

# *m&m*, Your Virtual Meeting & Event Team

## LEAD ENGAGING MEETINGS & EVENTS USING VIRTUAL MC TECHNIQUES

### Quick Tip Sheet

By Marilyn Suttle, CVP & Dr. Margarita Gurri, CSP

Have you ever attended a virtual meeting, event, or holiday happy hour that fell flat? People disengage, leave early, and worse yet... are made to feel uncomfortable. Put customer service into your virtual leadership. The right leader with great MC skills, changes everything. Be that leader.

*Marilyn Suttle, CVP, customer and employee engagement expert & Dr. Margarita Gurri, CSP, an expert at solving people problems, offer guidance in your ever-evolving journey towards virtual meeting excellence.*

#### FOUR PRACTICES OF THE MC MINDSET

1. Service, a generous spirit is the heart of service
2. Stage Presence, a calm, confident, charismatic approach is the hallmark of an emcee
3. Growth, continuous learning of industry, tech, customs, styles, fashions, diversity, and ever-changing cultural considerations, growth arises as we graciously manage glitches
4. Accountability, adapt a buck-stops-here mentality, responsibility is the foundation of success

#### BASIC MC TECH RECOMMENDATIONS

**Motto: "Technology matters."**

1. Clear audio is primary and requires an external microphone
2. Quality web cam: 1080, 4k, or better
3. Solid ethernet hard-wired industry-standard internet connection: range of upload bandwidth of 1.5Mbps or better and network latency of 100ms or less; fast.com checks your connection
4. Hotspot as internet backup
5. Backup platform connection with second computer, smart phone, or tablet
6. Attractive physical background
7. Green screen for event-branded virtual backgrounds
8. Lighting for your face, background, and screen
9. Noise reduction or elimination; consider noise-reduction draperies, floor, and wall coverings
10. Practice recovering from a host of tech glitches
11. Phone must be available for communication with client or attendees
12. Master virtual platform tools

#### BEFORE THE MEETING OR EVENT

**Motto: "Plan, prepare, and practice."**

1. Advise the planning team as they put their brand-consistent vision into place
2. Create, or contribute to, a detailed event script with timeline included
3. Interview speakers to enhance comfort and create a personalized introduction
4. Dress rehearsal after coaching speakers in event-specific platform skills, technology, expectations, time limits, and flow of their portion of the event to make sure they shine
5. Prepare the event host and client teams for their roles, responsibilities, and behind-the-scenes communication
6. Clarify virtual program instructions and etiquette to be used during the event
7. Prepare contingency plans for dead air
8. Advise client on backup plan for program slides, media, and polls
9. Research local, seasonal, national, global, and company-specific news and fun tidbits
10. Prepare Plan B and C for tech and human glitches

## DAY OF THE EVENT

### Motto: "It's show time."

1. Arrive early for a tech check, room check, client check, and team check
2. Review the script and add any changes the day may bring
3. Confirm team timeline, flow, and roles, updating your script as needed
4. Rally the teams as they set up for the event
5. Pitch in as needed, adding enthusiasm and expertise to the client experience
6. Be ready with local, seasonal, national, global, and company-specific news and fun tidbits
7. Ready your Plan B and C for tech and human glitches
8. Review your dead air prevention strategies
9. Open your behind-the-scenes team communication tools for cueing each other and for problem-solving throughout the event

## DURING THE EVENT

### Motto: "Let everyone shine."

1. Set the tone for an engaging, brand-consistent event
2. Give attendees instructions about how to participate and engage
3. Introduce dignitaries and speakers
4. Introduce the event host team, hosts, producers, and tech support
5. Perform transition magic, smooth out any blips with grace and humor
6. Keep the program moving on time and on topic
7. Close the event with key takeaways
8. Record prizes and prize winners
9. Monitor chats, Q & A, and behind-the-scenes team communications
10. Manage bio breaks, energy boosts, feedback, and other audience needs
11. Add personalized commentary and weave fun and meaningful callbacks, tidbits, and rallying calls generated during the event into the script
12. Start with a bang, end with a bang, and keep them engaged

## AFTER THE EVENT

### Motto: "Review, revise, innovate, and implement."

1. Celebrate successes
2. Identify growth points
3. Contribute to the client team's after-action review or debrief
4. Advise the team about follow-up actions and connections
5. Innovate and implement lessons learned for future events
6. Demonstrate your value as a part of the planning team for the next event
7. Update your event host planning guide and script

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Marilyn Suttle, CVP, customer service expert and Dr. Red Shoe, Margarita Gurri, PhD, CSP, an expert at solving people problems, team up to offer virtual workshops and practice sessions for event hosts, and virtual workshops with coaching for those who communicate with remote staff and customers virtually.



**Margarita Gurri, PhD, CSP**



**Marilyn Suttle, CVP**

Seasoned Speaker & Emcees | Preparation | Professionalism | On-the-Spot Humor

