

Patricia FRIPP®

How to Present and Teach in the Virtual World

Frippicism®:

*Technology does not
run an enterprise;
relationships do.*



How to Present and Teach in the Virtual World

Business and educational professionals know that whenever you open your mouth, whether you're talking to one person or one hundred, you want to get your message across. What's the best way to do this when you deliver a virtual presentation?

These strategies for presenting virtually will help you get your message across, maximize your impact, and catch and keep the attention of remote students and audiences.

Nothing Happens If You Don't Understand the Technology

1. Educational and business entities use different technologies. They include Zoom, WebEx, GoToMeeting, and Teams. Even a seasoned presenter who is superb at delivering live presentations can find the shift nerve-racking.

Become familiar with your system. Make sure your environment is tidy behind you. If you use Zoom, you can upload images that can be branded to your organization. However, you must have a green screen behind you. If you do not, you will often disappear into the background when you move.

Invest in a professional microphone to improve the sound.

Let there be light! Depending on the room you deliver from and the time of day that light changes, you will be best served if your window is in front of you. Invest in additional lights.

The best connection will be wired. If you have a wireless connection and a large audience, you will have more problems.

Close every open program and application in the background. Presenting virtually requires a large amount of bandwidth.

Negotiate with family members not to be online or streaming videos when you present.

In the Beginning

2. Use looping slides. Once your audience tunes in, how do you make sure they are entertained and feel involved even before the program begins? A series of looping slides is the best way to welcome virtual audiences to your webinars.

Looping slides are a great way to convey important information and keep attendees entertained while they're waiting for your presentation to begin.

These slides should communicate the following: when the session will begin; the conference dial-in number; your photo, name, and title; what the audience is going to learn; and what to do in case of problems.

You can also include quotes about the content they will be learning.



3. *Your other option is to open the meeting early.*

This way your audience or students can greet you, ask questions in the chat, or tell you where they are from. Naturally, you have the option of doing both.

4. *Think Hollywood!* Be creative in your use of visual appeal. In a live presentation, you would tell stories and give specific examples. In a web presentation, you'll need even more visuals to engage the audience.

Use more slides than you would in a face-to-face presentation. An easy way to do this is to reveal bullet points one at a time as you bring them up, rather than all at once before you discuss them. This is a "build" in your PowerPoint. Using mostly visuals and little text is even better. Keep it simple, keep it moving, and interact often.

Build Your Presentation

5. *Plan your structure.* Outline your presentation on paper, white board, or a flip chart before you build the PowerPoint presentation. The creative process is messy. Your PowerPoint and visuals are tidy. It's better to have fewer points and illustrate them well.

Be sure to cover these steps:

- Introduce your learning objectives.
- Reinforce the benefits of knowing this information.
- Explain the agenda and timing of your session. When will you include Q&A and interaction?
- Add any logistics, and explain how your students and audience will interact with you. Incorporate polls, chats, and any interactive tools associated with your platform.

6. *Turn on your webcam to welcome your audience.* If you want to turn it off while you interact with the slides, fine. Turn it back on, however, to answer questions, to let them know what action to take next, and to thank them at the end for their attention and interest. Your last words linger. Your final comment must be memorable and reinforce your main message.

An example is, "Remember, there is no greater skill than . . ." Or, feel free to use, with my blessing, what I often say, "Remember, habits are like railway tracks. They take a long time to put into place. When there, they will take you anywhere you want to go."

7. *The purpose of your opening is to arouse interest in your subject.* Open with a grabber slide, a visual that will grab your audience's attention. Then, "Welcome to . . ." (the event, class, or learning experience).

After the grabber slide and the welcome, it's up to you to engage the audience immediately with a powerful and relevant hook that includes the word "you."

A catchy fact: "It may interest you to know that . . ."

A startling statistic: "Would it surprise or shock you to know . . ."

An intriguing challenge: "Nine months ago you enrolled in . . . You are now in the exciting position to . . ."

Strong openings grab your audience's attention, and then it's up to you to keep it. It's less effective to start with "Good morning," than it is to say, "Welcome! You are in for a treat! You are about to learn . . ."

As you introduce the session, sell the listeners on how they're going to benefit. Keep them glued to their screen. The world is full of students and adults with short attention spans.

8. *Introduce yourself next.* Only after you've sold the session should you introduce yourself (unless someone else introduces you). Do not introduce yourself first. You'll need to say something your listeners care about before they will care who you are.

Forge an Emotional Connection

9. Use a high “I-You” balance. The most powerful communication combines both intellectual and emotional connections. An intellectual connection appeals to educated self-interest with data and reasoned arguments. Emotion comes from engaging the listeners’ imaginations, involving them in your illustrative stories by frequent use of the word “you,” and answering the unspoken question, “What’s in this for me?”

For example, don’t say, “I’m going to talk to you about presentation skills.” Instead say, “In the next fifty-six minutes, you will learn the six secrets of making every presentation a success, the four benefits of effective presentations in your careers, and the three mistakes most speakers make until they know what you are about to learn.”

10. Build in interaction. Depending on the technology you use for your web training and the format of your class or program, make sure you interact with the audience when it’s most logical. A simple method is to find that logical place and time, then stop and ask, “Based on what you have heard so far, what are your questions?”

11. Use memorable stories. People rarely remember your exact words. Instead, they remember the mental images that your words evoke. Support your key points with vivid, relevant stories. Help them make a movie in their heads by using memorable characters, exciting situations, dialogue, and humor. With a combination of your examples and visuals, it will be a memorable presentation.

12. Use effective pauses. Good music and good communication both contain changes of pace, pauses, and full rests. Pauses mark the time when your listeners think about what they have just heard.

If you rush on at full speed to cram in as much information as possible, chances are you will lose your listeners.

It’s okay to talk quickly, but whenever you say something profound or important or ask a rhetorical question, pause.

13. Avoid filler words: “Hmm, ah, er, you know what I mean?” In webinars and virtual meetings, filler words sound even more prominent than in person. Are you using them? Why not get in the habit of rehearsing and recording your presentations? Review the replays of past sessions. You will not improve what you are not aware of. As the actor Michael Caine has said, “Rehearsal is the work; performance is the relaxation.”

Before Closing

14. Review and assume there are questions. As with an in-person presentation, always review your key ideas with a virtual audience before concluding. Then ask, “Before my closing remarks, what questions do you have?”

15. Tell them what to do next. Emphasize what the audience should do once the virtual training is over. Be clear what their next logical steps should be. Send them off energized, focused, and ready to take action.

16. End on a high note. Your last words will linger. Make sure they are your own, are powerful, and don’t quote anyone else.

Excel in virtual presentations and webinars, and your reputation will be magnified.

Good luck. Remember, your last words linger!

“ The most powerful communication combines both intellectual and emotional connections. An intellectual connection appeals to educated self-interest with data and reasoned arguments. Emotion comes from engaging the listeners’ imaginations, involving them in your illustrative stories... ”

Patricia Fripp® , CSP, CPAE is a Hall of Fame keynote speaker, executive speech coach, sales presentation skills consultant, and online learning expert.

In Ms. Fripp’s career, she has delivered over 3,500 presentations, as well as hundreds of virtual presentations. Companies hire Patricia to help them drive more business by polishing their sales conversations and presentations and to help leaders inspire action and build commitment through their words. Clients of her speech coaching include corporate leaders, technical and sales professionals, and seasoned professional speakers. Her online learning platform—FrippVT® *Powerful, Persuasive Presentations*—is embraced as a “must-have” by speakers and companies worldwide.

Meetings and Conventions magazine named her “One of the 10 most electrifying speakers in North America.” *Kiplinger’s Personal Finance* wrote, “Learning presentation skills from Patricia Fripp® is one of the best ways to invest in you.”

She is the author of three books and co-author of four more. Patricia’s latest is *Deliver Unforgettable Presentations with World Champions of Public Speaking*, Darren LaCroix and Mark Brown.



Patricia FRIPP®

Memorable Messages • Powerful Presentations • Successful Sales

Rave Reviews

"We consider the investment in Patricia's speech coaching of our technical experts a 'must-have' part of our events. Presenter training has gone from mandatory to sought-after. Her decades of presentation and coaching experience are obvious, as well as her genuine passion to see our speakers do well."

- Greg Smith, Vice President
Product Marketing at Nutanix

"As a seasoned speaker, being coached by Patricia Fripp® has helped me deliver my game-changing message with more power and eloquence. My client testimonials and feedback prove it."

- Ron Karr, CSP, Bestselling Author, Past President
National Speakers Association

*Frippicism®:
Want to build rapport?
Turn on your webcam.*

"Every year, my appreciation for you grows stronger! With great enthusiasm and reliability, you have proven yourself to be an integral part of our annual conference and a favorite among our members."

Given the virtual environment, your speaker training program has become more important than ever. Our presenters greatly benefitted from the strategies and wisdom you shared, ensuring greater quality in every one of our workshops.

Your speech coaching, influence, and impact on our speakers and leaders shines through everything we do. Thank you so much for being an important part of our success."

- Dan Maddux, Executive Director
American Payroll Association

"I wanted a Super Bowl quality coach. Even for an experienced author, Patricia Fripp®'s help in coaching and scripting was world class. With Fripp on your team, you can go places."

- Don Yaeger
11-Time New York Times Bestselling Author

Patricia Fripp®, CSP, CPAE

www.fripp.com | www.frippVT.com | pfripp@fripp.com | 1 (415) 753-6556