

Global Insight Conferences Speaker Guidance for Virtual Events

Speaking in front of the right group of people for 20 minutes can sometimes do more for your career than a year behind your desk. Make your 20 minutes count!

Your Specific Virtual Session

For all presenters, panelists and chairs, you shall need a reliable internet connection, access to a webcam and a microphone – as with any normal Zoom or Teams call. Please try to use a Google Chrome browser wherever possible and we recommend using a headset with a microphone piece attached for the best possible sound quality.

When you receive your log-in details closer to the event, if you experience any difficulties with logging on, or with the platform itself, please drop us an email, or contact support@allintheLOOP.com. Alternatively, your issue may be solved by referring to the information below.

Important Access Information

Please check the following BEFORE the virtual event starts to ensure a smooth experience on the day. Please also book in a 'dress-rehearsal' with the conference producer, who shall be in touch in the run up to the event, to make sure you are comfortable with using the platform and to check your connection.

VPN & Privacy

If you are using a work device with a VPN (Virtual Private Network) on your browser, please disable it to access the virtual event or use a different device. Click **Start – Settings – Network & Internet – VPN** (on the left-hand menu). You can then turn this function off from here. You can also visit a What's my IP? website such as [here](#) and if it shows your actual location, you are not connected to a VPN.

If you are still having issues accessing the platform, please contact your IT department in advance of the virtual event and ask them to whitelist the IP addresses and Port numbers (which we can provide). If you need the IP addresses, please call our team on 0203 479 2299.

Work Devices/WIFI

If you are using an internet connection or device provided by your place of work and cannot view the presentations, please try connecting using a home internet connection as your work may have a firewall in place blocking you. We recommend a WIFI speed no lower than 10mbps, check your Broadband speed [here](#).

Ad-Blocking

If you use an ad-blocking plug-in on your browser, this may affect your ability to view the presentations. To disable, please go to "Settings" on the homepage of your browser, go to the tab "Extensions" on the left side of the screen which will open the extension window of Google Chrome, where you can remove Adblock Plus.

Video Feeds

The presentations will either be live or pre-recorded. Each session will only start at the allocated time and will not display anything before then. If there is a delay with a particular session starting, it may just be that the previous speaker is wrapping up instead of a tech issue on your end! If unsure, please do refresh the page or click out and back in again as there may be a slight delay as the live stream loads up and connects.

All of our speakers are, of course, welcome to participate in the whole event, listen to any sessions of interest, join the discussion board, network during the breaks and visit the virtual exhibitors throughout the day.

HOW DO I LOG ONTO THE PLATFORM, SHARE MY SCREEN AND EXIT THE SESSION?

Please find clear instructions on all these aspects, in the attached 'Desktop Application Speakers' document.

Full Session Speakers

You have the choice to either perform your presentation live on the day of the event, or to pre-record your presentation and send it over a week in advance. **We would highly recommend the pre-recorded option – and then joining us for live Q&A.**

PRE-RECORDING YOUR PRESENTATION

Please pre-record your presentation and send this over to us **a week before the event**, so we can make sure that the sound and picture quality are in order before the day. You then have two options when it comes to broadcasting your pre-recorded session:

1. If you *are* able to join us on the day, the best way to broadcast your pre-recorded presentation is to log into your session and play your presentation from your own device, by sharing your screen. This has two main advantages, one being that you can pause the recording if you wish and make additional comments and the other being that once your pre-recording is finished, you can stop sharing your screen and appear live in order to take a few questions from the delegates.
2. If you *are not* able to join us at all on the day of the event, this is not a problem, as we can share your pre-recorded presentation through the platform. Please let us know if you would be happy to receive questions about your content from the delegates via email after the event.

PERFORMING LIVE

If you prefer to present live, you will be able to log into your session and share your screen with the audience in order to show your PowerPoint presentation, whilst you narrate over the top of the slides, just as with a live event. Once your presentation is finished, allow a few minutes to answer any questions from the Q&A section at the side of your screen. The chair will both briefly introduce you before the session commences and wrap up your session once it is over, but please feel free to say a few words about yourself before beginning your main content. Once your session has finished, please exit the session and take any further questions via the instant messaging system on the platform.

SENDING OVER POWERPOINTS & VIDEOS

As mentioned above, we shall need to receive pre-recorded video presentations **one week** before the event and also PowerPoint presentations will need to be sent over in advance so we have a copy just in case.

POST-EVENT PRESENTATION SHARING & ON-DEMAND CONTENT

After the event, it is always valuable for delegates to receive access to both the PowerPoint presentations and videos of presentations from the day (both live AND pre-recorded). If you **do not wish** to share your content via a password protected means, please let us know in advance of the event and we shall not distribute your presentation and/or a video of your session.

Speakers In Panel Discussions

If you are participating in a panel discussion, you shall be able to enter your session live via the back end of our virtual platform. Once you start broadcasting, you shall be able to see the other panellists and the chair on your screen. No presentation is needed as the chair shall introduce the session, then each panelist will introduce themselves briefly and say a few words on their experiences or viewpoint. Assisted by the chair, the discussion will then ensue with questions being taken from the delegates Q&A section also visible on the screen. Please feel free to answer any question as you see fit and leave any that are not suited to you to be answered by the other panelists. Once the session is over, the chair shall wrap up the discussion and you can exit the live feed.

As with the individual presentations, the panel discussions shall also be recorded by the platform, so we can distribute the videos to those that attended after the event. If you **do not wish** to share your content via a password protected means, please let us know in advance of the event and we shall not distribute the video of your particular panel discussion.

Peer-To-Peer Discussion Facilitators

If you are leading a discussion or breakout on a particular topic, these shall take place during the scheduled breaks throughout the day. You shall be informed of the time of your discussion prior to the event and it shall be hosted within a dedicated meeting room still within the virtual platform. The delegates shall be directed to a tab on the main menu in order to access these discussions. Up to 14 delegates – including yourself - shall be able to broadcast (with their cameras and microphones turned on) during the discussion, but even more can join muted and add to the debate by typing in the discussion tab.

Once delegates have joined the call (they tend to filter in, so please begin and others will join in due course) and you are ready to get started, please feel free to introduce yourself and the topic before opening up to the floor for questions and debate. No presentation is needed, but we advise that you prepare a few thoughts around your session title which can be used to kick-start a discussion and share your own experiences to get the debate flowing.

Virtual Presentation Tips

Preparation Prior To The Event:

Around a week before the event, we will arrange a time with you to virtually guide you through the platform, check your connection and ensure you are comfortable with entering and leaving the sessions. On the day of the conference, if you could kindly be available around half an hour before your session begins, so we can sort out any last minute changes and prevent any technical issues occurring, that would be much appreciated.

What Happens If There Is A Technical Problem?

As with any sort of event, a virtual conference is bound to have the odd technical issue here and there. We will have a full team at the back end contacting the technical support staff of the virtual platform and most issues are rectified within a few minutes – we will post on the discussion board and communicate with you separately to keep you informed if there is an issue. A few minutes of silence can feel like a long time however, so please have a few comments ready in case we need to buy some time to get things back up and running!

AudioVisual Quality

To ensure the best possible audiovisual quality on the day, please ensure you have adequate lighting, a good quality microphone and camera and check your camera angle and background. Dressing for the occasion, shorter talks and speaking with energy and passion go just as far in maximising your impact! Please also try to make sure that background noises or disturbances are kept to a minimum, so your words can be clearly heard.

Some Key Features Of The Virtual Platform:

Along with the presentations, panel discussions and break-out sessions that shall be taking place throughout the day, the online platform also boasts some additional fantastic features to help you get the most from the event:

- Each session shall have a discussion board, where delegates can post their thoughts and chat through their ideas with each other during presentations and panel discussions
- There is also a dedicated social feed present on the platform, where speakers and delegates alike can post their general perspectives, interesting facts or questions about the topics being discussed
- We shall have a virtual exhibition taking place, where you can chat to suppliers and find out what is on offer in the industry
- You can even set up meetings with fellow delegates, either to take place during one of the networking breaks, or on a different day that works for you both – a great way to grow industry contacts and meet new people!

Top Tips For A Successful Presentation

1) Content Is Key:

The number one complaint about speaker presentations from delegates is that they have not stuck to the brief or answered all of the included bullet points. Please ensure that your presentation covers your agreed bullets as they have been specifically requested by the audience, so to address them is vital - this will also avoid the unfortunate mistake of repeating what another speaker has already covered.

2) Preparing Your Presentation:

The best speeches are those with a very clear structure. Usually these sessions start with a bang (an interesting or memorable fact or exercise or video – not a company overview!) then continue by briefly explaining what will be covered. The best sessions get to the ‘meat’ quickly and end with a strong and clear conclusion.

3) First Impressions Count:

Start with a bang! An interesting statistic, a controversial question, a striking image on screen, a provocative sentence stated emotionlessly, a video, a joke or anecdote, a rhetorical question – all of these techniques work brilliantly to create that first impression and to grab the audience's attention from the outset. Speak with passion and enthusiasm and the audience will be carried along with you.

Mistakes will invariably happen, trust yourself to be able to remain calm and carry on to your next point. The key to remember is that the audience is on your side and they want you to do well. Whilst the blunder or pause may seem to go on forever, it is in reality only a brief moment and audiences are generally very patient.

4) Get The Audience Involved & Keep Their Attention!

During your presentation, make sure your audience is engaged. Ask questions, create a mini-exercise, throw in a quiz – all these techniques are proven to re-energise tired audiences and to re-focus attention. The more involved and active an audience, the more engaged and the better the session.

Remember the power of the dramatic pause to grab the audience's attention! You could also incorporate a little bit of humor as this is very effective at putting audiences at ease, whilst powerfully communicating your message or use controversial questions to spark debate.

Bring your session to life with a video or music or some sort of visual stimulation. The quality of your presentation will be much enhanced and these demonstrations tend to be the most memorable aspects of your time onstage.

5) People Love To Hear Stories – Especially Mistakes:

It is a universal truth that audiences love to hear stories. The best stories are personal, relevant, entertaining and memorable. The delegation would rather hear about mistakes and honest examples of difficulties, than a sanitised version of the journey. Stories can also help explain complex issues, so think if you can incorporate anecdotes, videos or some sort of visual stimulation into your session for a pleasant change of pace.

6) Time Keeping:

We have many speakers joining us, so please make sure that your presentation fits within its allocated time frame to ensure that all speakers can present for the full amount of time for their session. Please bear in mind that you'll need to leave a few minutes at the end of your session for questions and answers from the delegates.

Top Presentation Mistakes

1) Failing To Address The Session Bullet Points:

Failing to address the key bullet points will lead to a very disappointed delegation, as they generally expect to hear content around the bullet point that are advertised in the programme.

2) **Strictly NO Sales Pitches:**

There is demonstrable evidence that the speakers who help delegates to learn generate more sales leads at conferences than those who do a pitch. Sales pitches only serve to irritate audiences. Delegates are interested in the advertised programme, which is why senior-level professionals pay to attend GIC events. If you speak to the content bullet points to help them in their roles, you will gain more respect as a solution provider for solving the needs of the delegation, rather than using the opportunity to pitch.

Solve their problems onstage with sage advice and insightful case studies and your prospects will come to you. Try to pitch to them against their will and your time will be counter-productive.

3) **Reading A Script**

Being 'read at' is not the most well-received presentation style. The best technique is to practice your speech thoroughly and then practice using prompt cards. Try using your PowerPoint slides as prompts or guides, rather than notes and use them as a launch pad, not a notepad. Keep your tone and pace lively and constantly changing and speak slowly – even though it may feel very unnatural!

4) **Being Unfamiliar With Technical Equipment**

Ensure that you are fully confident with how to use the technology available. If there is a technical issue whilst you are speaking, the virtual platform team will be on hand to resolve it as you continue onto your next point.

5) **Not Planning Your Question & Answer Session**

Ensure that you have prepared a few questions yourself which you can always refer to if the delegation is a little reticent, or provide your chairman with a few questions to kick start the discussion. Try to pre-empt likely questions as well and jot down a few thoughts as to how you will answer them. If in doubt, it is always better to admit that you do not know, but will endeavour to find out. Also, don't forget that you can throw a question out to the delegation or to your fellow speakers.

Other Advice

1) **Delivery**

Whilst the content of your session is vital to the conference delegation, your delivery is key to actually communicating your message effectively.

Your body language: 55%

Your voice: 38%

Your words: 7%

Running through your presentation and asking someone to feedback on any tonal issues or habits you may have is an invaluable exercise. Half the battle is becoming aware of what your personal mannerisms are and which areas need work. Once you have identified them, you can then begin to control these mannerisms on whilst presenting.

2) Nerves

However confident some speakers may seem, most are nervous before they speak in public. Indeed, a certain level of nervousness is actually beneficial for good delivery.

The more a speaker practices and perfects their presentation, the calmer and more relaxed they tend to feel. If you know your material, then nerves tend to be naturally calmed. Remind yourself that you have practiced, you know your material and that you can do this - do not underestimate the calming effect of positive thinking.

Chances are, the delegation will not even notice that you are nervous. Do not apologise for your nerves or draw attention to them. Simply start your presentation as planned. Most speakers actually quite enjoy themselves once they have got started!

3) Most Effective Use Of Slides

Listing 5 simple bullets (not sentences) is the ideal slide length. This will prevent the delegation reading all of the points on the screen before beginning to listen to what you are saying and will also help you avoid the temptation to read out your slide verbatim.

Ensure that you use a larger font size and avoid charts or graphs that are difficult to read, although using simple visual aids is a must, as knowledge retention has been demonstrated to increase from 10% to 65% when visual aids are used alongside words.

Keep things simple and use colours and effects sparingly. Sans-serif fonts create less eye strain onscreen and dark fonts on light backgrounds are also easier to read. Aim for approximately 1 slide per 1-2 minutes of speaking.

Speaker Presentations

As mentioned above, we allow delegates' access to speaker presentations (via a password-protected website) one week after the conference; the presentations will be uploaded in PDF format, so any notes will not be visible. Please let us know if you do not wish your presentation to be made available or if you would like to amend your slides before they are uploaded. Please note that we will take this permission as having been granted unless you specifically tell us in writing not to publish your presentation.

It is the responsibility of each speaker to ensure that copyright has been obtained and if any additional material such as video clips/photographs are used in the session that these are supplied in accordance with the technical specification provided.

Additionally, we will be recording each session during the virtual conference, so please do let us know if this poses a problem, otherwise we will assume permission has been granted, as with the above.

Any Other Questions?

Please do not hesitate to contact us should you wish to discuss any aspect of your participation at the conference, give us a call on **+44 (0)20 3479 2299** or to drop an email to the Conference Producer *ay we can as you prepare for your day.*