehearsal is a must
3. Be your client's Zoom coach. They likely need training in Zoom
4. Assign someone on the presenting team to be (1) Tech Host, (2) Speaker #1, (3) Speaker #2
 - a. Tech Host: manages the chat room, helps with slides, clears annotations, shows websites, loads videos
 - b. Speaker 1: Opens and closes, steers conversation
 - c. Speaker 2: This person knows the content well and could lead the meeting if Speaker 1 has an unforeseen issue
5. For first meetings with high stake audiences, find out what they are wearing. You don't want to be too Gucci or too "at home". Gray is boring.
 1. MEN: Collared shirts for men. Light blue and navy are best on the skin tone. A sharp white shirt against a colored wall looks good. If you are wearing a tie, blues look better than reds and purples.
 2. WOMEN: Two layers up top: a shirt plus a sweater or jacket. No busy patterns. Pop a color in an accessory to add some heightened drama
6. Use your laptop and not your cell phone. Add your phone only if your audio is poor through the Zoom interface

HOW TO OPEN/PRESENT:

1. Say everyone's name as they come in. Ask people where they are. Ask people for a view out their window. Ask people to talk about an object in their space



2. Get people interacting in the chat room immediately
3. Pin the face of the person you want to watch. If the host pins a face, we will all look at that person more
4. Tech host should be actively speaking to people and chatting links and tips throughout the session
 - a. Have people vote on who has the best lighting in the chat room
 - b. Have people vote on whose haircut looks best
 - c. Have people say what their longest period of being in confinement is
5. If someone breathes and looks like they are going to speak, welcome them in

DELIVERY TIPS:

1. Consider a more interesting wall behind you with items that could be conversation starters
2. Face a window or put a light behind your laptop
3. Gestures that look good: key point, karate chop, open palm, closed pincer, open pincer. Gestures come up firmly and then get released
4. Make sure your shoulders are visible
5. Do not touch face, hair, or clothing
6. Look into the lens when speaking
7. Try not to hold slides up for longer than 30 seconds