

Remote Meeting & Conference Best Practices

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What's the Difference?

Types of Events

What's the Difference?

Meeting (Times Vary)

- Specific agenda items
- Varied number of attendees
- Informational and interactive

Webinar (45-60 minutes)

- Larger number of attendees
- “Knowledge based” learning objectives
- Interactive

Virtual Classroom Training (1-3+ hours, breaks needed)

- “Skills based” learning objectives
- Smaller number of participants
- Interactive AND collaborative

Conferences and large online events (time and duration vary, may go over days)

- Varied learning objectives based on speakers
- Larger number of attendees
- Interaction, collaboration, informational, networking, sales, marketing, etc.

Source: Online Virtual Producer | ©2021 Kassy LaBorie Consulting, LLC

Registration/Follow-Up

Event types have different processes

Registrations/Invitations

Meeting

- Registration not typically required; email invitation is typical
- No cost

Webinar

- Registration often required.
- Typically public and often no cost (except when used for professional dev.)

Virtual Classroom Training

- Registration required
- No cost when internal; registration fees when open/public

Conferences and Large Online Events

- Registration required
- Costs to attend; often additional costs for pre-, post- or specialist content.

Event Follow-Up

Meeting

- Minutes and follow-up actions from meeting distributed to participants

Webinar

- Thank-you email
- Post-event Evaluation

Virtual Classroom Training

- Course Evaluation
- Pass/Fail/CEUs/Credits/Certificates

Conferences and Large Online Events

- Conference Evaluation
- Can be very in-depth depending on size of event

Know Your Platform

Be Prepared!

Know Your Platform



Know Your Platform

Typical Roles

Host/Admin	Presenter/Panelist	Attendee/Participant
<ul style="list-style-type: none">• Scheduled/created event• Full permissions• Only one per meeting• Can start/end event• Can record event	<ul style="list-style-type: none">• Can share screen/materials• View participants list• Launch polls/interactions	<ul style="list-style-type: none">• Mute/Unmute• Turn on video• Participate in chat• Nonverbal feedback/reactions

Audience Engagement

Interaction Types for Different Events

Audience Engagement

'Basic' Interactions (Meetings)

- Feedback/Reactions
- Chat
- Whiteboard
- Annotation
- Screen Share

Audience Engagement

‘Advanced’ Interactions (Training/Courses)

- Polls
- Notes
- Q&A (Facilitated Chat)
- Breakout rooms
- Share File

Audience Engagement

Third-Party Interactions (Large Webinars/Conferences)

- Polls
- Word clouds
- Scales
- Ratings
- Quizzing

Audience Engagement

Third-Party Interactions (Large Webinars/Conferences)



Kahoot!



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Best Practices

Technical Capabilities

Best Practices

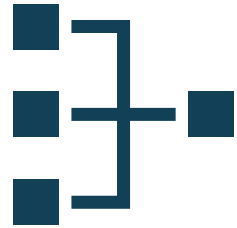
Rehearsal



- When appropriate, hold a rehearsal, often called run of show or walkthrough.
- Does not have to take long time – sets roles, speaking orders and provides peace of mind.
- Applicable to webinars, courses and conferences; not so much for meetings.

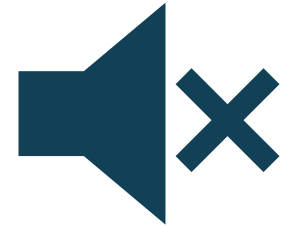
Best Practices

Connectivity



Best Practices

Audio



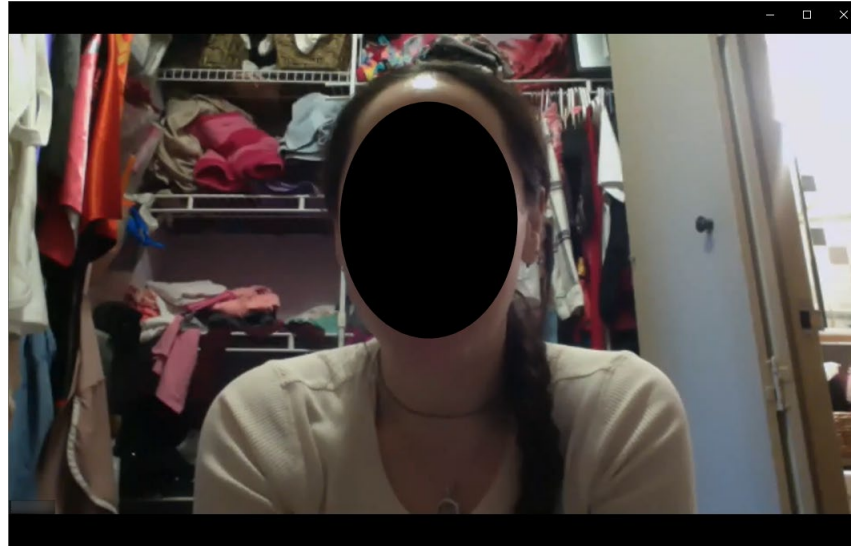
Best Practices

Lighting



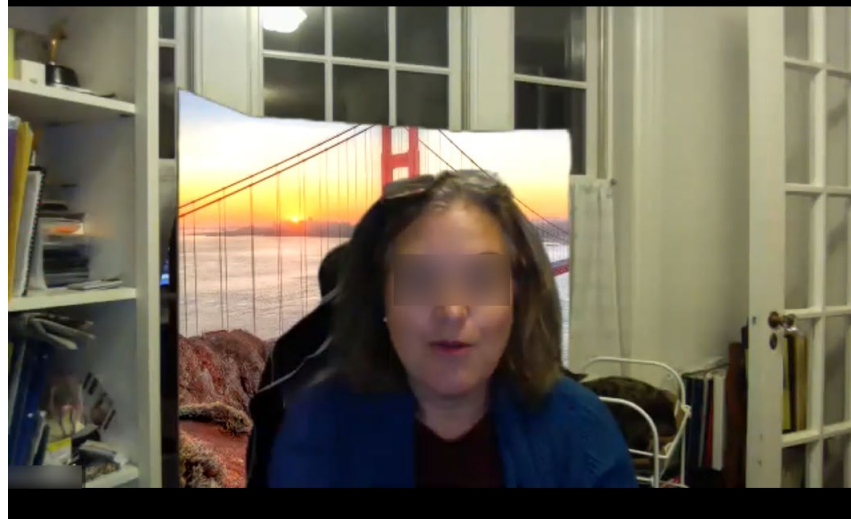
Best Practices

Webcams/Backgrounds



Best Practices

Webcams/Backgrounds



Best Practices

Webcams/Backgrounds



- If environment is not suitable or quiet, it might be best to not use a webcam.
- Inform colleagues that you are present and listening but webcam will remain off.

Best Practices

Screen Sharing



- Turn off/exit unnecessary applications (IM, social media)
- If sharing desktop, ensure appropriate wallpaper

Etiquette

The softer side

Etiquette

Facilitation/Moderation

- When introducing or addressing people, use formal titles; if unsure... ask.
- If facilitating a panel, ensure equal opportunity/time for each panelist.
- Keep on topic and professional – avoid nicknames, controversial topics or expletives.

Etiquette

Be Fully Clothed

- You might have to stand up! (Doorbell, child, etc.)
- You might think your webcam is off, however...
- Be respectful of your colleagues and audience's cultural sensitivities.



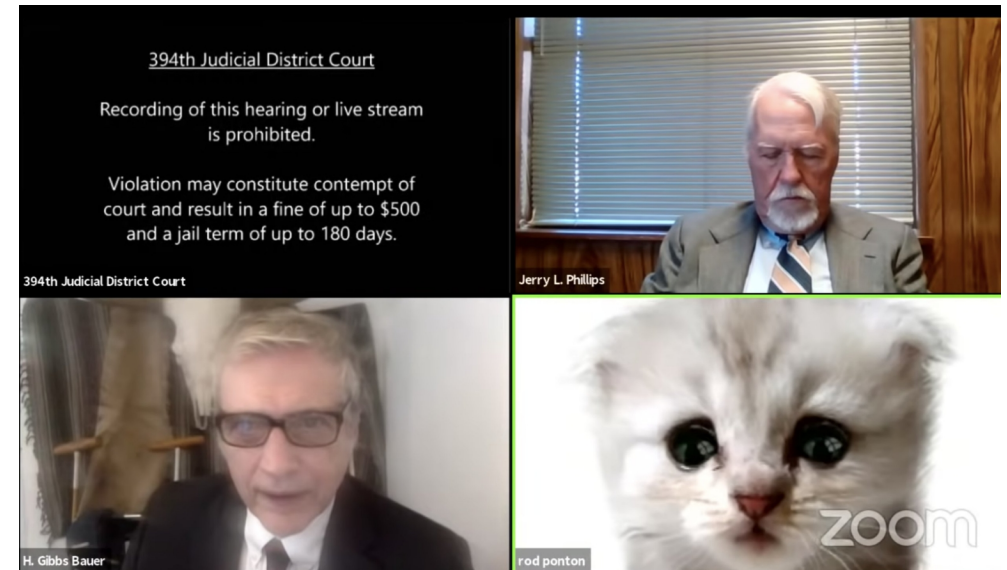
Source: TechRepublic:

Creator: AndreyPopov | Credit: Getty Images/iStockphoto

Etiquette

Don't Mess with Settings You Don't Understand

- Don't distract participants by asking about their filters.
- Not the time to 'play' with backgrounds.
- Experiment on own time, outside of the meeting hours.



Source: Web Etiquette 101 | <https://www.disruptivediscourse.com>

Etiquette

Angles Are Everything

- Be aware of what is in view of your camera, including who could pop up in the view.
- Have webcam angled so that background is a wall or solid object – facing you not looking up to you.
- Avoid things that may be perceived as inappropriate or embarrassing in your background.



Etiquette

Take Bio Breaks Outside of Meeting Time

- Take breaks between meetings/sessions.
- Never bring laptop/device with you into rest facilities.
- If unavoidable, excuse yourself from meeting and come back.

Source: Web Etiquette 101 | <https://www.disruptivediscourse.com>

Etiquette

Even on Mute Watch What You Say

AVOID

- Making/taking personal phone calls
- Domestic arguments
- Facial expressions that can be misinterpreted

SEEK TO

- Act like you would in a conference room with work colleagues
- Pay attention
- Take notes

Source: Web Etiquette 101 | <https://www.disruptivediscourse.com>

Etiquette

Don't Eat, Drink & Work

- Although, water, tea/coffee is generally acceptable, people don't want to watch you eat.
- Alcoholic beverages can give poor impression (even in background.)
- EXCEPTION: Working lunches or team-building 'happy hours.'



Source: Adelaide Councillor Caught Drinking During a Council Zoom Meeting
<https://7news.com.au/politics/local-government/burnside-councillor-caught-sneaking-a-drink-during-coronavirus-zoom-meeting-c-983445>

Etiquette

Sign-in name

- Be aware of what your sign-in name is displaying.
- Perhaps you last met online with family or friends and used a silly name... perhaps a family member last used your device to join a class...
- Join the meeting early and make sure that your login/display name is the same as what you use at work.

Etiquette


Stop Trying to Fulfill Two Commitments at Once

DO NOT

- Run errands while attending meeting.
- Drive a vehicle.
- Join a meeting from a doctor's appointment.

DO

- Sit still and pay attention.
- Collaborate and discuss with your colleagues.
- Commit to the meeting.



Professional is not a label
you give yourself- it's a
description you hope others
will apply to you.

-David Maister

disruptivediscourse.com

Additional Resources

LaBorie, Kassy. (2021). *Producing Virtual Training, Meetings, and Webinars: Master the Technology to Engage Participants*. Alexandria, VA; ATD Press

Huggett, Cindy. (2017). *Virtual Training Tools and Templates*. Alexandria, VA: ATD Press.

6 Ways to Build Rapport With a New Client or Colleague <https://www.inc.com/young-entrepreneur-council/6-ways-to-build-rapport-with-a-new-client-or-colleague.html>

7 Tips for Presenting Like a Pro <https://medium.com/swlh/7-tips-for-presenting-like-a-pro-a3319abcbdf>

Why Active Listening Matters in Tech Support <https://www.techfunnel.com/information-technology/active-listening-matters-tech-support/>

How to Frame Your Webcam Video Like a Pro <https://photography.tutsplus.com/tutorials/how-to-frame-your-webcam-video-like-a-pro--cms-27228>

Room Rater: <https://twitter.com/ratemyskyperoom/>