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IDEAS FOR IMPROVING YOUR VIRTUAL MEETINGS

Jumping into a new virtual world has some people thinking that they can keep the same approach to a virtual presentation as they did for a live presentation...think again.

Replication is not the answer as speakers work to transition from addressing face to face audiences to a single camera lens. There are a few variables that certainly warrant consideration if you want your virtual meetings to be a success.

A good starting point is thinking about what you can cover in a virtual meeting that is not obtainable in a live presentation. How can you make the most of a virtual event whether it be focusing on smaller groups, delivering pre-recorded information for review prior to the meeting, or how can you incorporate technology to improve the value of the information you want to get across to your on-line viewers. Ask yourself what goals will be achievable from a digital presentation and how can you get there. Once you have a clear objective you can strategize ways to maximize the impact on your audience so that they walk away with a relevant and worthwhile experience.

These are important questions as well as how do you effectively measure the level of impact you have made after your virtual meeting ends and what are some strategies on-line viewers can take away from the meeting and apply going forward. It all comes down to innovation versus replication and that same approach needs to carry over from before the meeting, to during the meeting, as well as after the meeting. You want your digital presentation to be as engaging and impactful as a live performance.

- It always helps to review your agenda including keynote speakers, demonstrations, and ways to promote various sponsors whether it be via special landing pages or commercial breaks during the event.
- Moreover, incorporating surveys, Q&A, and social media for added support can also improve the retention time of your audience.
- Naturally, at the end of the presentation it is important to poll viewers for feedback as to how they felt about the virtual meeting so that improvements can be made going forward.
- Lastly, be mindful of finding innovative ways to repurpose noteworthy content after the event. There is no replacement for proper planning.

Today's companies should be pro-active with a virtual event strategy regardless of what is happening amongst industry trends. The crux of a successful virtual meeting lies in its ability to engage the audience and successfully satisfy their needs. With the current cancellations of live events and trade shows, now more than ever, it is imperative that your virtual meetings positively connect with your clients so that the same level of support is provided regardless of unforeseen circumstances.