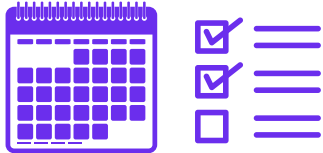


8 TRAITS OF AN EXCEPTIONAL VIRTUAL SPEAKER

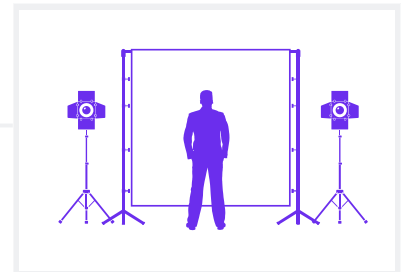


They work with event organizers to meet the goal of the event.

To maximize audience engagement, meet with event organizers prior to the event and clarify their goals. Take the time to learn their objectives, challenges, and needs, so you can help meet them.

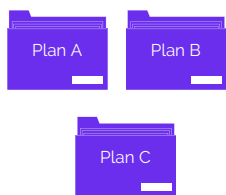
They invest in their presentation materials and studio setup.

From your background to your distance from the camera, everything in your setup should say, "I know what I'm doing." To learn more about setting up a virtual studio, check out our [Home Studio Course](#).



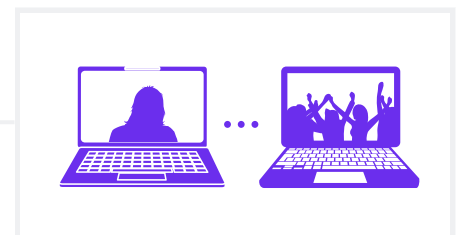
They plan for the worst and hope for the best.

As a virtual or in-person speaker, you're there to be flexible and provide value, whether the event goes as planned or not. Because of that, it's important that you build a few backup plans with your client well before the event date.



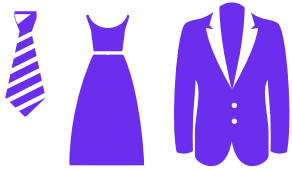
They go above and beyond to engage their virtual audience.

Virtual audience engagement essentially comes down to creativity. Whether it's a thinking exercise they've never done or a customized presentation, virtual audiences want to see something that's thought-provoking, even if it's not entirely new.



8 TRAITS OF AN EXCEPTIONAL VIRTUAL SPEAKER

(CONTINUED)

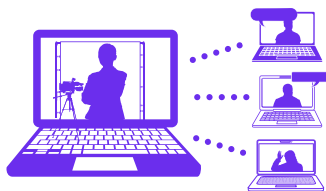


They're completely professional, from their clothes to the angle of their camera.

Whether you're on stage or on camera, it's important to approach every speaking opportunity as a chance to build your brand. That means having professional attire, speaking skills, and equipment.

They're flexible when technology acts up.

When tech acts up for speakers or clients, the best virtual speakers remain calm and flexible. That way, everyone can focus on problem-solving rather than on the pressure to get back on track.



They're available after the event to provide additional value.

Once your virtual event is over, stick around to provide details and support, so everyone in the virtual audience can move forward with enthusiasm and collectively meet the goal of the event.

They're open to feedback, positive and negative.

Whether it relates to their presentation style, the examples they use, or their preparation before the event, being an impactful speaker means taking feedback and using it as tools to improve.



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