



Live Conference PRO™
Get the power to **Motivate, Influence and Persuade!**

Web Meeting Checklist

A Guide for Preparing and Delivering Effective Web Meetings

Your web meeting room is a tool to create a great first impression, or it can be a huge waste of your time and that of your attendees. To give an effective presentation, successful business people first plan and then practice their presentation.

The bottom line is, *if you fail to plan – you plan to fail!* The choice is yours.

If the following checklist seems like overkill, remember that pilots go over a checklist whenever they get into the cockpit, no matter how many hours of flying time they have. Feel better now?

The most important step is that you practice giving your presentation, using the meeting room. Taking the time now to get started the right way will have long-term benefits for your business and will make a memorable, positive first impression on guests you invite. Please remember we offer free live assistance for any of these steps.

Prepare Your Presentation

 **Write your presentation script.** Your first web meeting may be the one and only chance you get with each Guest to capture their interest and take them a step closer to the outcome or result you want to have at the end of this meeting.

Here is a guide for outlining an effective presentation.

1. Ask questions to stimulate interaction.
2. Explain your solution to the problem.
3. Answer your Guests' specific questions.
4. Introduce your exciting call-to-action.
5. Write the script for the first 60 seconds of your opening statement, which includes the key points and the benefits for your Guests.
6. Write the main body of your presentation. Remember live interaction is critical. Incorporate questions into your presentation using visual tools such as PowerPoint slides.
7. Write your closing statement which includes the key points, benefits and a call-to-action.
8. Print your scripted presentation to reference while presenting in the live meeting or when creating your recorded presentation.



Prepare an opening statement. The number one reason a person chooses to purchase products or services from your company – is you. Formulating a confident opening statement, makes a great first impression and indicates that you are a serious business person they can trust.

The following is a template for creating an effective opening statement.

Edit this statement specific to you and your meeting objectives, then print it and have it ready for your live meeting or when making a recording of your presentation.

“Hello and welcome. My name is Tom Eagar with Live Conference PRO™ and I want to thank you for spending a few minutes of your time with me. Our meeting is scheduled to last approximately 30 minutes. At any time, you can ask a question by typing it into the Chat pod. This is going to be a short meeting and I will address all of your questions at the end of my presentation. My guarantee is that by the end of our meeting, you will have a well-defined structure for holding effective, focused web meetings which don't waste your Guest's time.

So let's get started. First, please turn off your email and other instant messaging programs such as Skype. The quality of the audio and video used during our meeting will be determined primarily by your Internet connection.”

Prepare a closing statement. Your Guests are looking for leadership and an assurance that you have their best interest at heart. The following is an effective template for a closing statement. You should edit this statement specific to your meeting objectives print it and have it ready for your meeting.

“In closing, I want you to know that I am 100% committed to your success using Live Conference PRO™. I will now take you to my Document Center where you can download the Web Meeting Checklist.”

Build your PowerPoint slides or other visuals for your presentation.

Here are 4 tips on creating an effective PowerPoint presentation.

1. Plan to change the image (slide) at least every 30 seconds.
2. Use no more than eight lines of bulleted phrases on each slide.
3. Use a san-serif font such as Arial, Verdana, or Tahoma. Use 18 points in size or greater.
4. Use more images and less text on your slides.



Set-Up Computer, Headset, Microphone and Webcam

Login to your meeting room as a Host. Use the Audio/Video Wizard to set-up and test your microphone, headset speakers and webcam.

Talk Hands-Free (VoIP) Audio Tips

To produce the best audio quality, use a headset with the microphone attached to it. Choose a headset that uses a USB connection. This type of equipment costs approximately \$20-\$30 USD and can be purchased at any major office supply or electronics store. A headset like the one shown here reduces echoing and the built-in noise cancellation greatly reduces unwanted background sounds.



Everyone who is using the Talk Hands-Free button should be wearing a headset with the microphone attached. Otherwise, the audio they hear from others in the meeting will be played through their speakers and then rebroadcast back through the microphone. This can create an annoying echo which everyone will hear in the meeting.

Important! If a person does not have a headset with the microphone attached, this is not a problem, simply ask them to click the Talk Hands-Free button *only when it is their turn to speak* and then click the Talk Hands-Free button again to turn it OFF when finished speaking.

Live Video (Webcam) Tips

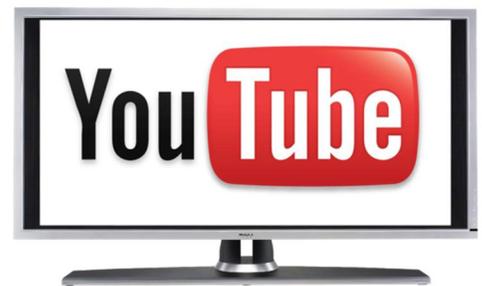
1. If you will be broadcasting live video during your meeting, it is important that there is sufficient lighting being projected onto your face. To do this, simply position a lamp behind your webcam, in some cases, you may want to remove the lamp shade in order to increase the light intensity. A 40 watt bulb is recommended because it produces sufficient lighting while not being too bright on your eyes.
2. It is equally important that you do not have any bright light sources behind you such as a window or other lights because it can make it difficult for the webcam to create the best quality image when you are broadcasting.
3. If you will be using live video, you may want to start your meeting from the Live Video Conferencing pod using a larger video setting such as 320x240 or the 640x480 setting. This is a great way to establish a positive connection with Guests by allowing them to see and hear you during your opening statements. For the main portion of your meeting, you can leave your webcam on and then simply switch to other areas of the meeting room such as Present Slides, Document Center or the White Board. Your live video stream will automatically scale down in size when you navigate to these other areas of the meeting room.



Important! Due to the amount of bandwidth required, do not broadcast Live Video while using Share My Desktop. Doing so may cause audio break-up for your Guests and will slow the screen capture rate being broadcast to others in the meeting.

Add YouTube Videos, Upload PowerPoint and Files

You are now ready to add links to YouTube videos you might want to show, upload your PowerPoint slides, and upload files you will have Guests download during the meeting.



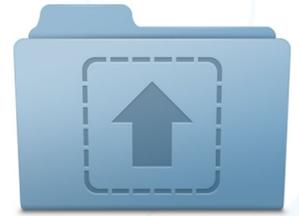
 **Add a YouTube video.** First, login to your meeting room as a Host, click Meeting Tools, select Present Video from the menu. In another browser window, copy the URL for the desired YouTube video. Then in the Present Video pod, click Add Online Video, type a name, then paste the Video URL and click Add.

 **Add PowerPoint slides.** First, login to your meeting room as a Host, click Meeting Tools, select Present Slides from the menu. Click Upload, type a name for this presentation, click Select/Upload Document, then locate the PowerPoint on your computer.

After a couple of minutes, click the Refresh button and the presentation name will appear in the Select A Presentation menu which allows you to select, show, point to and annotate upon the slides during your meeting.



 **Add files to the Document Center.** Login to your meeting room as a Host, click Meeting Tools, select Document Center from the menu, then locate the file you plan to share with Guests from your computer.



Practice Your Presentation

 With your PowerPoint, video and files now uploaded and ready in your meeting room, it's time to practice your presentation. This step is the most important one you must take if you want your Guests to experience a smooth, efficient web meeting experience. Your goal should be that at the end of your presentation, your Guests understand and remember your message.

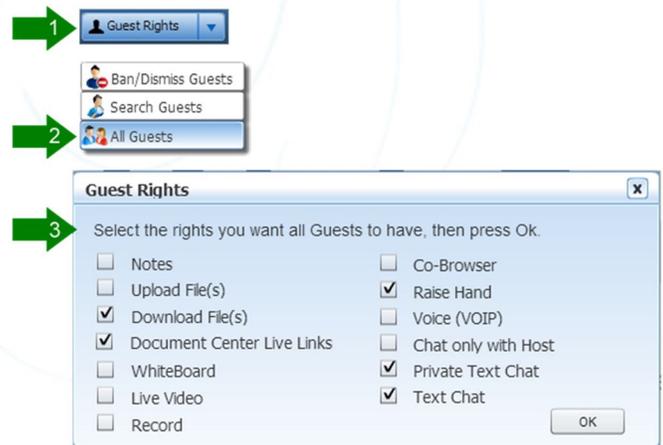
Investing the time to go through your entire presentation, from start to finish, will ensure your computer is working correctly and that you understand how to navigate throughout your meeting room to engage your Guests with the content of your presentation.

Set Guest Rights

 Decide what meeting room functions you will want Guests to use during the live meeting.

Here is a list of basic Guest Rights you should decide upon:

1. Will you want Guests to type text during the live meeting or hold them until a certain time?
2. Will you allow Guests to use the Talk Hands-Free feature to voice their question?
3. Will you allow Guests to use their webcam?
4. Will you ask Guests to use the Raise Hand functionality to provide feedback during the meeting?
5. Will you allow Guests to upload or download files in the Document Center?



You are now ready to set the Guest Rights. First, login to your meeting room as a Host. Located at the bottom of the meeting room, click the Guest Rights button, and then select All Guests from the menu. Place a check box next to Guest Rights you have determined from the list above, and then click OK. This allows all Guests to use these features during your meeting. The selections you have been made will be saved for all future meetings until you change them.

Continued on the next page.

Inviting Guests

After practicing your presentation from start to finish, (3 to 5 times) you will be comfortable with how to use the meeting room and how to present your content. Your next step is send those you want to invite to your meeting a Guest login link.

There are two easy ways to do this. First, login to your meeting room as a Host. At the top of the meeting room, click Meeting Room Tools, then select Invite Guest from the menu.

1. **Require a password to join.** Enter the email address for the people you want to invite, type a message to be included in the email (optional), select the number of days the account should be valid, and then click Send Invitations.

Or...

2. **NO password required.** Click the link located at the bottom of the Invite Guest screen. Next, paste the link into the body of a new email message. Send that link, along with information about your meeting such as the date, time and agenda, to those you want to attend.

You can also place this link on business cards, social media posts, web pages and inside eBooks for one-click fast access to your meeting room.

The screenshot shows the 'Invite Guests' form with the following elements:

- 1** In the field below, type the email address (up to 25 at a time) for the people you want to invite to your meeting. Each address must be separated by a comma.
- 2** Type a message to be included in the email. (Optional)
- 3** Choose how long the Guest account should be valid. A dropdown menu shows '1' Days (Default).
- 4** Guests will receive an email with a link and a password to login. A 'Send Guest Invitation(s)' button is visible.
- Below the button, text reads: 'You may also send people your room login link (no password required). Copy and paste the link below into an email or place on your website. This login link provides the fastest access to your meeting room.' A text box contains the link: <http://webmeet.biz/Demo>

This screenshot is identical to the one above, but a blue arrow points to the login link <http://webmeet.biz/Demo> at the bottom of the form.

Day of the Meeting Preparation

20 Minutes Before the Meeting

- Reboot your computer because this ensures your computer's memory and other resources are free and available to allow your meeting room tasks to run smoothly.

15 Minutes Before the Meeting

- Login to your meeting room as a Host.
- Advise any Guests who might already be logged in that you will be starting your presentation at the top of the hour and they are welcomed to remain logged in. You can do this using text chat or your voice.
- Make sure you have a printed copy of your opening and closing statements.

Put on your headset. Click the Talk Hands-Free button and speak at your normal volume to ensure that the green LED's are appearing approximately 60% of the way across the bottom of the Talk Hands-Free button. This indicates that your microphone is properly set-up and sufficient volume is detected so that your Guests will be able to hear you. Now click the Talk Hands-Free button again to turn it off until you are ready to begin speaking.

Eliminate Distractions

- Close the door to your office.
- Turn off your cell phone and put away other devices, which might ring, beep, or buzz.
- Turn off the phone's ringer, or unplug it.
- Turn off instant messaging programs such as Skype.
- Tell co-workers about your live web meeting and the importance of no distractions.

Your meeting room can be an intriguing experience for your Guests and despite your best efforts to engage and entertain them, some will find it irresistible to click the menus and press buttons during your meeting. You can remove these visual distractions and temptations by doing the following:

1. Click Meeting Room Set-Up, select Menu Configuration, place a check next to the No option and then click OK. The menu navigational bar will be hidden from view for your Guests preventing them navigating to other areas of your meeting room – when they should be listening to you.
2. Click the Guest Rights button, located at the bottom of the meeting room, then select All Guests, now UNCHECK all rights except for possibly the Text Chat rights.
3. For maximum control over the text chat, place a check only in the Chat Only with Host box. Doing so allows Guests to communicate with you, but prevents their comments and questions from becoming a distraction for others. Many Guests actually feel more comfortable in knowing that their questions will be sent privately to the Host.

Congratulations!

You are now ready to hold an effective web meeting.