

Live Speaker Success Best Practices

GENERAL

- Do not prepare a script, it's always better to sound natural. We recommend preparing a few notes instead.
- Speak as clearly as possible without speaking too slowly or too quickly. Avoid dramatic pauses as they tend to not translate well in a virtual setting.
- PowerPoints can be helpful to keep attendees engaged but are not necessary. If you do want to use a PowerPoint, make sure that each slide has only a few words so that they are easy to read (also, pictures are more captivating!).
- Hand gestures are always welcome, they are a great way to engage in a virtual space. Some examples are counting on your fingers when explaining you will cover three topics or giving your fellow speaker a thumbs up when you agree with them.
- Keep introductions short, it's always better to get right into the topic(s).
- Try to change the content format as much as possible every 5-10 minutes to keep attendees listening. Rotate from facts to telling stories, to quoting etc.
- Please make sure you have the most updated version of Zoom, you can check this by going to your setting and clicking on updates.
- If possible have all speakers choose the same, simple virtual background. Simple backgrounds that are easy on the eyes cause less fatigue and allow attendees to better retain the information they are receiving. Also if speakers all wear similar colour tops, that's helpful. If they have done a pre-recorded session, they can all wear the same top they wore when they were recording so that attendees can easily recognize them.

ZOOM FEATURES

- **Screen Share:** Decide who will be screen sharing if you have slides or videos. You will need to be given co-host privileges so remember to let the Matchbox support staff member know you plan to screen share. To screen share:
 - 1) Have your application open (ie: PowerPoint) on your computer.
 - 2) Tap “share” in the meeting controls at the bottom of the screen.
 - 3) A popup will appear with options including desktop 1 (mac), screen (PC), whiteboard and whatever applications are open on your computer.
 - 4) Choose the application you want to share and click “share”. If you are sharing a video also check “share computer sound” and “optimize screen share for Video Clip” at the bottom of the popup window.

- **Chat Function:** The chat is great for Q&A with the whole participant list, additionally you can use it for private messages to keep track of time etc.

FACILITATOR / MODERATOR

- These roles are important in keeping the session running smoothly. They help organize attendee engagement and offer support for the speakers. In short, they take note of what activity is going on in the session so that presenters can focus on the content they are presenting.

- Decide who the facilitator (or discussion leader) and moderator will be.

- Whoever is kicking off the conversation (usually the facilitator) should begin by reminding the attendees to mute themselves / turn off their video or instruct them otherwise depending on the ideal engagement and desired outcomes of your session. They should also explain the engagement process (ie: using the chat, Q&A, raising hand function etc.)

- Decide who will be keeping track of time (usually the moderator).

- If you are alone presenting, it can seem like a lot, but not to worry! Set a timer on your phone to keep track of time and have the chat open on the right-hand side of your Zoom screen so you can monitor the conversation and any questions.

WEBINAR

- A webinar differs from a Zoom meeting in that the attendees do not have audio or video. They do have a Q&A function so that the speakers can easily see and answer attendees' questions. Webinars tend to follow pre-recorded sessions and serve as a platform for the speakers to hold a Q&A.
- The main purpose of choosing a webinar is to facilitate a discussion amongst a group of panellists or give a presentation, usually followed by a question and answer period.
- It's very important to not click the "Broadcast" button when in a webinar. Our Matchbox staff member will click it when you go live. Before hitting broadcast you are "behind the scenes" and able to practice and get organized.
- **Q&A Function:** This is a unique feature of a webinar, it's much easier to manage than the general chat and a helpful tool to keep the facilitator organized if your session involves a Q&A period.

ZOOM MEETING

- **Breakout Rooms:** This is a unique feature of a Zoom meeting and a great feature if you want to split attendees into smaller groups for a discussion period.

ENGAGEMENT

- If you have run out of time for questions/comments ask your speakers to leave their contact information so that attendees don't feel disappointed.
- Engagement can be done in many ways through the Zoom features:
 - Playing a short video and asking a question, where attendees respond and react in the chat.
 - If you would like attendees to use video and speak out loud, use the raise the hand function, the facilitator can manage this so that attendees are not interrupting each other.
 - If you encourage questions and comments in the chat, make sure the facilitator is keeping an eye on the chat and taking note of the questions so that none get forgotten.
 - In a webinar, the Q&A function can be used to organize all questions being asked, the facilitator can read the questions out loud (attendees can

not see them) and then mark them as answered so they don't miss any. This can follow a presentation or be every 15 minutes between speakers presentations.

- Breakout rooms can be used to facilitate more intimate conversations, ask each group to chose a leader who will report back. This can be done after a presentation, instead of, or followed by a Q&A depending on time restrictions. The speakers and facilitators can jump in between rooms and check on how the discussion is going.