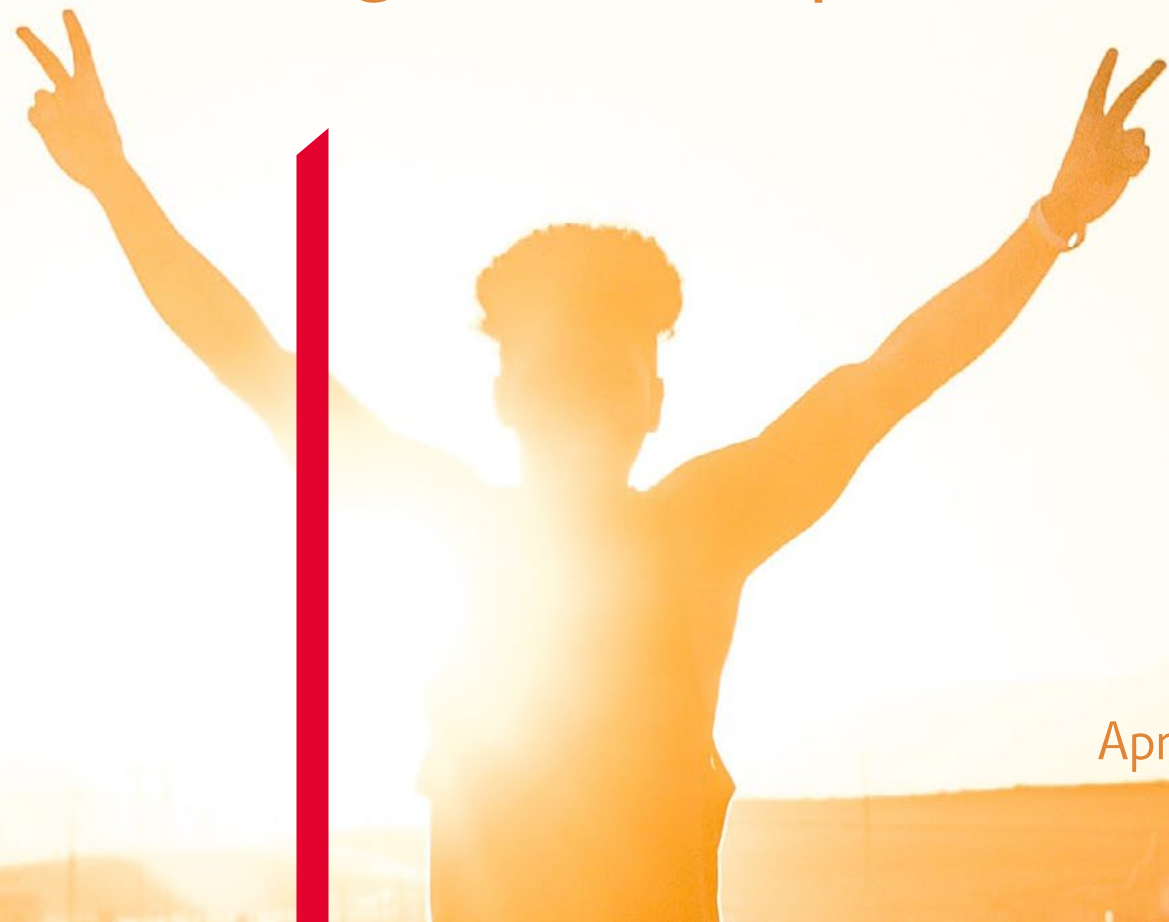




HOW TO **WIN WORK** FROM HOME

Using video conferencing and virtual presentations



April 2020

With the world coming to terms with remote working we have seen a significant shift in how we engage with prospects and clients in a tender scenario.

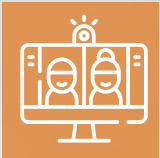
Many of our face to face meetings and presentations have been replaced with video conferences or virtual presentations. If you are currently working on a tender and have been asked to engage with the business virtually, you need to consider how you prepare for and act in virtual meetings.

To help ensure you keep virtual meetings engaging and effective follow these simple tips.



1

GET OFF ON THE RIGHT FOOT - TECHNOLOGY AND LOGISTICS



There are multiple platforms you can use, consider if you are using **the most suitable one for your needs and those of your client**



Ensure your Wi-Fi connection is strong enough to ensure no lapses, also have your mobile to hand so you can switch to the hotspot if required



Allow 10 minutes before the video conference to set up with your materials, a glass of water and make sure you are comfortable.

Make sure your videocamera is set to focus on your head and shoulders and that you optimise the lighting. If your video-conferencing tool allows, you can also 'blur background' as appropriate.



Create an agenda and stick to it; if you have been given an agenda by a client make sure you address all the points. It's usually a good idea to share the agenda in advance where you can.



Make sure participants can see you and your presentation, your slide deck doesn't sell your solution, you do



Ask everyone on your team **to stay on mute** unless they are currently presenting or answering a question



Dress as if you were pitching in person.

Wear appropriate business attire, you are still representing your company/organisation even if you are in your kitchen.

2

MANAGE YOUR MEETING CONTENT



Think **carefully** about the content your audience really needs to hear and make sure the key points are up front and clear



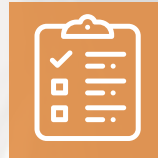
If you have a lot to cover in a meeting **split the content/ questions up into small sections** and agree in advance who will lead on each section



Use a verbal '**baton**' for **speakers**, so you can hand the baton to the next speaker and avoid people talking over each other (using names is a simple and effective way of doing this)



Slow the pace of your content down to make it easier for people to follow and ask questions as you go. 'Chunk' the information, allowing for key points to be digested. Remember you will not be able to pick up on the visual clues that would normally cause you to pause for a question



If you feel more comfortable with a script, try to keep it to **bullet points**. If you must have more detail, script in the words you would speak, not the ones you would write - this will help you be more engaging



Make good use of the chat function for people wanting to raise questions as you talk. This will ensure you answer all their questions and help you manage sound delays, awkward moments and interruptions make sure you flag this at the start



Make a point of regularly checking if what you have said is clear or if anyone would like further clarity on topics you have discussed - keep checking back in with your audience to ensure they are following what you are saying



Ask questions of your audience or use their names as you go to keep them engaged

3

ADHERE TO BEST PRACTICE



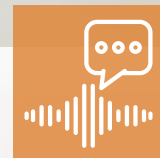
Presentation dry runs - make sure you test the technology and rehearse with your team before the call with the client, get used to the time delays and video lag before the presentation so this doesn't throw you off your game. Consider asking someone to listen to your content over the video conference and give you feedback



Avoid long presentations as people's attention span is reduced significantly in virtual meetings - you don't want them checking their emails



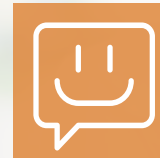
Don't have unnecessary people on the call and try and have a balance with the client. Ensure you know who all participants are and their role in the decision-making process. What is the key issue for each of them? Make sure you respond to that somewhere in the presentation.



Rather than just sending your slides after the presentation, **record your pitch and forward that on to the attendees.** NB: make sure you get the client's permission for the recording.




Remember, **you are visible to the whole audience** for the duration on your meeting. Your facial expressions are close up and in full view of the camera, so remain focused and engaged throughout



Follow up after the call with a thank-you and summary of next steps. Include a link to the recording of the presentation and/or a copy of the slides.





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