



# VIRTUAL HOST

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## CHECKLIST

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Whether you are conducting an online presentation or webinar, holding a virtual meeting, or doing remote training, there are some definite dos and don'ts to follow. Don't worry, all of these can be learned, and will help make you an effective virtual host.

DO	DON'T
<b>Rehearse your role</b> in the event. Know generally what you're going to say and do—without simply memorizing words.	<b>Memorize lines</b> from a script or slide deck. You're not there to perform or be an entertainer.
<b>Remember the purpose</b> of the event: to convey information, gather ideas, or train others.	<b>Distribute the presentation</b> before or during the event. A sure way to sabotage a virtual event is to provide an excuse not to pay attention.
<b>Relax.</b> You're human—and so are those on the other end of the connection.	Read the PowerPoint slides—ever.
<b>Scan the audience.</b> In a virtual event (especially a meeting or a training session), members' facial expressions and body language are important clues.	<b>Play to the camera.</b> You're not there to entertain or be a broadcaster. (Also, looking straight at the camera gets really creepy after a while.)
<b>Trust your producer</b> or your technical "buddy." Let him or her handle the inevitable technical glitches.	<b>Focus on technical glitches.</b> By calling attention to problems, you all but guarantee the audience will lose focus and confidence.
<b>Keep a sense of humor.</b> Technology is not perfect—and neither are you.	<b>Take yourself (or the technology) too seriously.</b> Yes, it's great, but so is the telephone.
<b>Keep a healthy perspective</b> on what a platform can and should do. Use the platform features that make sense.	<b>Use every feature</b> a platform is capable of doing—simply because it exists.
<b>Be flexible.</b> Something will almost always happen that can make the virtual event better than you planned.	<b>Have fixed expectations.</b> You want to meet certain goals, of course, but a good virtual event can go beyond them.