

THE ASSEMBLY

BROUGHT TO YOU BY:

ERG O + BRANDWALK

ABOUT US

INTRODUCTIONS



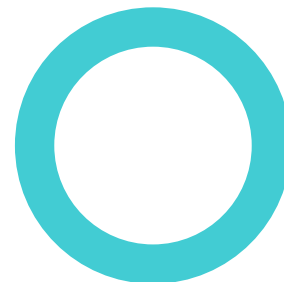
Rob

Former FTSE100 corporate affairs and communications director, Rob Salmon founded Brandwalk. His experience includes managing global brand and communications programs for major corporations including Shell and Mastercard.



Tom

Leading creative and an Industrial Designer, founder and director of Ergo Creative, having worked for brands such as Unilever, P&G, Coca-Cola, & Mastercard Tom has a wide experience to call on, designing stand-out projects.



The Panel

Our panel has a wealth of experience:

Neil – Digital Director
(E.g. Shell, GSK, Thompson Scientific, Diageo)

Richard – Business Dev. Dir.
(E.g. Experian, NAE, long-term FTSE100, AIM clients, Educational, Sporting and Business Charities, such as Business in Community.)

INTRODUCING THE ASSEMBLIES

THE  ASSEMBLY

THE  COMMS. ASSEMBLY

THE  CREATIVE. ASSEMBLY

THE  BUSINESS. ASSEMBLY

THE COMMS. ASSEMBLY

SERIES 1 | EPISODE 4

KEY PRINCIPLES FOR VIRTUAL TEAM COMMUNICATIONS

BROUGHT TO YOU BY:

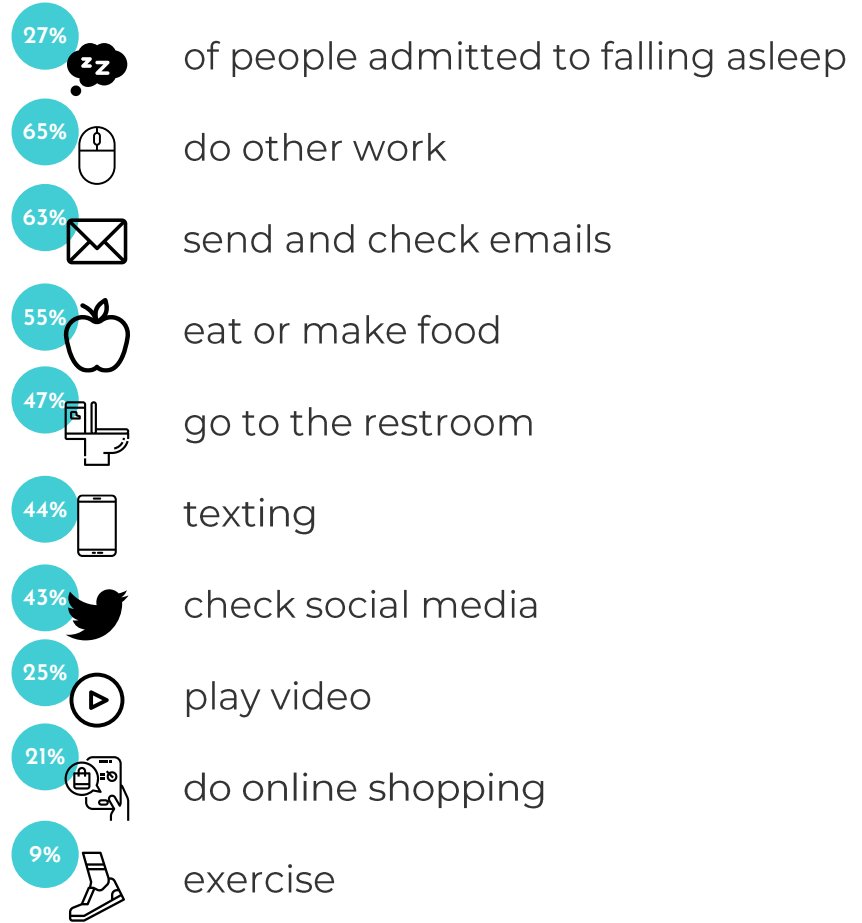
ERG O + BRANDWALK

Video conferencing and remote working looks set to be the new normal for the foreseeable future.

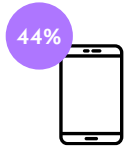
But without those webcams on, how do you know if you haven't already lost your audience!



What do you do when you listen to a conference call?



While on a conference call have you ever...



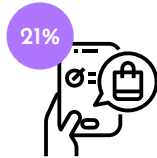
Text



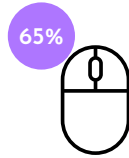
Check social media



Play video games



Shop online



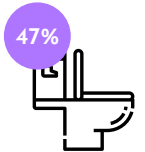
Do other work



Send an email



Eat or make food



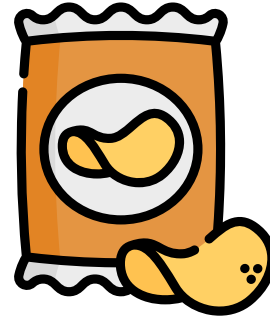
Go to the restroom

SO WHAT CAN
YOU DO TO
KEEP PEOPLE
ENGAGED?

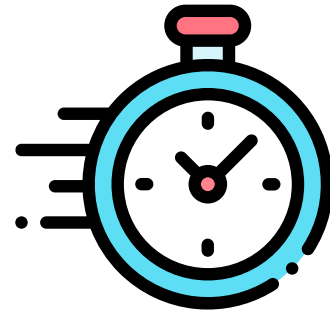
1.

**BREAK INFO DOWN
INTO SMALL BITES**

FEED PEOPLE
TASTY MORSELS
ONE BY ONE TO
STAY TUNED IN



MOVE
THROUGH
POINTS
QUICKLY



**CHANGE
SLIDES EVERY
20 SECONDS**



2.

**MAKE YOUR
PRESENTATION
INTERACTIVE**

**DO SOME PRE-
RESEARCH AND
PRESENT YOUR
FINDINGS**



OFFER REWARDS AND INCENTIVES FOR PAYING ATTENTION



DO A Q&A WITH SOME PREPARED QUESTIONS



3.

**BRING IN OTHER
VOICES FOR INTEREST**

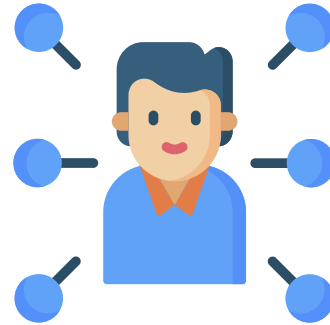
HAVE A
GUEST
SPEAKER



ENCOURAGE TWO-WAY DIALOGUE



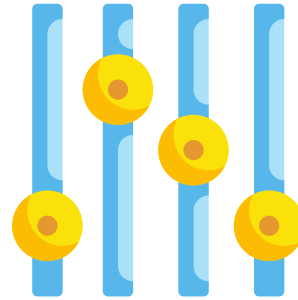
AUDIENCE WILL
RE-ENGAGE
WITH EACH
NEW SPEAKER



4.

USE
YOUR VOICE

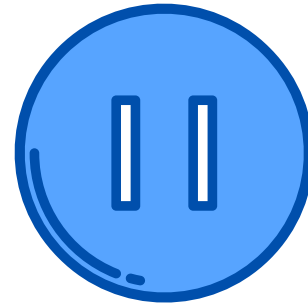
VARY YOUR PITCH, VOLUME AND TONE



STAND
RATHER
THAN SIT



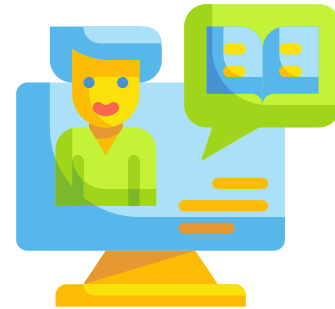
ADD
PAUSES
FOR
DRAMATIC
EFFECT



5.

TELL A
STORY

RE-CREATE A SCENE AND NARRATE THE STORY



USE
SENSORY
DETAILS TO
SET THE
SCENE



PEOPLE WON'T
REMEMBER
THE FACTS, BUT
THE STORY
YOU TOLD



Q & A



5 Ways To Engage your Online Audience and improve your **virtual team communications**:

1.

Break info
down into
small bites

2.

Make your
presentation
interactive

3.

Bring in
other voices
for interest

4.

Use your
voice

5.

Tell a
story

Want to discuss communications?

Book a call with us by contacting:

E. hello@theassembly.uk

W. theassembly.uk

THE  **ASSEMBLY**