



Maximising your **digital** presence

(Zoom, Skype, Microsoft Teams)

Impact 'online' is crucial to:

- Winning and retaining business
- Motivating your staff and
- Influencing your stakeholders

1. Conveying authority and power through the computer lens

An understanding of the medium and how to develop your Executive Presence.

In this programme we cover how to perform in front of your computer's camera correctly online; how to be authoritative and inspire confidence in your viewers; eye positioning; facial animation; body language; visual demeanour and what necessary adjustments produce a polished presentation that influences your reputation, wins business, delivers growth and creates action.

2. Programme content – Part 1

There is a myriad of skills that you would use in front of a television camera that need to be transferred to the digital world. Chrissie and her

team provide a tailored programme working with your specific content to deliver the **Digital Presence** programme.

We lead you in the correct and best use of your equipment, the detail and design of your content, and how to apply the best performance techniques in front of the computer camera.

We advise you on the perception others may form of you during the call, how to accommodate participants in a variety of locations etc.

3. Programme content – Part 2

(designed around your objectives and content)

1. Skills coaching – Delegates are given specific skills to insert and plan using a forthcoming or recent online engagement/presentation/pitch.

2. Practical delivery – This is carried out a day or so later to enable delegates to revise their existing presentation or programme and insert key skills for a practical performance.

Parts 1 and 2 are recorded for later reference.



4. Proposed agenda

Designed after discussion.

The Team

The Team is led by **Chrissie Smith** and can include specific sector related global communications specialists.

- We work globally online across all regions to enable global clients to bring together all their management for individual or group consultancy work
- Simultaneous online translation can be arranged during interactions with staff and management sessions

“When the eyes say one thing and the tongue another, a wise man trusts the language of the first.” Anon.

Why us?

Chrissie Smith and her colleagues are seasoned international television and radio presenters who know what works on screen, whether that is in a studio or online. They use their experience and expertise to polish your performance online in the new world of digital working. They are passionate about helping you craft and deliver your story with power and energy. They have all compered major international conferences in person and online. They know how to coach you to hold audiences and influence them.

Chrissie and her Team are passionate about:

- Online coaching – available for rehearsing forthcoming events once the delegates have completed their course.
- Working with delegates on a consultancy basis to help them design future compelling content for forthcoming online interactions.

All the teams' years of media and business experience enable them to analyse working behaviours and use this to provide guidance on enhancing or protecting your online performance. Building and maintaining strong-third party relationships when deploying powerful online communication techniques is an investment in growth and retention.

Individual biographies are provided to match the needs of individual clients, regions, and sectors in which they operate.

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