



Bringing Purpose, Power and Impact to Your Communications

VIRTUAL PRESENTATION MAKEOVER Essential Tools & Techniques You and Your Leaders Need @RobBiesenbach

35-POINT VIRTUAL PRESENTATION CHECKLIST



This simple 35-point checklist covers the essentials of developing sharp, compelling content and delivering it in an engaging manner.

It also guides you through some of the technical and other hurdles of presenting remotely.

[Download your checklist](#) now.

TECH RECOMMENDATIONS

Equipment:

Right now, demand for a lot of this equipment is high, so availability is limited or prices are inflated. Some people have had luck ordering through their local brick-and-mortar shops.

Please note: I am NOT an AV professional. Buyer beware.

- **Ethernet:** Most home wifi is not strong enough for video and voice. Get an Ethernet cable to plug directly into your router. [Mine](#) is 50-feet long.
- **Microphone.** I use the [Blue Snowball](#), a popular option with podcasters and presenters, as is the pricier [Yeti](#).
- **Webcam.** With supplies short, ANY external webcam will probably be better than what you have. [Logitech](#) is a well-regarded brand, with the Brio model often recommended by my professional speaker friends.
- **Webcam Apps.** While supplies are short, there are apps you can use to turn a quality, newer model phone into a webcam, though they can be a bit buggy. I've used [EpoCam](#) from Kinoni and it's pretty good.
- **Lighting.** [Here is a light](#) recommended by a videographer I know and [here's one](#) that was recommended by a colleague of mine.
- **Teleprompter.** [PromptSmartPro](#) is a great TelePrompter app I use for doing scripted selfie video recordings.
- **Slide Advancer.** I don't usually use a remote for virtual presentations, but the [Logitech R400](#) is the model I use for in-person events.
- **Green Screen.** I don't use virtual backgrounds, but if I did I'd get a green screen. [Webaround](#) is an easy solution that straps to the back of your chair.

TECH RECOMMENDATIONS (Cont'd)

Applications, software and more:

- **Platform.** I've worked with probably 10 different webinar/virtual meeting platforms and I've found Zoom to be one of the most user-friendly and flexible. Depending on the plan, you can do hours-long sessions, with hundreds of attendees and even have multiple breakout rooms.
- **Polling.** I've found the built-in polling function on Zoom sufficient for my needs, but I've worked with [Slido](#) before and it's pretty cool.
- **Streaming.** I've seen [Streamyard](#) in action and it's really impressive, particularly in the way it displays viewer comments/questions from social media.
- **Slides.** A lot of people ask what kind of presentation software I use. It's simply Apple Keynote. My template is a blank slide with black background, to which I add full-bleed images and minimal text.
- **Images.** Since I'm a professional speaker, I use [iStock](#) for licensed photography. They offer plans at several price points. Many people use free services like [Unsplash](#), [FreeImages.com](#) or [Flickr Creative Commons](#). Consult an intellectual property attorney to see if this is a legal and suitable option for your purposes.

ASSORTED WISDOM

- [7 Virtual Event Success Factors](#), Jay Baer
- [What I've Learned from Watching 20 Online Events in 14 Days](#), Micenet
- [How to Fix the Worst Parts of a Virtual Meeting](#), KelloggInsight
- [Adapting Webinar Practices to the Current Crisis](#), The Webinar Blog
- [Presenting Virtually? Here Are the 4 Home Office Items You Need](#), Forbes
- [How to Look Good on Camera, According to Tom Ford](#), New York Times
- [3 Keys to a Successful Virtual Presentation](#), CommPRO.biz
- [Now's the Time to Stage a Virtual Intervention with Your Leaders](#), Bulldog Reporter

ABOUT ROB BIESENBACH

[Rob Biesenbach](#) works with leaders who want to be more persuasive and authoritative in everything they do. That means helping them break free from Death by PowerPoint, tell their story, and communicate like humans should.

He is an award-winning corporate communications consultant, an in-demand keynote speaker and workshop leader, a bestselling author, and a Second City-trained actor.

Rob has been [delivering virtual presentations](#) and webinars for a decade and prides himself on his ability to keep remote audiences as energized and engaged as they would be in an in-person setting. He's been [certified](#) as a virtual presenter by eSpeakers.

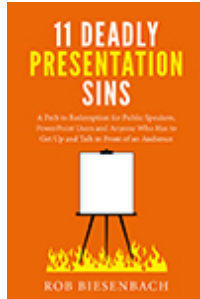
His virtual clients have included AARP, AbbVie, American Cancer Society, Northwestern University and Ragan Communications, among others. "In-person" experience includes engagements with Allstate, Coca-Cola, Deloitte and Lockheed Martin.

Whatever the format or platform, Rob delivers one-of-a-kind experiences tailored to each client's needs.



BOOKS

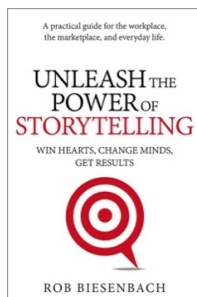
11 Deadly Presentation Sins



Few skills are more important than the ability to present your ideas in clear and compelling terms. Yet too many people put their audiences through a hell on earth with a multitude of sins, from listless delivery to lackluster content, from meandering stories to mundane visuals.

[11 Deadly Presentation Sins](#) offers a path to redemption for public speakers, PowerPoint users and everyday presenters. Also makes a great gift for your favorite (or least favorite!) speaker.

Unleash the Power of Storytelling



[Unleash the Power of Storytelling: Win Hearts, Change Minds, Get Results](#) cuts through the noise and hype surrounding business storytelling to clarify and demystify the process. It offers a practical easy-to-follow roadmap for creating powerful stories that can help you get more of what you want from your business, your career, and your life.

All in a fun, step-by-step guide that's as entertaining as it is informative.

JOIN ME! BECOME A MORE POWERFUL, PERSUASIVE COMMUNICATOR

If you want to continue the journey toward becoming a more powerful and persuasive communicator, I invite you to [join my email list](#). Every month you'll get practical tips from me as well as the best thinking from experts I follow.

Here are a few of the subjects I've covered:

- The Tina Fey Guide to Success in the Workplace
- Do You Suffer from Resting (Skeptical) Face? 3 Quick Cures
- 10 Steps for Cutting the Fat From Your Writing
- How to Get Along With Others: 3 Acting Tricks That Really Work
- How to Deliver a Real Apology

NOTE: If you downloaded the 35-point Virtual Checklist, you're already signed up. If it's not what you hoped for, you can unsubscribe at any time.

CONNECT

Email: Rob@RobBiesenbach.com
Website: RobBiesenbach.com
Twitter: [RobBiesenbach](https://twitter.com/RobBiesenbach)
LinkedIn: [Rob Biesenbach](https://www.linkedin.com/in/RobBiesenbach) (endorsements welcome!)