# Digital presentation skills

## A workshop for councillors

**TRAINING**
**COUNCILLORS**

**DIGITAL PRESENTATION SKILLS** workshop with **@darrencaveney**

**with @darrencaveney creator of @comms2point0**

- Intro – about your trainer
- The brief – what we'll cover
- The platforms
- Preparation – getting ready to present
- Practice makes perfect
- Delivery – telling your story well
- Evaluation – assessing how it went

C 30 minutes long workshop

A short guide PDF will also be made available as an aide memoire for you

# about me… 24 years in communications/PR

**The BRIEF**

To create and record webinar content aimed at providing advice and support
to councillors navigating online interviews.

Since Lockdown, councillors are having to work with a wide range of platforms
for video calls, meetings and interviews, ranging from Zoom, Microsoft Teams,
Google Teams, Skype and WhatsApp Video calls.

Some councillors will be more confident in this area than others.

This webinar aims to boost confidence and lay out simply the elements to consider
when wanting to build and maintain an effective online profile and presentation during
these video calls, meetings and interviews.

**The CONTEXT**

Our use of **video calls** since Lockdown has risen sharply

The number of UK users has **doubled**

Biggest growth has been seen by Zoom - grown from 659k UK adult users
to **13 million** – a rise of almost **2,000%**

*Ofcom, June 2020*

THE **PLATFORMS**

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**ZOOM**

- This video was created/filmed using Zoom
- Can be used for video calls
- Can be used for webinars
- Can be used to record video content
- Allows users to share documents on screen
- Free and paid for options
- Free option allows limitless 1-2-1 calls but limits larger group calls to 40 mins max
- Paid for options begin from £11.99 per month
- Has become very popular during Lockdown
- Was used to film and broadcast from Parliament when the House returned

**MICROSOFT TEAMS**

- Part of Microsoft's suite of products
- Chat
- Video meetings
- Collaboration tools
- Offers ability to work on projects with colleagues
- Allows users to share documents on screen
- Free version
- Enhanced version via Microsoft 365 (corporate subscription)
- Some councils have embedded it as their preferred choice

 Meet

**GOOGLE MEET**

- Google's offer in the video meetings market
- Used to be known as Google Hangouts
- If you have a Google account you can host up top 100 participants up to 60 mins
- Works on any device – PC, laptop, smartphone
- Allows users to share documents on screen
- Free to use
- Integrates with other Google tools and platforms
- Paid for options offer enhanced meeting features and durations

**SKYPE**

- Window's offering in video conferencing market
- Video chat
- Voice calls
- Free to use
- Some added features are paid for
- Can be used via PC, laptop and smartphone
- You need to create an account (but Microsoft has been making it easier to use)
- Once was the 'go to' video calls option, others have overtaken it in recent years

 **WhatsApp**

**WhatsApp video calls**

- Owned by Facebook
- Messaging platform – texts and video
- Can share images, videos, voice recordings
- Over 1.5 billion users worldwide
- It's an app which needs to be installed
- Video chat – better for 1-2-1s than group chats
- Voice calls
- Free to use
- Works via smartphones – not a good option for PC and laptop

**PREPARATION** GETTING READY TO PRESENT

**PREPARATION: GETTING READY TO PRESENT**

- Kit: What will you use? Laptop or smartphone?
- Lighting: How well lit is your room?
- Sound: Do you prefer to use headphones/earphones?
- Background: Consider yours – what might it say about you?
- Sit as near to your Wi-Fi router as you can
- Make short, easy-read notes on what you want to say
- Think about timings – how long will you have?
- If being interviewed by the media consider any tricky questions they may ask

**PRACTICE MAKES PERFECT**

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**PRACTICE MAKES PERFECT**

- Which platform will you use?
- Is it in your gift to choose?
- Push for one you are comfortable with
- Once your notes and key messages are prepared practice them
- Rehearse a video call with a friend or colleague
- Get them to critique your performance
- What works/what doesn't
- Refine it
- Practice it again if it helps
- Confidence is key, practice will help build confidence and familiarity

**DELIVERY**
**TELLING**
**YOUR**
**STORY WELL**

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**DELIVERY: TELLING YOUR STORY WELL**

- Reason for the call? Meeting, presentation, interview, discussion Q&A
- What do you want to achieve from the call?
- What do you want your audience to do as a result?
- How can they do this? Give clear 'calls to action'
- Limit to a maximum of 3 key messages and keep them simple/memorable
- Listening - This is a great opportunity for feedback too
- How will you capture notes?
- Once you're confident, platforms like Zoom allow polls and Q&A too

**EVALUATION HOW DID IT GO?**

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**EVALUATION: HOW DID IT GO?**

- Score yourself out of 10
- What went well?
- What was less effective?
- What would you do differently?
- Make a note of this for next time
- If you recorded it – watch/listen back to yourself
- Did you deliver your main points?
- How many people attended?
- Did they share feedback?
- If not ask colleagues for feedback

**RECAP: TOP TAKEAWAYS**

- Choose the platform you prefer
- Keep practicing
- Do your preparation – always have notes for the call
- Tell your story well
- Take the opportunity to listen and get feedback
- Review your sessions and make changes where possible
- Local government does an amazing job – this is your chance to share this
- Trust and satisfaction levels are at an all-time high – share this
- Be confident in your delivery and enjoy it

**THANK YOU**

**MORE INFORMATION AVAILABLE AT**

https://www.local.gov.uk/

**LGA Political Leadership Programmes:**

**https://www.local.gov.uk/our-support/highlighting-political-leadership**

**LGA Communication resources**

**https://www.local.gov.uk/our-support/highlighting-political-leadership/councillors-guide-2017/communication**