

# TRMA Speaker Toolkit

## Preparations Tips

- **Post on social media** that you'll be speaking at TRMA Virtual Meeting. Use the image provided. Invite your clients and others that may be interested in attending.
- Utilize the **presentation template** for your session. This will help us maintain uniformity throughout the event.
- **We highly recommend doing a test-run of the Zoom platform.** Please visit <https://zoom.us/test> and work with your technology team and staff to ensure you have the necessary downloads and the correct settings to execute your presentation. Troubleshoot any audio/visual problems. TRMA staff would be happy to help you test this as well.
- **Staff will conduct rehearsals with the speakers the week of October 5.**
- Follow the deadlines established and ask staff any questions you may have.

## Technology Tips

- **Call in 30 minutes prior to the start of your scheduled presentation.** This time will be used to check video and audio, upload presentation, ensure everyone has the appropriate controls, etc.
- **Clear audio is most important!** Sometimes the quality of the audio suffers with large groups when using voice over IP - and we want to ensure your audio is clear. Be ready to log in via computer audio or phone. In the event we cannot clearly communicate with you, we can ask you to switch.
- You are expected to be on video, please prepare accordingly. Select an appropriate background, ensure the room is well lit and that the light is not coming from behind you. Place webcam at eye level. A tip for this could be to put your laptop on books or box to level it with you gaze. Be cognizant of glares from your glasses as well.
  - Alert your family or housemates that you will be presenting and ask them to keep disruptions at a minimum. If your wifi bandwidth is low to begin with, it may be helpful to ask them to stay off the wifi during your presentation.
  - Have a glass of water prepared and ready next to you, should you need it
  - Close all non-essential programs on your laptop or computer and disconnect from VPN if possible. Reboot or restart your computer prior to dialing in
  - If you are screen sharing, please close out of any applications that deliver pop-up notifications. It is distracting for these to come up during your presentation.
  - While presenting, be mindful of the time. Use a timer so you can easily check your pacing.
  - You are welcome to use a customized background with your company's logo.
- While you wait for attendees to call, you will be in a speaker-only room. Once we are ready to start the meeting, we will transition from the speaker-only room to the main audience. The recording will begin immediately at that point.
- All the attendees will be on mute. Once it is your turn to speak, do not ask if people can hear you as they will not be able to reply. Simply begin speaking. If there are any technical problems with your audio or visual, staff will let you know.
- The chat can be used to send private messages. However, during the time you are speaking, staff will rely on text to communicate any problems or provide support. Please make sure staff has your cell phone number.

## Engagement Tips

- **Polls**

- Polls are a great way to engage the audience. If you want to use these polls, please **send the poll questions and options for answers to TRMA staff along with your presentation**. Staff will set it up and execute the poll upon your prompting the question.
- To make sure the flow continues, you can ask the poll question and continue with the presentation, say something about the topic for about a minute or two and then come back for the answer. It takes some time for the poll results to be aggregated and we prefer that there not be silence while we wait.

- **Chat**

- You can have a member of your staff or co-presenter monitor the chat while you speak. If there is a question on the chat, feel free to address it.
- You may ask the attendees to enter something on the chat by asking a question related to your presentation. For example: "Please enter on the chat if you have seen an increase in account takeover in the last 6 months." As people enter the answers, you and/or your co-presenter can review what is being shared. Again, you should continue with the presentation and then come back to review the comments on the chat. It will take some time for people to enter their answers and we don't want silence.
- If you are co-presenting, agree on who will be reviewing the chat for questions while the other speaks. If a question is presented, your co-presenter can pose the question to the group.

- **Q/A**

- Once your presentation is completed and you and your co-presenters are ready for Q/A, Jose or Nathan will make an announcement providing instructions on how to proceed. Questions will only be able to be asked via the designated Q/A feature. Determine if you or your co-presenter will read the chat or if you will need staff to read the questions for you.

- **Raffles/Other Incentives**

- If you would like to do a raffle at the end of the session or provide any other type of incentive for engagement and participation, please feel free to do so. Because of the time constraint, plan ahead on how this will be executed. If time is limited, you may let the attendees know that the raffle will be conducted immediately after the session and an email will be sent to the participants announcing the winner. Staff can help coordinate this.

## Conclusion

- Jose or Nathan will let everyone know when we only have 5 minutes left. At that point, please start wrapping up and making closing statements. We will communicate that via private message.
- Once time is up, either Jose or Nathan will come on camera to help you conclude the session.
- Once the webinar concludes, you will be disconnected.