

7 Tactics for Building Presence and Connection via Zoom



Whether you are leading a business, a solo entrepreneur, or just trying to make better connections overall, you need to know how to bring your best self to video meetings.

We teamed up with leading body language and communications expert, Mark Bowden, to share some practical tips and techniques to help you stand out, win trust, and gain credibility every time you are communicating via Zoom.

1. Less is More: Build your meeting with bite-sized content.

Holding audience attention is more challenging in virtual events versus in-person meetings. Virtual meeting attendees can easily be distracted by out-of-frame stimuli and are used to multitasking on their screens. There's only so long you can hold their focus. Whatever you usually do in a presentation, shorten it. Create surprise, variety and texture by building the presentation with smaller pieces of content.

Tactic: Reduce and refine!

2. Easy In - Easy Out: Enable active participation for higher engagement.

User-friendly technology enables easy-to-create web meetings that are easier still to check in and out of. Your meeting competes with a multitude of other engagements, so another challenge is not only getting people to attend your video conference, but making sure they stay. Ensure your approach is welcoming and your content stimulating enough to shake people out of passivity and into being active participants.

Tactic: Welcome people socially

3. Make It A Conversation: Build audience commitment with active audience participation.

Virtual communication can initially lack an interactive, social element that helps live presentations be more compelling. Finding a “partner” with whom you can interact can initiate social chat during the meeting. This, in turn, helps participants feel more comfortable and engaged. The more they feel like they “belong,” the more they will want to be fully present and participate in the meeting. If you can't find another person to interact with, then be sure to articulate some of the possible alternative thoughts and ideas that your audience might be thinking as you are delivering your content.

Tactic: Get chatting early

4. Let Them See Your Eyes: Connection increases engagement.

Make sure you make “eye contact” with your audience. To do this, position the camera so it is at your eye level and look at the camera as much as possible.

Tactic: Look at the lens

5. Let Them See More: Communication beyond words.

This is an opportunity for you to become more relatable to your guests. Your background says something about you as a person who has interests outside the office: stage it accordingly, with curated objects that pique interest and showcase who you are. Dress professionally but comfortably, in the way you would for a face-to-face meeting. Find ways for participants to see a little more of who you are beyond any verbal communication.

Tactic: Consider your foreground and background

6. Sound Matters Most: Audiences need clear, reliable audio.

A meeting can be engaging even without fantastic lighting or professional cameras as long as the content is interesting. However, your audio must be working well. If the presenter's audio isn't solid, you will lose your audience immediately. Your laptop mic may not be adequate. Make sure you have an external mic and earpiece, and ensure to book a sound and systems check before the meeting begins.

Tactic: Test your microphone

7. Don't Fear the Silence: risk waiting for answers

We miss many subtle cues when we're in an online meeting; it's hard to know when it's our turn to talk. Giving a clear cue of silence is one way to let other meeting participants know that they can now provide comments or questions.

Tactic: Make space for audience feedback

For more webinars, blogs, and other resources designed to help you grow your skill set and enable the everywhere workforce, visit our Building Forward resource library: <https://zoom.us/building-forward>

More about Zoom

Zoom helps people and businesses stay connected so they can get more done together. With solutions for meetings, chat, phone, webinars and online events, and conference room systems, Zoom powers all your communication needs. Our secure, reliable video platform offers a high-quality experience that is easy to manage, use, and customize. Learn more at <https://zoom.us/>

More about Mark Bowden



Voted the #1 Body Language Professional in the world for two years running, Mark Bowden is passionate about giving your audience the most influential and persuasive communication techniques to stand out, win trust, and gain credibility every time they speak. Inspiring, energetic, engaging, and entirely entertaining, Mark's memorable talks and training programs not only educate but have proven life-changing in helping people and organizations grow across all industries and sectors.

Learn more at <https://truthplane.com/>

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