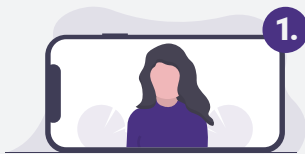


5 ways to hold online meetings with impact



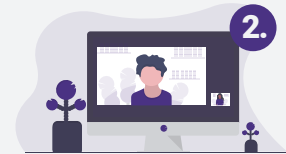
I'm Fiona from FAT Promotions, where we create websites and online systems to keep your business going and growing in difficult times, and I'm going to share with you five really easy ways to maximise the impact and effectiveness of your online meetings.

Many people are now using Zoom to meet online, and many aren't used to the software or are rapidly trying to catch up so they can still meet to network and engage with their clients and suppliers online in times when it's difficult to meet face to face. I've been using zoom for about a year and after the initial excitement of how different it was, I found it made a real difference to my business. So here are five things I've learned over that time, to help you to have maximum impact and get the most from your zoom meetings:



Have your phone the right way round.

I'm seeing many people using zoom with their phone in portrait position that's the normal way that you'd hold your phone to have a telephone conversation, but you're better off turning it sideways so it's on its side in landscape format. This helps you give a better impression, shows more of you and your background and not a small image for the person at the other end.



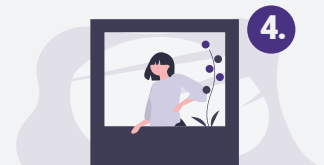
Sit close to the screen.

Many people are sitting further back, thinking it's important to show the whole top half of their body, and it's really not. Think of it like a passport photo. It needs to be just upper chest and shoulders and head. When you're having a normal chat with somebody, you wouldn't sit across the other side of the room. It's more engaging to sit close, it makes it more personal.



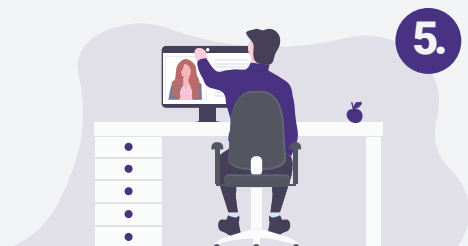
Have the light in front of you.

Don't sit with a window behind you as this may look okay to you on your small screen, but to the other person, it looks like you're just a shadowy figure. And that's not a positive image to put across. Make sure you have at least one light in front of you, it doesn't have to be super bright (you don't want to squint), but you want to have a light in front of you so people can see your face and see your expressions as you're talking to them.



Skip the virtual backgrounds

A lot of people have attempted to put in a virtual background so they're not showing the mess or whatever is behind them in their home. The nice thing about the current situation with Coronavirus is everyone is in the same position, everyone is working from home. So there's no need to pretend you're in a fancy office or on a beach hide away just show who you are. Be authentic, because I guarantee you, after the first five minutes, no one is even looking at the background, they're looking at you and listening to what you have to say.



This is really important - make eye contact.

Look at the camera, not at the little photos of the people on the screen, or worse, look at something else on your screen at the same time you're talking to someone, unless you're screen sharing. This one makes a big difference, because you look like you're speaking directly to the person at the other end and it really helps form a good strong personal connection

So there you have five tips to get the most out of your online or Zoom meetings. If this is something you're struggling with, or you still don't have integrated with your website or online calendar where people can book meetings with you, please reach out to me at

WWW.FATPROMOTIONS.CO.UK

Because that's something we can help you with. We've put together a range of really affordable, quick packages to help small business in particular to continue to keep going and keep growing online in these times. We're here to help.