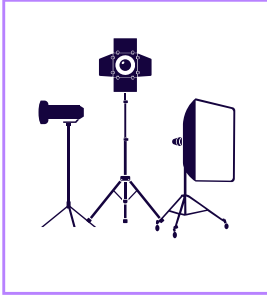# 12 FEATURES OF THE MOST IMPACTFUL
VIRTUAL KEYNOTES

PROFESSIONAL LIGHTING

When choosing lights, Justin Brown, owner of Australian-based Primal Video, recommends two things: portability and value. The former allows you to easily adjust your lighting (or bring it with you to live events for impromptu videos) and the latter helps you make the most of your video production budget, even if you're starting small. Check out his videos, "Best Video Lighting for YouTube" and "Video Lighting Tutorial," to learn more, straight from the experts.

PROFESSIONAL BACKGROUND OR BACKDROP

Generally, there are three background options for virtual keynotes: printed backdrops, virtual backgrounds, or the physical background behind you. If you're offering virtual keynotes for the foreseeable future, a printed backdrop can be well worth the cost. If you're starting with a small budget or if your clients prefer a background related to their event, a virtual background is more cost effective.
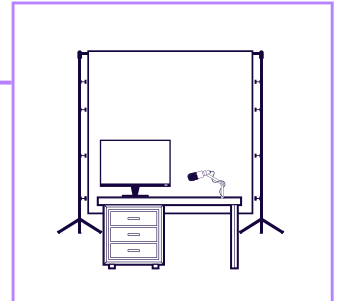
RELIABLE HIGH-SPEED INTERNET

Your internet connection plays a huge role in how well audience members can hear your message in the first place and, consequently, how much they are going to pay attention. Additionally, from the event organizer's perspective, hiring a virtual speaker ideally means hiring someone that has virtual speaking experience. In light of that, if your internet connection isn't solid, you're going to look like a rookie virtual keynote speaker.

SPEAKERFLOW

CORDLESS MICROPHONE

As with live events, performing virtually can require a different kind of microphone, depending on your needs. Wired mics don't rely on a battery to function, but they can turn into a hindrance if you pace during your presentations. Cordless or lapel mics allow you to move around but operate off a battery, limiting your performance time to the length of its battery life. Lapel mics tend to be a speaker favorite for these reasons and their affordability.

SEGMENTS FOR AUDIENCE PARTICIPATION

Asking the audience to raise their hands isn't enough to drive your point home. We've seen a ton of amazing ideas including 5-minute surveys or segments of stand-up. One option particularly well-suited to Zoom meetings is Q&A segments, where audience members can ask questions through chat and learn from the speaker's expertise, unscripted.
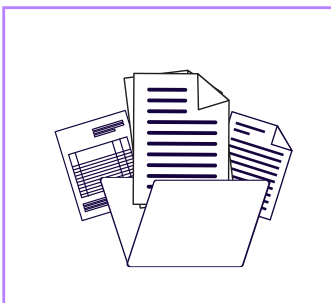
CUSTOM CONTENT FOR EACH AUDIENCE

Make a point to understand your client's problems. What are their concerns? What do they hope to gain from your keynote? Why are their employees looking for guidance? The more you can get to know your client, the more easily you can answer these questions and tailor your presentation to provide solutions. Combine that with approachability and your audience won't look away for a single minute.
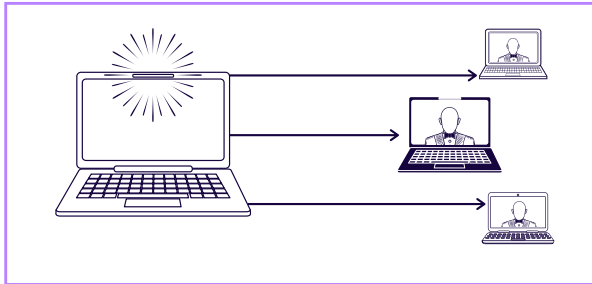
CONSISTENT "EYE CONTACT"

Although it's virtual, you lose "eye contact" with your audience when you look at your thumbnail image rather than your webcam. Avoid this by practicing and moving the Zoom participant window directly below your web camera. That way, even when you look at the audience window, you'll appear to be looking into the camera.

CAMERAS PLACED AT DIFFERENT ANGLES

While it sounds tricky, using multiple cameras not only lets you mix things up for the viewer. You also show them the body language that subconsciously conveys your openness, empathy, and approachability. This keeps your audience engaged and making your message all the more memorable.
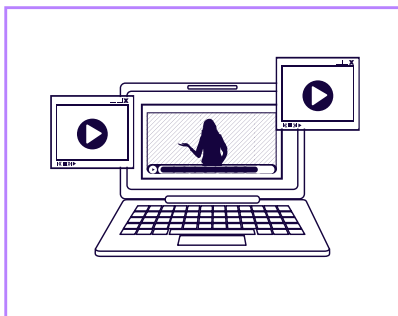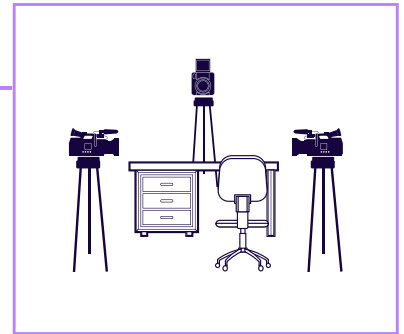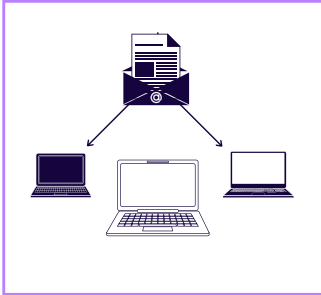
POST-EVENT RECORDINGS

Technical problems, large or small, can prevent attendees from joining the Zoom meeting for your presentation, even with experienced event planners. Recordings allow absent attendees to view your keynote on their own time and give event organizers the opportunity to build your presentation into their company. Win, win!

SPEAKERFLOW

POST-EVENT RESOURCES

As a general rule, the longer the time since a speech, the more details from it audience members tend to forget. This means that, if you want your presentation to be impactful, give your audience tools to act on your words (courses, workbooks, check in meetings, etc.), even after the keynote is over. Otherwise, the moment you leave the stage, they're going to slowly shift back into their routines.

A BACKUP PLAN (FOR TECH FAILURES)

Whether it's a calendar mixup or technical failure or something completely out of your control, there's always a chance that the show won't go on. As the presenter, it's your job to make sure that, if that happens, you have your client covered. This can mean recording your presentation and sending it to your client later, if their wifi or Zoom doesn't work.

ELEVATED ENERGY, PASSION & CONFIDENCE

Because your audience isn't sitting in front of you, everything about your presentation has to be taken to the max. If you want to keep them engaged, you can't just do what you've always done. You have to think bigger and approach the entire experience with creativity and enthusiasm. That way, your audience will be enthralled by your attitude and remember your thesis as a result.

Questions or Comments?

Contact us at
hello@speakerflow.com
and let us know what you think!