



Kollective



Interact

LEARN TO PRESENT AUTHENTICALLY WITH LIVE VIDEO

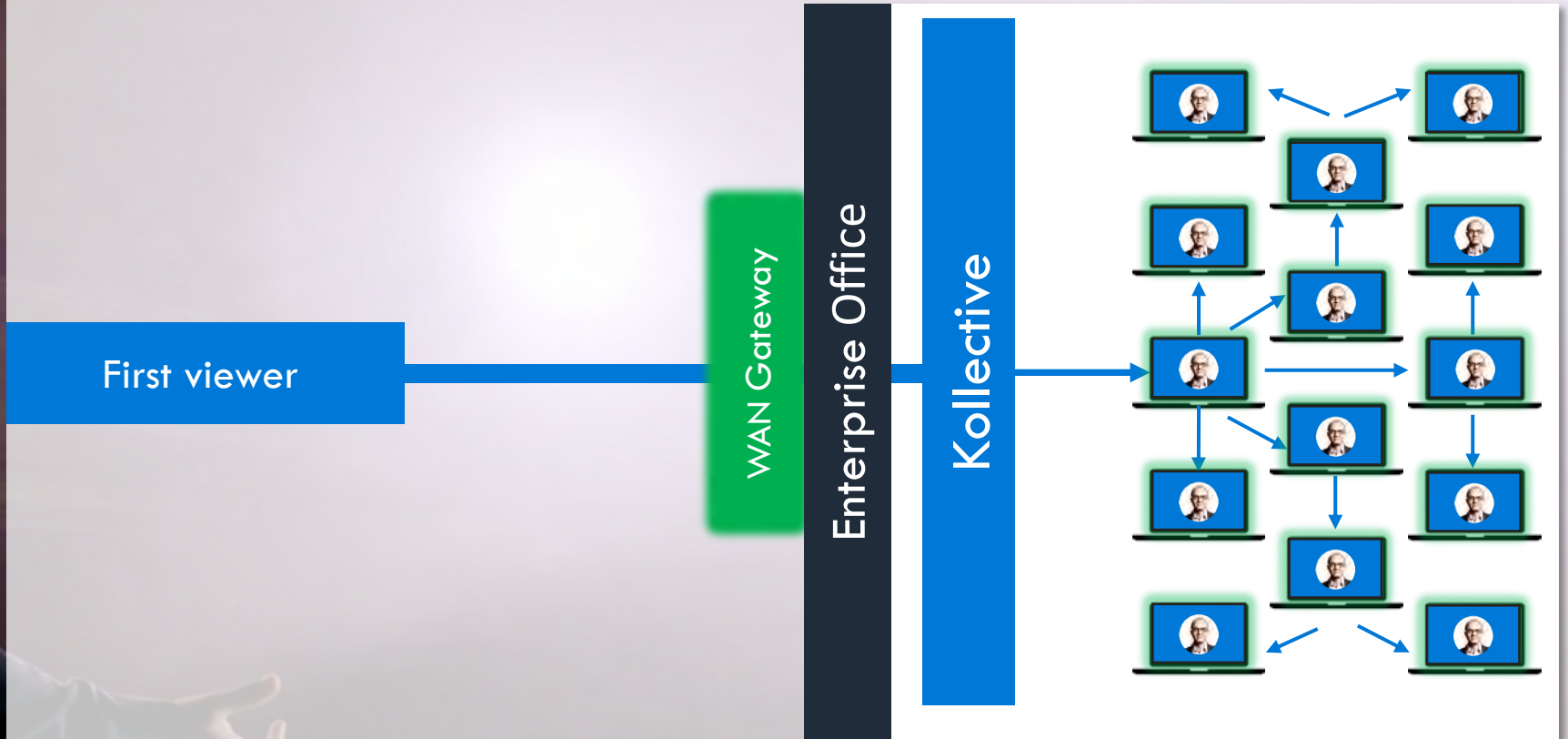


AGENDA

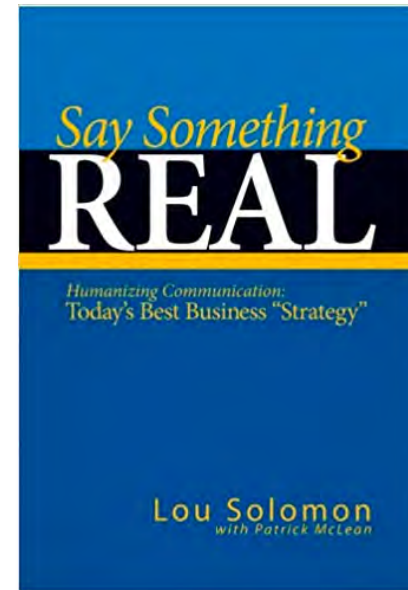
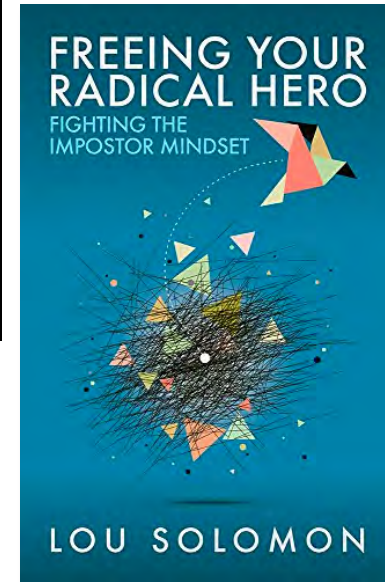
- How video can enable and harness face-to-face communication, virtually
- Become a more engaging, confident video presenter
- The use of “story-bites” to balance data
- Where to look and what to do when not presenting
- Crucial steps for planning and producing an online presentation
- Q&A



KOLLECTIVE SD ECDN



We supercharge the message, the platform, the speaker



Lou is an author, TEDx speaker and owner of Interact, a communications company located in Charlotte, North Carolina.



ia **interact**
authentic communication

STORY-BITE

A morsel of information that gives us imagery and understanding.

...examples, illustrations, metaphors, and analogies that make data points stick. It is the “whole brain” approach.

FACTS + STORY-BITES = ENGAGEMENT



4

KEY SUPPORT MESSAGE

Compelling Fact
+ Story-bite

3

KEY SUPPORT MESSAGE

Compelling Fact
+ Story-bite

BIG IDEA

[Your
Perspective]

1

KEY SUPPORT MESSAGE

Compelling Fact
+ Story-bite

2

KEY SUPPORT MESSAGE

Compelling Fact
+ Story-bite

PRE-EVENT PREPARATION

Who, What, When, Where, and Why? Leads you to How.

Event Title	Include topic, presenter names and date for easier search
Date/Time	All time zones
Speaker(s) and Bios	Speaker names and titles at least – some platforms have a place for the speaker bio, so have that ready
Event Description	The why – who is it for, why is it relevant and how long should I expect to be attending?
Producer	Where the logistics and content questions get answered
Broadcast Location	Multiple speakers in multiple locations are the expectation now – be sure you know where everyone will be
Business Unit/Content Owner	Another part of the why – who are we doing this for and what messages do they want delivered?

ROLES & RESPONSIBILITIES

WHO OWNS WHAT?

- Producer – content and run of show
- Producer – question moderator
- Producer – managing the platform, making sure we see the right thing at the right time
- Presenters
- Content Owner

EXPANDED TEAM RECOMMENDATIONS

- Executive Responsible
- IT Support
- Network Architect
- Help Desk
- Executive Assistants for scheduling and securing content

LIVE EVENT PRODUCTION

1. Create an event checklist
2. Create a run of show
3. Rehearse
4. Rehearse again if you can
5. Have team ready and in place 15 - 30 minutes before the live event depending on role

Requester/Business	Teams	Comments
Delivery		1 main contact / tbc / event manager / event live streaming manager
Comms		1 main contact / event manager / event planners
Video (int)		as applicable
Network		1 main contact to coordinate (site infra, corporate network monitoring etc.)
HelpDesk		as applicable
Production		as applicable
Kollektive		CSM, Support, EVS, ES as applicable
Facilities		1 main contact

Content	Est. time (minutes)	Starting at	NOTES
Open slide #1 - no music	5:00	10:55 am	
Welcome announcement		11:00 am	
Ariana speaker with or without video	:30		Figure out if we can safely do music
Patty speaker with video			Ariana: Welcome to our webinar "Learn to Present Authentically with Live Video". We will begin in one minute.
		11:01	Patty: Welcome to our webinar "Learn to Present Authentically with Live Video". I'm Patty Perkins, Video Strategist for Kollektive Technology. And with me today is my friend and colleague Lou Solomon, owner of Interact Authentic Communication. And you've heard the voice of our from Kollektive. Ariana Sexton, another friend and colleague. During our webinar today we're going to talk about what to do with yourself on camera. You may have already done a live event or two and we hope you've watched the recording.
Lou speaker with video	:30	11:02	Lou: If you haven't, that's your first bit of homework. We'll have some tips for you and your leaders on: <ul style="list-style-type: none">• How video can enable and harness face-to-face communication, virtually• Becoming a more engaging, confident presenter• The use of "story-bites" to balance data• Where to look and what to do when not presenting• Crucial steps for planning and producing an online presentation
Slide #2			Patty: And we'll answer your questions.
Slide #3	1:00	11:03	First, a little about Kollektive Technology. We are a

PRACTICE MAKES CONFIDENCE

POST-EVENT ANALYSIS

IDENTIFY YOUR KEY PERFORMANCE METRICS

- Number of people watching the video
- Viewers' geographic location
- Length and number of content views
- Network data for insights into network performance and potential bottlenecks

ANALYZE YOUR PLANNING PROCESS & EXECUTION OF EVENT

- What went well?
- How was the viewers' experience?
- Are the leaders happy?
- What are opportunities for improvement?





BE INTENTIONAL
BUILD TRUST & INFLUENCE
MAKE A PLAN
PRACTICE MAKES CONFIDENCE

ANY QUESTIONS?



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FREE EVENT PLANNING WORKSHOP!

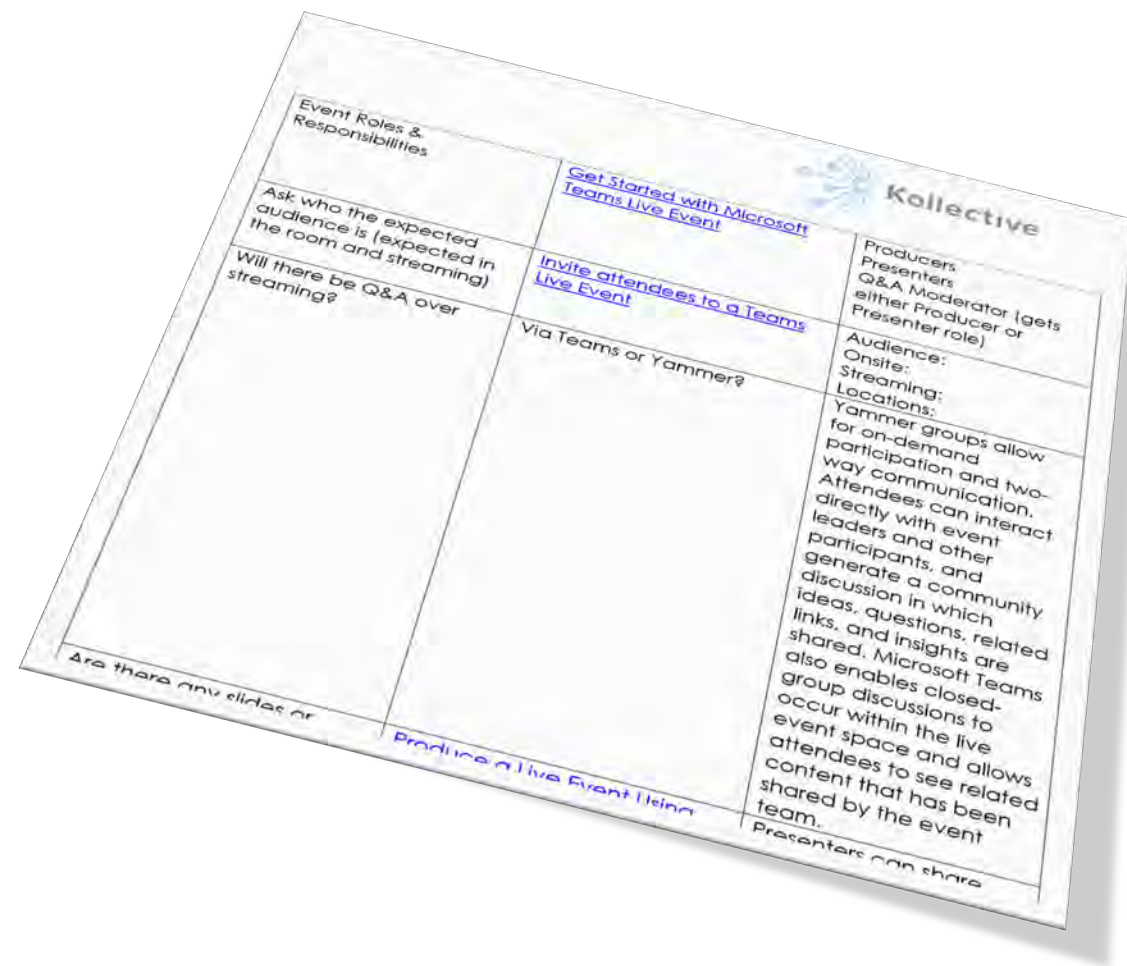
Success in Planning & Execution

Free one-hour virtual consult with a Kollektive Enterprise Video Strategist includes:

- A copy of our Kollektive Teams Live Event Playbook
- Workshop on Kollektive Live Event Best Practices in planning
- Links to Microsoft Teams Help

Offer good until May 1, 2020. One workshop per company.

SIGN UP TODAY!



Thank you for joining us!

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Lou Solomon
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ADDITIONAL RESOURCES

ARTICLES

- [Uniting workers around a business strategy: the role of video](#) – *Dan Vetras, CEO, Kollektive*
- [Seven Ways to Make Virtual Work More Human](#) – *Lou Solomon, Founder, Interact Authentic Communication*
- [Ten Tips for Improving Body Language In Live Video](#) – *Kollektive Team*

VIDEOS

- [Five Tips to Supercharge Your Home Office Video Setup](#) – *Chris Gower, Director, Channel Sales Americas, Kollektive*
- [Interact Authentic Communication Video Library](#)