

## Conducting Business in a Virtual World - Technology 101

### Objectives:

- Understand common tooling and digital terminology
- Conduct a online meeting with clients
- Provide a quality virtual experience
- Thrive during the current pandemic

### Outline:

- Speaking the same language
  - Common terms when meeting online include:
    - Screen share
    - Zoom, Meet, Teams
    - Video conferencing
    - Chat, 1:1, breakout rooms, webinar
    - integration
- Equipment - the Basics -
  - Understanding your hardware including:
    - microphones (onboard vs external)
    - headphones vs. headsets
    - wired vs wireless
    - laptop, desktop, cell phone, tablet
    - WiFi vs LTE
- The Meeting - Creator
  - Scheduling apps including:
    - Gmail, outlook, Zoom, calendly and integrations
  - Agendas
  - Timing
  - Screenshare
  - Video (including backgrounds and blur)
- The Meeting - Participant
  - Accessing your meeting
  - Testing equipment
  - Mute button
  - Environment (lighting, noise, distractions etc.)
- Make your virtual meetings matter
  - Personalization (introduction, stories, follow-up from previous meetings)
  - Visual examples (presentations, pictures, portfolios graphics etc.)
  - Set hard start and stop times
- It's more than insurance
  - Online meetings can be used for social gatherings
  - Create fun topics and invite multiple clients
  - Play games or trivia through online portals within conferencing software
  - Virtual seasonal celebrations (christmas/new year's parties)

*Matthew Gray is the CEO and Founder of Mind Surface and a thought leader in the area of technology training and AI for business. For the past 15 years, Matthew has been at the forefront of technology innovation in telecommunications, software development and managed services. Working in both professional training and project management, Matthew brings with him an easy to follow and interactive approach to understanding technology in its simplest form.*