



THRIVING *Women* IN BUSINESS with *Caterina Rando*

How To Host Zoom Meetings, Workshops and Events That Keep People Engaged, Uplifted and Provide Massive Value

1. Maximize Your Connectivity To keep your connection as stable as possible, put your phone in airplane mode, and close all other applications on your computer or phone. If you get a notice, or start to sense an instability turn off your video. Other actions you can take include turning on the Work Offline feature on your email and disconnecting from DropBox, iCloud, or other apps that may be using your online connection.

2. Background Have a solid wall behind you. Make sure your background is pleasant, not too busy and does not have movement. Test any green screen backgrounds - they can be fun OR they can also be distracting.

3. Look Your Best Be sure that you have the light in front of you. Raise your camera so that it is above your chin so you are looking up rather than down. Pull back your hair so there is no shadow and it stays out of your face. You can also use your cell phone for some extra light or get one of the any lights that clip on to your computer screen.

4. Add to Your Surroundings Put within arms reach a box of tissues, some cough drops, a glass of water (room temperature or warm), and a shawl or wrap. Consider an extra laptop or tablet with music.

5. Size Matters With a small group have everyone introduce themselves, or have people share a win or give a check-in. With a small



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group you can let everyone mute or unmute themselves. With a larger group you want to have mute and unmute control yourself.

6. Support is a Good Thing. Do not hesitate to have someone assisting you on your Zoom. Your assistant can help with making sure everyone is in the right place, uploading files, adding links and monitoring the chat. The bigger the group, the more important help is.

7. Have Your Links Ready In advance of your meeting, put together a doc or note on your computer with a list of any links or resources that you may want to share during the meeting. This way you can copy and paste them rather than typing them into the chat during your Zoom.

8. Let Everyone Chat. Part of what will keep your participants engaged is if they can chat with each other. They can say hello to each other, network, or ask to connect with another participant after the Zoom. Depending on your meeting purpose you can enable the full chat feature.

9. Stand Up to Present This opens you up for more projection and energy. Raise your sternum and shoulders back. Consider a fatigue mat to stand on like they use in restaurant kitchens.

10. Wear Your C.A.P.E. Keep in mind that you must present with **CERTAINTY, AUTHENTICITY, POSITIVITY** and **ENTHUSIASM** to hold the audience's attention for the duration of the meeting.

11. Simple Interaction Take a deep breath, share an overview of the workshop or event, and do something to get the voice of each person in the virtual space. Tell your guests how to improve connectivity and advise them how to use the chat if you think they would help.

12. Call for Questions Take time for questions once, twice or three times depending on the length of the module or meeting.



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13. Take Time for Integration The biggest mistake you can make is presenting too much content on top of too much content. Remember that you need to serve the auditory, visual, and kinesthetic learner.

Integration has three parts: something the participant does on their own, something they do with a partner or small group, and something they do with the whole class.

14. Dance Break Bring in some music and have everyone take a minute to dance, with or without their video. This gives their brains a break and takes care of tiredness from sitting in a chair.

15. Zoom Karaoke Play a song everyone knows, and ask them to mute themselves (so no-one has to hear anyone else) and sing while you play the song. Tell your participants to keep their video on, so everyone can see everyone else's lips moving. This adds some fun.

16. Conduct a Poll Zoom has an amazing advanced feature that allows you to write-up a poll in advance and have your participants take it in real time. As soon as everyone completes their survey you can instantly share the results with your participants.

17. Breakout Sessions Another great advanced Zoom feature is that you can divide people into small groups during your virtual meeting. You can decide how many groups and how many people in each group for exercises and small group shares. This is an essential feature to master.

18. Insta-Assignments Keeping people engaged is more of a challenge in a virtual setting because things like their phone, email, mail and refrigerator are all available to take their attention off of the virtual event. Find something you can give people to do right now that will have them stay interested.



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19. Call To Action to Close At the end of any workshop, meeting, or event, you want to give your participants an action to take. Be sure to have them write in the chat what they will do as a result of the event.

20. Leave Them with a Smile It is imperative that you leave your audience invigorated and more uplifted than when they got on the call.



Caterina Rando is a sought-after speaker and women's business mentor extraordinaire who serves women on a mission. She is the author of *The ABCs of Public Speaking* and *Learn to Power Think*. She provides business and speaking development programs for entrepreneurs who want to build influence and have massive impact. She has been serving women entrepreneurs for over 25 years and is also the founder of the *Thriving Women in Business Community*. Her contribution to women is widely recognized. She has received The Limitless Woman Award, The Distinguished Woman Award, and The Extraordinary Woman Award.