

Tear it Apart and Make it **Better**
Get the Most Out of Your
Virtual Meetings

MARKETING EVOLUTIONS

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Meet Your Trainer & Facilitator



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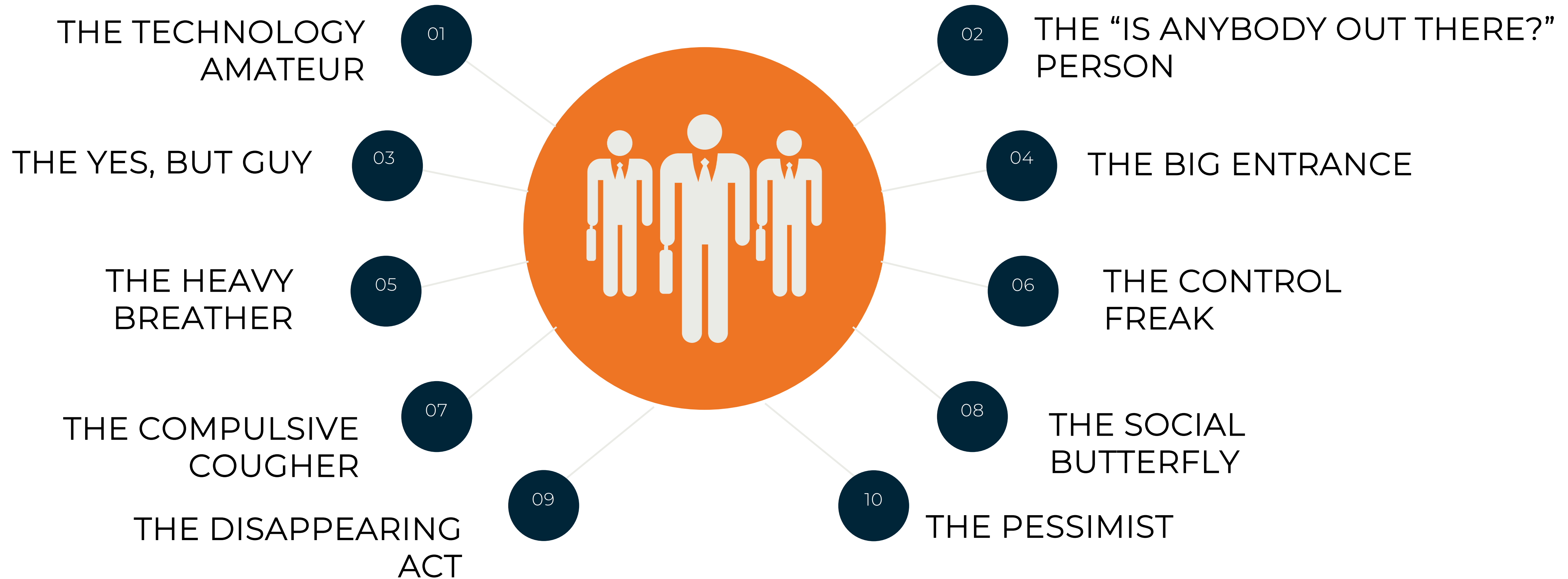
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Why people hate conference calls



Don't be one of these



1. AGENDA



1. Agenda



Meeting Agenda Template

1. Purpose

Why are we having this meeting

2. Desired outcomes

Specific results that will be achieved during this meeting

3. Agenda

Agenda items—information only, for input, or for decision

Don't forget to set expectations: Video On?

2. DRESS





Poll

HOW DID YOU DRESS ON YOUR LAST VIDEO CONFERENCE CALL?

1. Didn't think about it.
2. Dressed as if I was in person.
3. Dressed from the waist up.
4. Didn't turn my camera on – because I didn't shower.

2. Dress the Part



audio only



with video



2. Dress the Part



2. Dress the Part



MAKE SURE YOU LOOK CLEAN, PUT TOGETHER, AND PROFESSIONAL.

Certain visual cues, such as stains and wrinkles in your clothing, shouldn't be visible on your outfit during your video conference.



These will create a distraction, as well as leave a negative impression

WHAT ABOUT A MORE CASUAL DRESS CODE?



If the environment is more relaxed try:

- Pullover sweaters or cardigans
- Less structured tops
- Khakis or formal, dark-washed jeans

COLOR: WHAT WORKS

Typically, neutral or pastel tones are flattering, especially cool-toned shades of blue.



But, be sure to stick to colors that look the best on you and boost your confidence level.

COLOR: WHAT TO AVOID

Avoid overly bright or extremely dark colors. They may interfere with image quality.



Avoid any colors that are too similar to your skin tone or any color that blends in with the background. This can cause the dreaded “floating head” effect on camera.

JEWELRY: WHAT TO AVOID

Avoid jewelry that's overly sparkly to the point that it's catching the light and creating a disco ball effect around the room.



Avoid jewelry that make noise when you move, such as layered bracelets or dangly earrings.



3. PRACTICE





Poll

What virtual meeting platform do you use most?

1. Zoom
2. Microsoft Teams
3. Go-To Meetings
4. Webex
5. Google Hangout
6. Other

3. Practice



The screenshot displays the Microsoft Teams application interface. On the left is a navigation pane with icons for Home, Chat, Meetings, and Files. The main area shows a chat window for a team named 'Contoso IT - Hardware'. The chat history includes messages from 'Allen Ouyang' and 'Lidia Holloway'. A video call window is overlaid on the right side of the chat, showing a woman with long dark hair smiling. The Microsoft logo is visible in the top right corner of the application window.

How to use Microsoft Teams (2019)

Full demo and tutorial experiences for chat, files, calls and meetings

2:14

15:40

3. Practice



TESTING,

TESTING,

123



3. Practice



3. Practice- Camara



3. Practice-Lighting and Background



Professional Setting / Natural Lighting & Neutral Backdrop

4. LEADER



4. Leader



5. ROLES



5. Roles



6. CALL IN EARLY



6. Call in Early



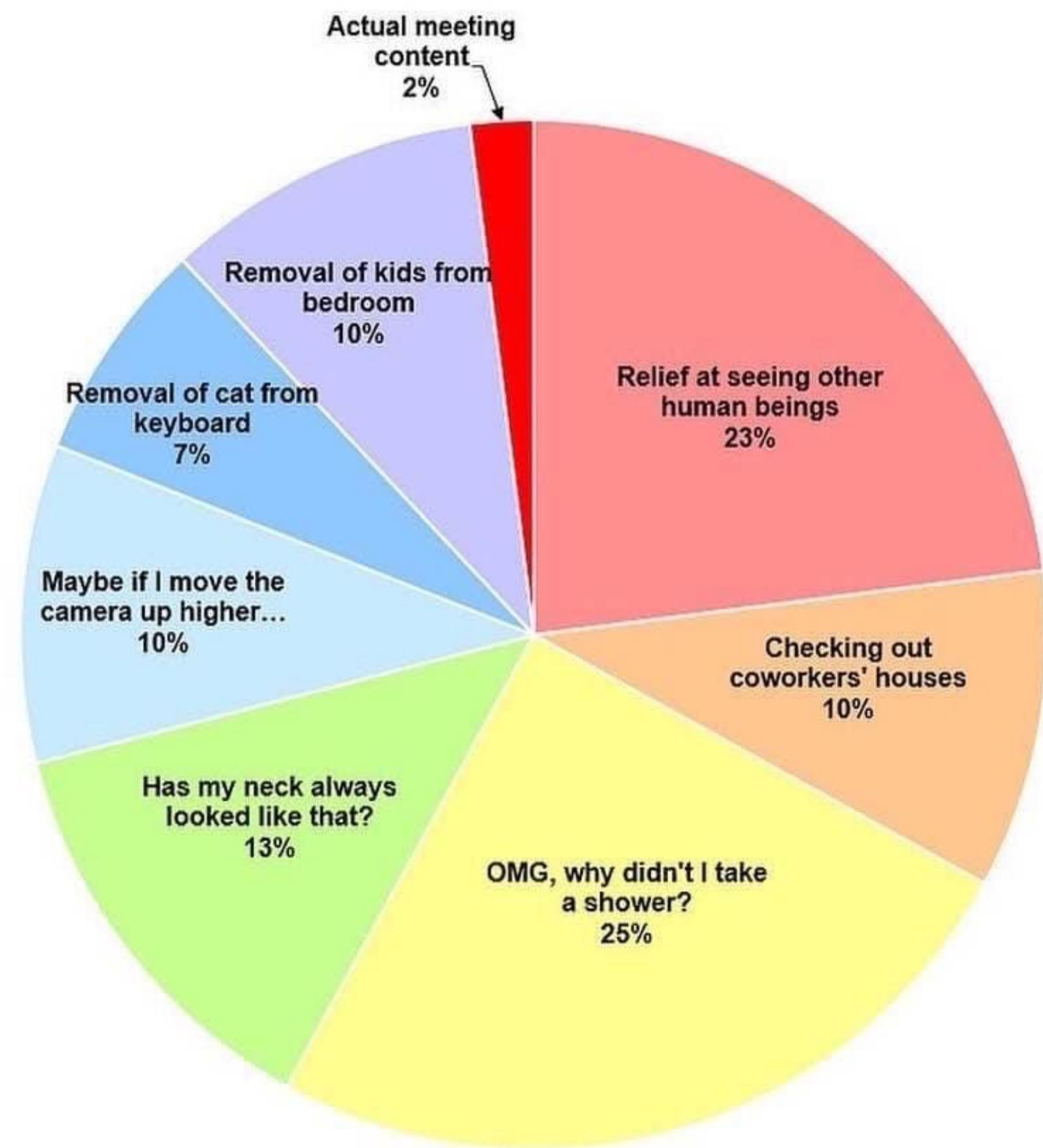
7. MUTE YOUR LINE



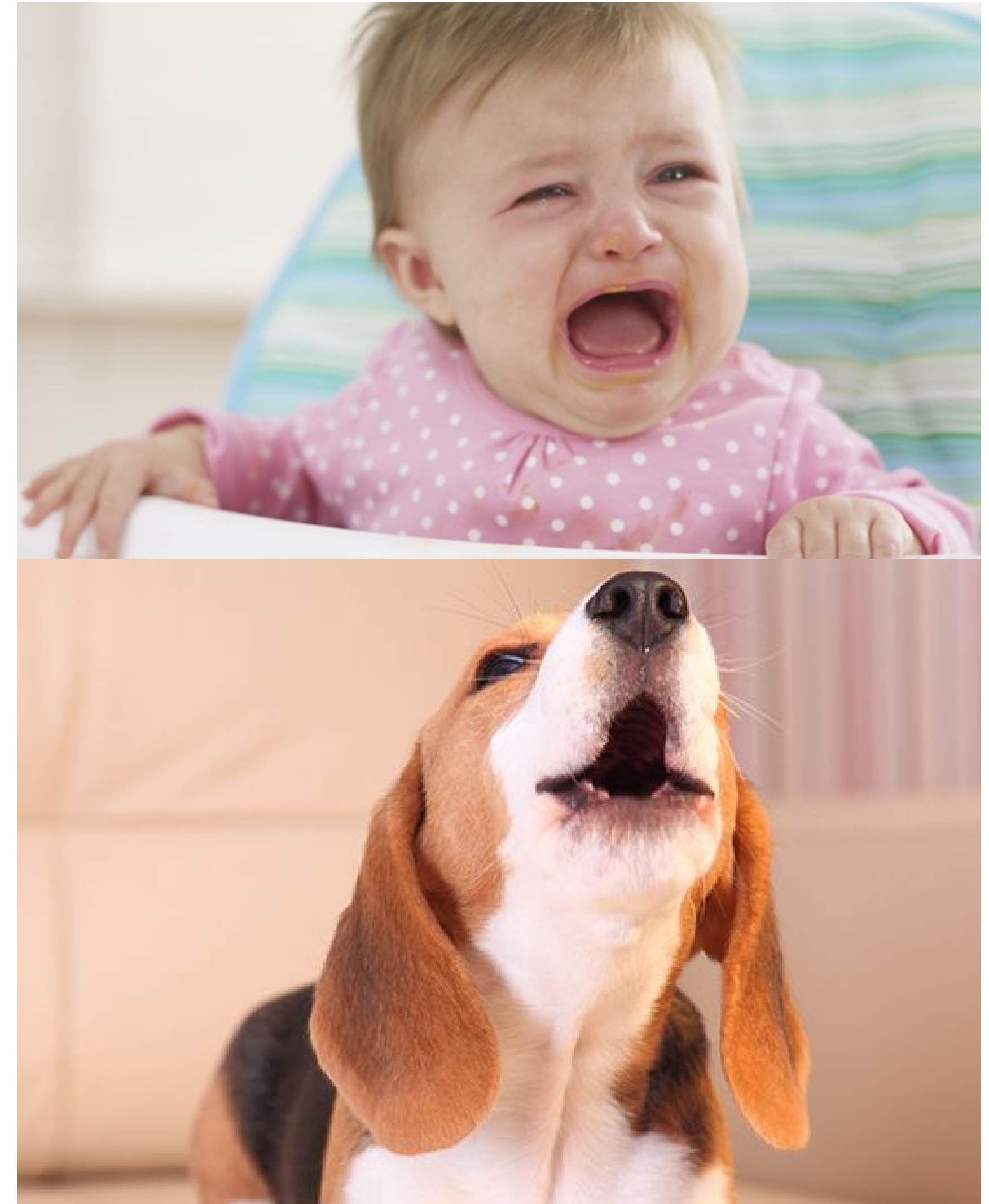
7. Mute Your Line



Diagram of Zoom Meeting Attention Span



Biggest complaint of participants is background noise!



8. ANNOUNCE YOURSELF



8. Announce Yourself



HELLO
my name is

Inigo Montoya
You killed my father
Prepare to die

withaker

9. LISTEN / BE PRESENT





Poll

When it comes to multi-tasking during a conference call, what are you doing?

1. Checking Social Media
2. Going to the Bathroom
3. Eating / Making Food
4. Checking Emails
5. Exercise



General Population

According to InterCall:

1. Checking Social Media (44%)
2. Going to the Bathroom (47%)
3. Eating / Making Food (55%)
- 4. Checking Emails (63%)**
5. Exercise (26%)

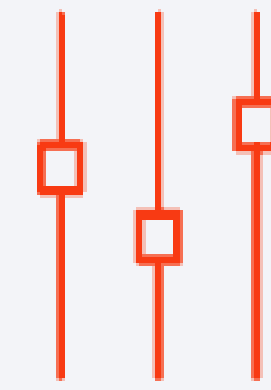
10. EXPAND YOUR VOICE



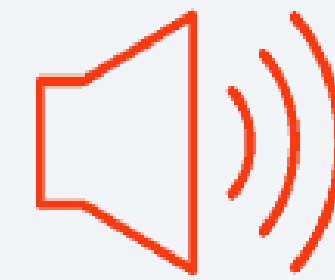
10. Expand your Voice



10. Expand your Voice



Pitch



Volume

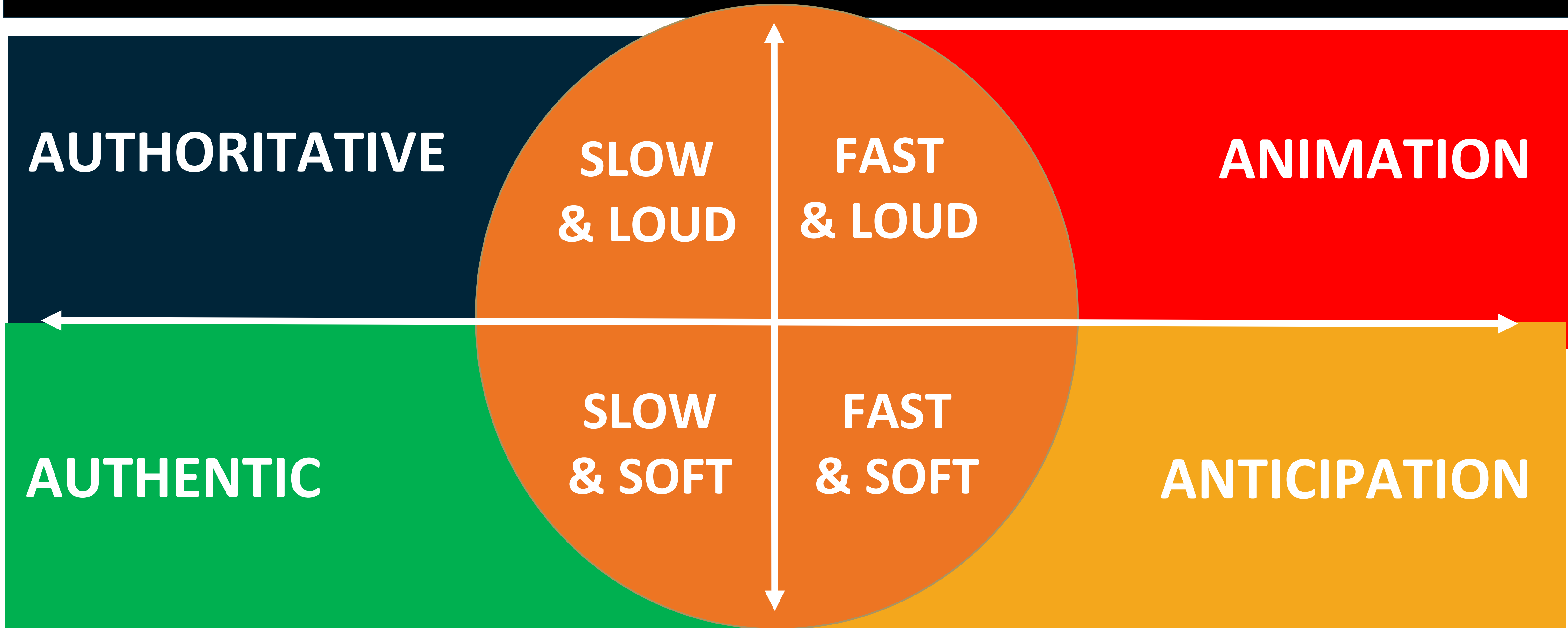


Pace



Timbre

10. Expand your Voice



VOCAL VARIETY HELPS EXPRESS EMOTION – DETERMINES PERSONALITY CHARACTERISTICS

10. Expand your Voice



Really Like Right
Uh-huh
Cool
You-know Hmmm Seriously
Got-it
Yeah OK Gotcha^{Um} ahhh So
Basically

CONFIDENCE IS KEY



**NO
WIMPY
WORDS**

Try
Hope
Think*
Might
Could
Maybe
Should
Believe*
Possibly

11. BE CONCISE



11. Be Concise



12. QUESTIONS & RECAP



12. Questions & Recap



“

COMMUNICATION WORKS
FOR THOSE WHO WORK AT IT.

– *JOHN POWELL*



questions?

Feel free to call
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