



The ECHO™ — Your Weekly Presentation Tip

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It's a Virtual World, After All

We're often asked how face-to-face communication skills apply when someone is presenting in a virtual world. The short answer is that they do, but you need to modify your presentation delivery to fit the virtual environment. Here are some tips:

- It's all about control-make sure everyone in your audience is looking at the visual you're looking at. Their speed depends on the speed of their connection, and it can vary widely.
- Build in some factoids or thought-provoking questions you can use to give time for the slower speeds to see what you're seeing.
- Tell them what you want them to be looking at and why it's important-it takes a few more words when you're not in front of the audience, but they're words well used.
- Practice ahead of time-out loud and using the technology, just as though you're delivering the presentation for real.
- Stand when you present, and gesture-even though no one will see you, you'll sound more engaged and interesting.

When you're prepared for delivering your message in this virtual world, you'll present valuable information for your audience and keep them engaged throughout.

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