

# WhiteSpace

## Virtual Presentation Skills (VPS)

### Conference Prep Course

**ISSUE** Finding presenters who can masterfully engage during their segment of a virtual conference is a tough task. The paid professional speakers are great online. But meeting planners everywhere are deeply dismayed at the lack of confidence, sloppy production, and remedial virtual connection skills of the rest of their speaker roster—but have no way to correct those issues without expensive private coaching. Internal executives are reading from scripts on camera, breakout speakers are boring and wordy, silhouetted in front of windows, or have no idea where to make eye contact. It's a mess. Until now. But, our VPS course will help your speakers and executives represent their cause or organization with class, strengthen their virtual impact, and win the new game.

**SOLUTION** This course teaches virtual conference presenters, from emcees to introducers; internal executives to breakout speakers, to be confident and capable in the virtual realm. Time commitment, including optional peer-coaching, is forty-five minutes per week (two lessons per week) over five weeks.

**Each of the ten micro-learning lessons contains:**

- A three-minute instructional video
- A self-facilitated peer-coaching guide to practice each lesson in small groups
- A one-page summary sheet of each lesson's core takeaway

**COST** The cost typically runs from 350 to 550 per person, depending on high-touch upgrades chosen and economy of scale.

**RESULTS** After this course, virtual presenters will display consistent standards of excellence, including increased virtual professionalism, more confident on-camera demeanor, improved backgrounds and tech, and heightened focus on understanding audience needs.

**GIVING** We believe nonprofits that present at a high level give more to the community and raise more critical funds. We often donate this course to select organizations and would love to help train the loving team of your favorite cause.

## COURSE CURRICULUM

*(Prescribed lesson flow is two lessons weekly for five weeks, but slower or faster cadence alternatives can be used.)*

### Lesson 1

#### BASICS OF VIRTUAL CHARISMA

*(Getting started and understanding the environment)*

Lesson 1 introduces us to the overall course content as well as to your presenter, WhiteSpace CEO Juliet Funt, a globally beloved veteran of the keynote stage and a frequent virtual presenter to audiences of thousands. In this lesson we encounter the two key levers upon which presentations are amplified, Production and Performance. Covered also is the profound level of intentionality needed to pull ahead of the pack as a virtual presenter.

### Lesson 2

#### THE THREE LEVELS OF VIRTUAL

*(Learning how to choose the perfect amount of prep and effort for each event)*

A common misconception in the world of virtual presenting is that all presentations should have the same level of preparation, consideration, and investment. Now we debunk this perspective with an exploration of the three ascending levels of virtual presentations. Here we also discuss the intimacy of a post-COVID environment, which can leave teams confused between realness and the kind of sloppiness that has a price in perceived professionalism.

### Lesson 3

#### PRODUCTION 101

*(Core knowledge regarding lighting, audio, camera angles, and backgrounds)*

Though some proactive team members may have Googled their way to a cursory understanding of production fundamentals, usually the learning stops short of the standards most executives wish their teams would adopt. In this lesson we cover the instruction needed to achieve uniform, standardized levels of production excellence across an intact team.

### Lesson 4

#### NAILING THE FIRST MINUTE

*(Making first impressions that create lasting connections)*

As we pivot to discuss performance, we quickly realize that the individual skills that comprise a tool kit of distinction are overwhelmingly numerous, so we focus here simply on the first minute. Teams will learn how to own the “stage,” perfect the critical first three paragraphs, and avoid the one common mistake that kills relationship building.

## Lesson 5

### **SPEAKING INTO THE VOID**

*(The enormous challenge of presenting in a no-feedback environment)*

Here we address the number one fear, concern, and distraction in the world of virtual: the painful lack of feedback. Even experienced presenters find it intimidating to move through a deck or sales conversation without the cues that have allowed them to “read the room” for their entire careers. The solution will be found in the WhiteSpace framework of “raising the real while lowering the ideal.”

## Lesson 6

### **INSTANT MAGNETISM**

*(The simple math equation that makes you more likable on camera)*

With the constraints of a small screen and a seated position, it’s truly difficult to come across as energetic and charming virtually, but there is a way to combat this challenge—and it’s an inside job. This segment helps us understand how caring more deeply about our work and caring more deeply about the needs of each specific audience can, in parallel, make us far more interesting to watch.

## Lesson 7

### **WRITING, EDITING, AND SCRIPT CODING**

*(How the right words on paper can make your presentation more effective)*

Attention spans are seriously limited in virtual, so getting to the point becomes a survival skill from the first paragraph. But great writing skills haven’t been needed for presenters used to casually improving through an in-person chat. Virtual demands more—more prep, more clarity, and more brevity. All of which we will cover in this module.

## Lesson 8

### **THE ART OF BEING READY**

*(Understanding the rehearsal process the best presenters use)*

Mistakes around proper preparation vary from having too little to having too much, creating a stilted and robotic read. Many teams, executives, and pros don’t have a system for preparation at all, but not for long. Juliet is here to the rescue. In this session we discuss the methods the very best live and virtual keynoters use to get ready and how to adapt them for the screen.

## Lesson 9

### **THE INSTRUMENT OF YOUR VOICE**

*(Learning vocal techniques that allow you to engage, impress, and be interesting)*

Dozens of vocal attributes can make or break a successful presentation. A few that this module covers are the musicality of the voice, pace, how to avoid or alter monotone, the full use of range to create emphasis, and lifting and lowering intonation to build or sabotage authority.

## Lesson 10

### THE PRESENTATION STRING

*(How to make your slides work for you and a wrap-up of the course)*

The right minimalist slide decks can lift up a presentation, but the majority are weighty and instead drag us down. In our concluding session, we focus on the support of slides and how to create artful use of just the right number of them. We then wrap the course with instructions on next steps for individual and team education.

## FEEDBACK

“Our team worked with WhiteSpace to improve our virtual presenting skills and found the content to be illuminating, to say the least. Regardless of discipline, every team member found immediate and implementable ways to show up more effectively for both client meetings and internal share-outs. This particular topic couldn’t be more essential to the future state of our business, and I’m delighted we found support at such a high level. This will make a big difference as we continue to refine our presentation.”

— Jordan Atlas, Chief Creative Officer, *Edelman*

“This instruction was exceptional. Full of practical tips and philosophical insight, Juliet’s teachings raised everyone’s online presentation game. We also loved the live coaching component, which was delivered with skill, humor, and grace. The entire group felt more confident after only an hour. I recommend with the highest regard.”

— Jamie Jones, *International Centre for Women Playwrights*

“Since learning the WhiteSpace content on Virtual Presenting, my peers say an annoying trend has begun. Whenever they’re presenting virtually, the feedback they get is ‘You should do things a bit more like Kristen.’ It makes me laugh but also feel so good to be inspiring new levels of presentation excellence in our teams—and I owe it to Juliet. This topic is one we can’t operate without if we’re competing in this new digital world.”

— Kristen Kimmel, Head of Advisor Recruiting and Field Marketing,  
*RBC Wealth Management*