

# **Own the Zoom**

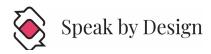
## BEST PRACTICES FOR EFFECTIVE AND IMPACTFUL VIRTUAL MEETINGS

#### **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