PALO ALTO IGNITE21 VIRTUAL PRESENTATION TIPS
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- You can't begin preparing too early.

- Become confident in using the technology.

- Make friends with your webcam.

- Welcome your audience.

- Begin with a strong opening.

- Create an emotional connection with your audience.

- Use "you-focused" language.

- Smile: When you begin, close, and transition to your co-presenter.

- Script your beginning, transitions, and close.

- Project energetic intimacy.

- Defend your slides. Do you really need that many?

- Be aware of cognitive overload.

- Close with a call-to-action. What do you want your attendees to do next?

- Rehearse, rehearse, rehearse.

- Get help! Book time with Patricia Fripp. www.fripp.com/nutanix Password NTNX2021

- Find your name and session in the dropdown menu.

- Meet your deadlines… please.

- You do not have to be perfect… be personable.

- Your audience will forgive you for anything… except being boring.

- Preparing your presentation for a virtual presentation requires the same preparation, structure, and wordsmithing as an in-person presentation.

- The best internet connection is wired, not wireless. If you have a wireless connection and a large audience, you will have more problems.

- Before you present, close every open program and application you are not using on your computer. Presenting virtually requires a large amount of bandwidth.

- Invest in a professional microphone to improve the sound.

- Let there be light! If you are not recording in a studio, Nutanix will send you additional lights in your production kit.

- If you present from home, negotiate with family members to stay offline when you are online.

- Engage your audience with "you-focused" language. "It may interest you to know that…", "If you have experienced…", "You can feel confident…"

- As you introduce the session, convince your attendees how they're going to benefit.

- "Welcome to (name of your session)."

- "You are in the right place if you are interested in…"

- "I am (your name) and in my role as (title), every day I…" (how does your role help Nutanix customers?).

- "You will also be hearing from…" (co-presenter, partner. Build their credentials).

- "You can look forward to learning/hearing/better understanding/being introduced to…" (this is a much more interesting way of saying "this is our agenda").

- Review your key ideas before transitioning to your partner.

- "Now that you understand the 'why', to demonstrate the 'how', Roger over to you."

- An introducer or first speaker can say, "You are in for a treat. You are about to hear from two industry experts who will each share their unique point of view." Only an introducer/first speaker can mention their accolades, awards, and what they have earned the right to be proud of. Nobody is going to say, "I have thirty years of experience and am considered a thought leader. When I was quoted in the *Wall Street Journal*, I said..."

- This is a good practice for two reasons: the professional introduction gives more credibility to their remarks and elevates your event.

- Comfort comes from knowing your subject and a well-crafted script that is internalized.

- Your real connection is with your webcam. Be sure to smile at the beginning, when you listen to questions, when you close, and as you transition to your co-presenter.

- Your goal is to create an energetic intimacy with each member of the audience. Beware of distractions before and during your presentation. Rehearse your presentation with the technology.

- Just as with an in-person presentation, use a high "I" vs. "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 listener's imagination, involving them in your illustrative stories by frequent use of the word "you," and answering the unspoken question, "What's in this for me?"

- 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 your audience will remember less.

- Cognitive overload is a situation where the presenter or technical expert gives too much information simultaneously, resulting in the audience being unable to process this information. This is the same with too much information on each slide without "builds." In this situation, the language processing demands of an activity go beyond the language processing limits of the learner. It produces anxiety and stress, as well as affecting learning.

- Avoid filler words (ums, ahs, you know) — they are more obvious virtually.

  Before your close:

- Just as with in-person presentations, always review your key ideas with a virtual audience before concluding. In smaller meetings with interaction, ask "Before my closing remarks, what short specific questions do you have?" If this is not possible, after your review say, "At this point you may be wondering…," or "At this point I am usually asked…," or "My most frequently asked question is…"

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

- "Thank you for your interest in… (your subject). When you talk to your colleagues about this session, and please do, tell them (review your key ideas). Be sure to…" (take a test drive, book a demo, or talk to your account manager).

- Your last words linger. "Remember… (the number one key idea of your session)".

- Your virtual presentations are likely to have a much larger audience than in person. You have an awesome responsibility! Good luck! Remember, you can't begin preparing too early!