



## How to Organize a Video Conference

While no substitute for face-to-face communication, video conferencing services like Skype, Webex, and Zoom can be of some use in informational situations that don't demand interactive learning. Here are some best practices to keep in mind when you organize a virtual session:

1. Log on 15-30 minutes before your scheduled start time, then begin promptly.
2. Inform participants of such logistics as how to mute their audio, ask questions, and use the chat box.
3. Get to your content quickly, avoiding windy introductions.
4. Restate your main messages frequently. Despite your best efforts, you can count on listeners distracting themselves with email, paperwork, side conversations, Facebook, and other diversions.
5. Ask your viewers meaningful questions that help keep them engaged.
6. Use a moderator to keep the flow moving, maintain track of time, and organize participant questions.
7. If you notice people leaving, raise your energy level, switch gears, or go interactive.
8. If you use slides (by no means mandatory):
  - a) develop teaser slides to display while people are joining;
  - b) post your subject matter expert's bio and photo to help humanize things; and
  - c) Include photos, screen shots, video, quotable quotes, and easy-to-read charts instead of dull slides with humdrum bullet points.
9. Advise whether a recording of your program will be available for later viewing.
10. ALWAYS leave your audience with a call to action, such as a website, landing page to subscribe to your newsletter, or phone number.

[Contact Ed Barks](#) for help guiding your communications strategy. He works with communications and government relations executives who counsel their C-suite leaders, and with businesses and associations that need their communications strategy and messaging to deliver bottom line results. They gain an enhanced reputation, added opportunities for career advancement, and realization of long-term business and public policy goals. He is the author of [A+ Strategies for C-Suite Communications: Turning Today's Leaders into Tomorrow's Influencers](#) and [The Truth About Public Speaking: The Three Keys to Great Presentations](#). Contact Ed at **(540) 955-0600** or [ebarks@barkscomm.com](mailto:ebarks@barkscomm.com). Learn more at [www.barkscomm.com](http://www.barkscomm.com).