



## In Your Face Corona, We're Staying Safe, But Connected!

This last two weeks have been different to say the least, on a positive note I've learnt so much. From how to home school a 5-year-old (giving it my best shot anyway), to the fact that in times of panic here in the UK we panic buy loo roll (not here I'd like to add, I'm stockpiling chocolate), and more than ever how lucky I am to work at Elation. In a matter of days, we've adjusted to working from home and found ways to collaborate and support our clients.

### But How?

For us video conferencing has been a big deal - here at Elation we use Zoom (although of course there are other programmes available).

So today I would like to share with you some tips and tricks that we have been using for a while, along with some snippets around the new technology introduced by Zoom to help us all at this time.

1. **Maximising Technology:** Whether you are new to Zoom or an existing customer, have a good look at the packages available and check the billing section for Add-on's available for purchase to ensure Zoom is effective for you and your clients. For example, we use the Zoom Pro account with a Webinar Add-on, as we have been running regular webinars for the last few years. We have also recently helped one of our clients to create a webinar to enable them to continue connecting with their clients in a way that is about sharing useful information as opposed to selling.
2. **Prepping It Right:** If you are delivering a meeting or Webinar, log on 5-10 minutes before the start as this will enable you to check your speaker volume is up, mic is on (we also brought a USB Mic from Amazon for £20 and it made a big difference to the sound quality), and screen share is ready (I'll talk more about screen sharing later on).
3. **Making It Visual:** If you are presenting ideas or training internally or externally, create yourself some well-designed slides, even a one-page document can help you really stand out. We have received feedback from many of our clients around the difference a strong visual presentation makes.
4. **Sharing Your Screen:** As promised here is some info on slide sharing. You can either share your screen which will allow you to share everything you have open or share a chosen document (just make sure it's open on your desktop first). To share a video clip, click on Advanced Settings and tick optimise video and share sound (just remember to untick these when finished) and if you don't want your audience to see you completing admin just hit the pause screen button.
5. **Keeping It Focused:** Taking your sales meetings online can be challenging – you need to have a clear structure and agenda for the meeting to ensure you can get the same value from a meeting when you don't have the benefit of physical rapport. We have spent a lot of this week coaching and prepping people on how to conduct a really great online client meeting. We have plenty of blogs about this if you need them.
6. **Setting The Scene:** Holding an important external or internal meeting from home? We suggest clearing the background of household items and even putting up a branded poster or print out behind you. If you have a new laptop or MAC, you will also be able to take advantage of the new virtual screen option. The easiest way to transform your kitchen into a Desert Island or Sydney Harbour setting is to click on Camera options as you enter your meeting and select the Virtual Background option (you may need to download and save the pictures first). A great way to lighten the mood with internal meetings or regular client catch ups.

7. **Real Interaction:** If you are holding internal meetings or training and you want the ability to break away and work in pairs or groups, this is possible with the 'Zoom Rooms' function (available as an Add-on or included with some packages). Before the session you can assign individuals to groups and when you want them to collaborate simply switch to the 'Zoom Rooms' function. I will attach a link with more info at the bottom of this blog.
8. **Personal Communication:** All good online tech has a private chat function. In the chat function you can send group or personal messages and also upload files. So, if you want to send a handout of the slides or actions from your meeting simply upload and send.
9. **Keep A recording:** The singular most powerful benefit of video conferencing is that you can record the meeting for later use. This week alone we have used these recordings in the following ways:
  - i. To keep for those unable to attend.
  - ii. To listen and coach around content.
  - iii. To create training notes and handouts as follow up to the session.
  - iv. To play again as marketing and training material.

However, you choose to use your recordings the permanent record is a powerful thing.

10. **Summarise:** My final tip for today. Always send an email summary of your meeting or session and be sure to arrange a suitable time to chat through your ideas (where appropriate) whilst in Zoom.

I hope you have found this useful. As promised here is the link to further info from Zoom on how they will continue to support us:

<https://zoom.us/docs/en-us/covid19.html>

And as for Elation, we are with you every step of the way to help you overcome challenges and minimise the impact of these uncertain times.

I believe we are stronger together and look forward to catching up with you all further in the coming weeks and months.

In the words of one our strategic partners, Chris from [Corsham Print](#) Stay Safe, Stay Positive and Stay Motivated.