

2020

7 SUCCESS
PRINCIPLES
of virtual speaking
by Liz Hatton

Your speakers are the main attraction to your virtual event

When presenting from a remote location use these tips to set them and you up for a successful show:

PRE-PRODUCTION

Distribute your event ppt template. If your speaker is external, then a contract or written agreement should be exchanged. Your speaker should send you their bio, title, social

handles and photo. Speakers should ensure that they have permission to show any video content and that their materials are original or properly licensed.

CONTENT

Your speaker slides should start with a hook, tell an engaging story and end on a high note or call to action. Make sure your producer receives these at least 2 days prior to the event. Slide format should be a light

background with a dark font and at least 24pt. Keep your graphics simple as well as any animations. Memorize your slides so that you can improvise incase of any tech glitches.

FORMAT

A great moderator is recommended and will safeguard your show running to time, keep the tempo up and ensure speaker transitions run smoothly. If your speaker is presenting with a partner or panel make sure they practice together at least once before your tech rehearsal. Nervous or camera shy presenters

may prefer a webinar format, or that you pre-record their session or do a simulate live. Plan to have some default Q&A prepared as a back up. Participation is key so put the interactivity functions like polling, raising hands & chat to good use but don't use them for the sake of it.

PRODUCTION VALUES

Have a broadcast mind and elevate your virtual event from a zoom meeting. Platform design, use of

lower thirds, virtual backdrops and picture in picture can visually optimize your output.

THE TECHNICAL REHEARSAL

1 week prior to show set up a rehearsal with your speaker. More than 1 rehearsal may be necessary. Run through the platform functions (chat, Q&A, polls). The camera should

be positioned straight on with lighting from the front, the audio should be clear. If the existing technology does not come up to scratch then speaker presentation kits (mic, camera,

lighting) are reasonably priced and can be mailed out in advance. The internet connection should be tested. A wired connection direct to the modem/router is preferred but if the presenter must be on WIFI they should make sure that nobody else in the house is using it at the same time. Speakers should use the same

computer for the rehearsal that they will use for the show. Test their presentation timing and ensure there is enough time for any Q&A. Give a 3 min warning before time is up. Plain clothing is recommended - no stripes or patterns!

6 THE SHOW

Speakers will have received a final live stream link and should reboot their computer a few hours before the show so any updates are completed. Make sure there will be no interruptions and disable all notifications. The use of headphones are preferred. Print out the slides as a backup and have a glass of water

handy. Speakers should check in to the show 15 mins in advance of the scheduled broadcast time and the producer will cue them in when they are due to go live. Don't forget to look at the webcam to make eye contact with your audience. Smile, relax and enjoy it!

7 POST SHOW

Send a thankyou, share audience survey results and event metrics.

This data helps us all improve for the next time!

Liz Hatton

Experiential Event Producer
& Project Director



Liz has built an impressive career that started in London in the entertainment industry working with A-list talent.

She has spent the last 15 years fine-tuning her event skills, creating and managing global experiential campaigns for some of the world's most innovative and creative brands.

From C suite seminars, red carpet galas and global concert tours, to virtual multi-layered conferences, Liz has executed all with grace, experience, integrity and a smile.

An import from the UK, Liz now lives in NYC.

www.lizhattonnyc.com

LET US HELP YOU MAKE YOUR EVENT VIRTUAL

Thomas Serrano

President

“Our mission did not change because of Covid-19.

We will continue to listen, innovate, re-think and challenge ourselves until we deliver a meaningful & memorable experience on line or not.”



For more information
visit our website
eventsexclamation.com



Contact us
for free consultation at
info@eventsexclamation.com