IS ANYONE OUT THERE?
Speaking to a Remote Audience
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Session # 9783
When you have to present at a meeting or a webcast, you are missing out on some important capabilities you have when you speak face to face. Without eye contact and the ability to read the mood of the audience from their body language, how do you adapt and manage effectively on this kind of a call? How do you keep your audience engaged? Learn some tips and techniques on how to manage these situations better and achieve success wherever you are located.
Agenda

- The challenges
- Why are webcasts great
- Choosing the right format
- What does work
- How Steve Jobs does it
- Questions
- Summary
The Challenges
Why Webcasts Fail

- Tech Challenges
- No Visual Cues
- No Interaction, No Fun
- Just Your Voice
- Distraction
Why Viewers Don’t Like Them

- Tech Ineptness & Issues
- No Energy
- Dawdling or Rushing
- Verbal Stutters
- Distractions
- Value
What if you held a game and no one came?
Why Are Webcasts Great
What’s Good
Choosing the Right Format
Choices

- Live or Recorded
- Speaker(s)
- Length
- Style
- Technology
- Your Prep
What Does Work
The Plan

- Prepare
- Design
- Review
- Practice
- Deliver
- Review
Answer the Question They Are Asking

Objective

Audience

Problem

Solution
Design First, Powerpoint Second

- Grabber
- 2-3 Points
- Stories
- Take Home
More Zing

[Image of a character writing on a checklist and a computer window labeled PCT-SAFE File Manager with a box labeled Normal and FCT/R0/10 Request selected.]

DEMO

WEB
Your Ending
Your Main Tool

The Larynx: viewed from above

Superior horn of the thyroid cartilage
Crycoid Cartilage
Corniculate Cartilage
Arytenoid Cartilage
Cricoid Cartilage
Thyroid Cartilage
Vocal Ligament

Brain: Ideas, Motivation, Language, Regulation
Upper Vocal Tract: Articulation, Resonance
Vocal Folds: Vibration
Respiratory System: Activation
Review
"Practice isn't the thing you do once you're good. It's the thing you do that makes you good."
— Malcolm Gladwell (Outliers)
Delivery Tricks

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Review

- Play it back
- Get feedback from viewers
- Get feedback from colleagues
- List next steps
How Steve Jobs Does It
The Presentation Secrets of Steve Jobs

- Set Problem
- Be Visual
- Meaningful #’s
- Practice
- Focus on Benefits
- Rule of 3
- Zippy Words
- Surprise

By Carmine Gallo, columnist, Newsweek
Questions?
Summary

“Make it work.”
Tim Gunn
THE SECRET OF SUCCESS

What is the Secret? Pretend you’ve already achieved it—then offer to sell the secret to others.