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COMMUNICATIONS • BUSINESS DEVELOPMENT • MARKETING

Tips to improve your zoom meetings, webinars and podcasts



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Overall

1. Keep it short. Less is definitely more if you want to keep people's interest and be sure they remember the key points.
2. Prepare the key points and messages you want to get across so you don't miss anything out. Keep it to just 4 key points.
3. Create a structure for the information for the session. Having a pre-meeting or a quick practice is a great idea. This means everyone understands what will happen during the session and where they need to come in.
4. If you have two or three people involved, make sure you all know exactly when to join in so people do not talk over each other. The fewer people there are the better the clarity during the recording.
5. Scripting sounds artificial. It is better to have a list of the points you want to make in the order you want to make them. In other words, everyone has an outline of the session with key points.

Preparations for the session

1. It is best to record in a room with plenty of soft furnishings. This stops sound echoing which is a big problem.
2. If you have a microphone, or headphones with a mic attached, you will get a better sound quality.
3. In terms of your picture, be critical about your lighting. Avoid shadows across your face and don't have a window behind you as you will look dark. A window in front of you can help.
4. Ring lights are designed for online recordings and are very cheap on Amazon. They start at around £16. If you want a good one, which is a bit more expensive, but has a phone holder too and can change the colour tone to improve your look, then try this one [click here](#)
5. Be critical of the angle of your picture. You should be looking straight ahead. This may mean raising your computer so it is level with you.

Structure for the session

Here is a suggested format:

1. Explain who you are and where you are from, briefly.
2. Explain the purpose of the session and the topic. What are you going to cover?
3. Who is taking part and why are they there ie their expertise. Keep this very brief. People will remember one sentence.
4. Introduce the session
5. Move on to your content. Ensure that it is clear. The points need to be well laid out and flow logically.
6. At the end, summarise the key points.
7. Q and A session if appropriate
8. Thank any contributors and say where and how they can be contacted.
9. Are there any resources available that people can download from your website or by emailing you?
10. Suggest any further events or initiatives.
11. Thank listeners and say what is coming next time, if appropriate.

Follow up

If it is a live session, then follow up with the attendees immediately, whether that be by email, or by phone. The hour after the session is when they are most likely to buy from you or want to have a meeting. They will be flattered that you have contacted them and they will feel that you are familiar already.



Rebecca Harding, Saltwhistle

Rebecca is Worldwide Chairman of the Society of Women Writers and Journalists and was previously Vice Chair of the Chartered Institute of Marketing. She is ex Andersen and her clients have ranged from individual barristers to tiny, regional firms; from Norton Rose Fulbright to Smith and Williamson; from Deloitte to WPP and Wunderman Thompson.

If you'd like to about talk your communications, marketing, business development or any current problems you have, then please email Rebecca@saltwhistle.global and let's have a chat.