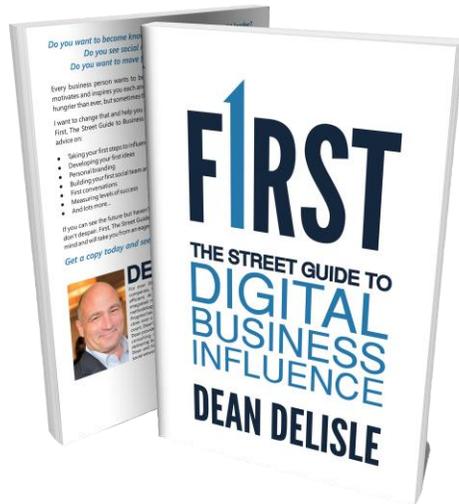


# Visual Shift: How to Optimize Working Online with Meetings, Webinars and More....

The new way to connect and work together



# Dean DeLisle



- Founder and CEO of Forward Progress, Inc.
- Creator of Social Jack™ - Influencer Development System
- Started at Merrill Lynch 1982, Brand Auditor for 5 years, Systems Implementation, CRM, Digital Marketing, Employee Advocacy, Influencer Development & Marketing - 30 years+ experience.
- Trained and Coached over 120,000 in Influencer Development
- Over 3,000 Webcasts\Webinars
- Host of Webcast/Podcast “Influence Factory”
- Author of **FIRST** – *The Street Guide to Digital Business Influence*
- Third Degree Black Belt
- Family, Friends, Community Theater, Music, Entertaining..

# Who we are

---

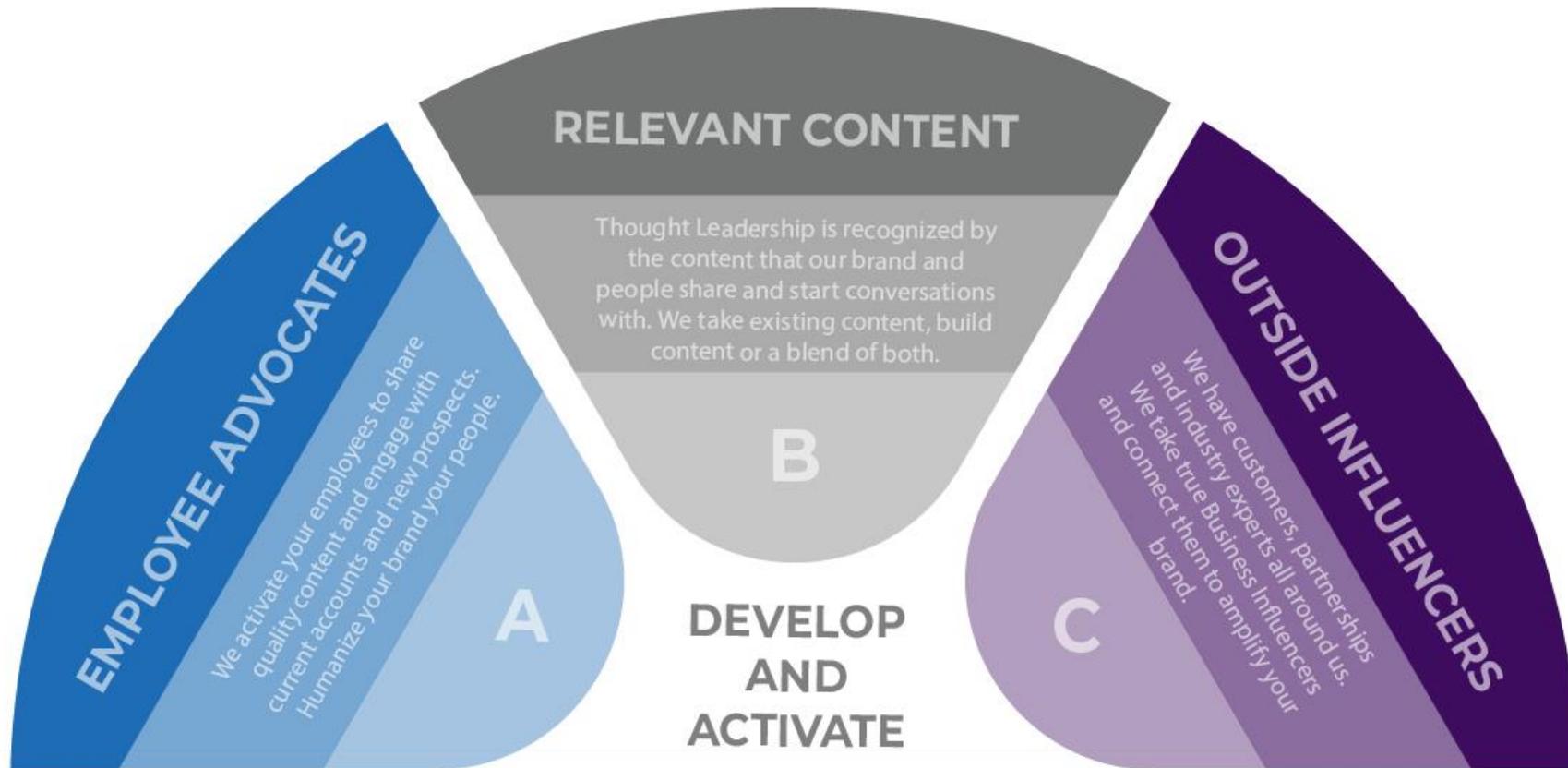
## MONETIZE DIGITAL THOUGHT LEADERSHIP



We bring a full set of capabilities to Monetize Your Digital Thought Leadership

# MONETIZE DIGITAL THOUGHT LEADERSHIP

Increase Market Share | Build Thought Leadership | Attract Top Talent | Impact Culture  
Increase Customer Loyalty and Retention | New Customer Acquisition



# Social Results - Where Do You Stand Now?



# Agenda

# Agenda

---

- State of Today's Work Environment
  - Mindset
  - Choices
  - Shifts
- Meetings
  - Benefits
  - Features
  - Software
- Webinars vs. Webcasts
  - Benefits
  - Features
  - Software
- Process and Guidance



# State of Work Environment

# State of Today's Work Environment

---

- Mindset
- Choices
- Shifts

Are You Losing  
**82% of Referrals**  
Due to Your  
Digital Footprint?  
*5 Steps to Protect  
Your Thought Leadership*

By Dean DeLisle



Source: SOCIAL JACK

**FORWARD PROGRESS**  
Growing your business beyond the Vision

**Social Jack™**  
IT'S ALL ABOUT WHO YOU KNOW!

# Thought Leadership

# Digital Thought Leadership – Why?

- Reputation
- Visibility
- Brand Awareness
- Thought Leadership
- Referrals
- New Business



## BUILD TRUST

# Vehicles of Digital Influence

- Content
  - Blog
  - Images\Video
  - Online Meetings
  - Webcast
  - Podcast
- Social Media
- Email

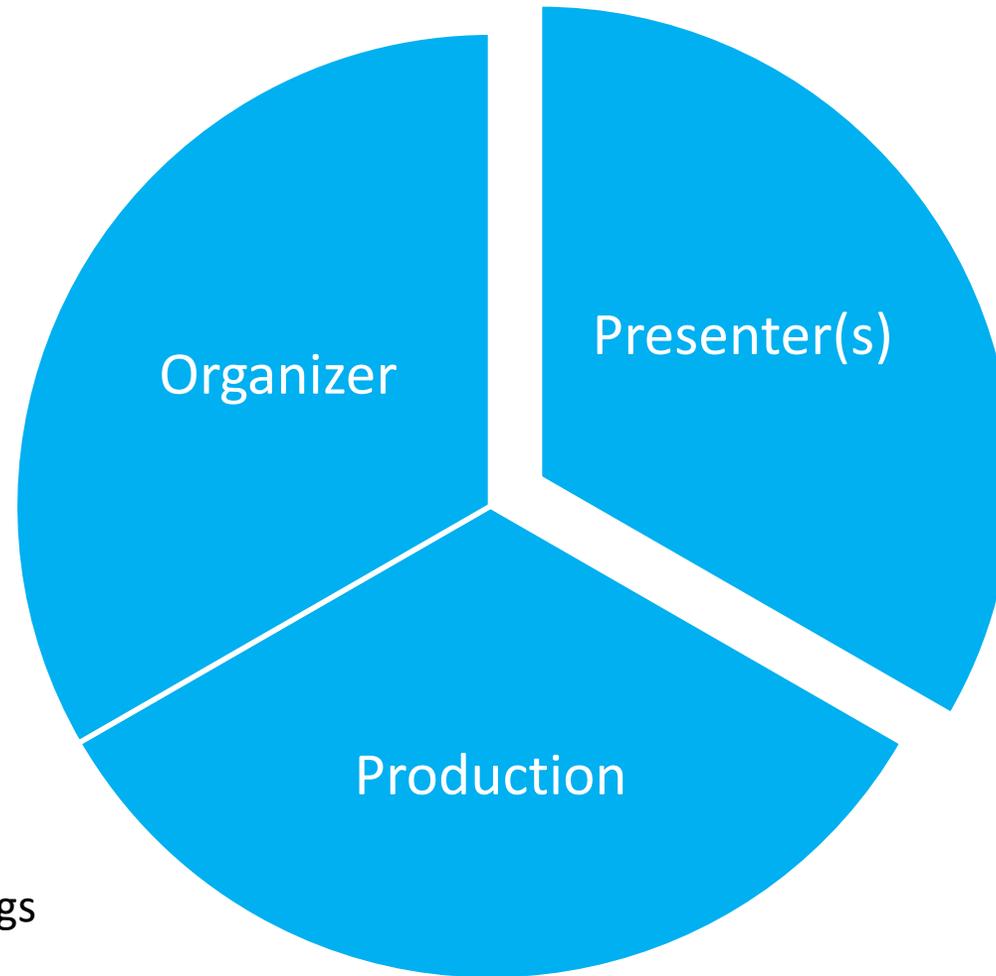


# Meetings

# Working as a Team

---

Coordinates and acts as a liaison between Presenters and Audience.



Need to be trained, have practice sessions and understand all the tools.

Typically handles all things technical, integrations, technical support.

# Benefits

---

## Virtual Meetings Common Benefits

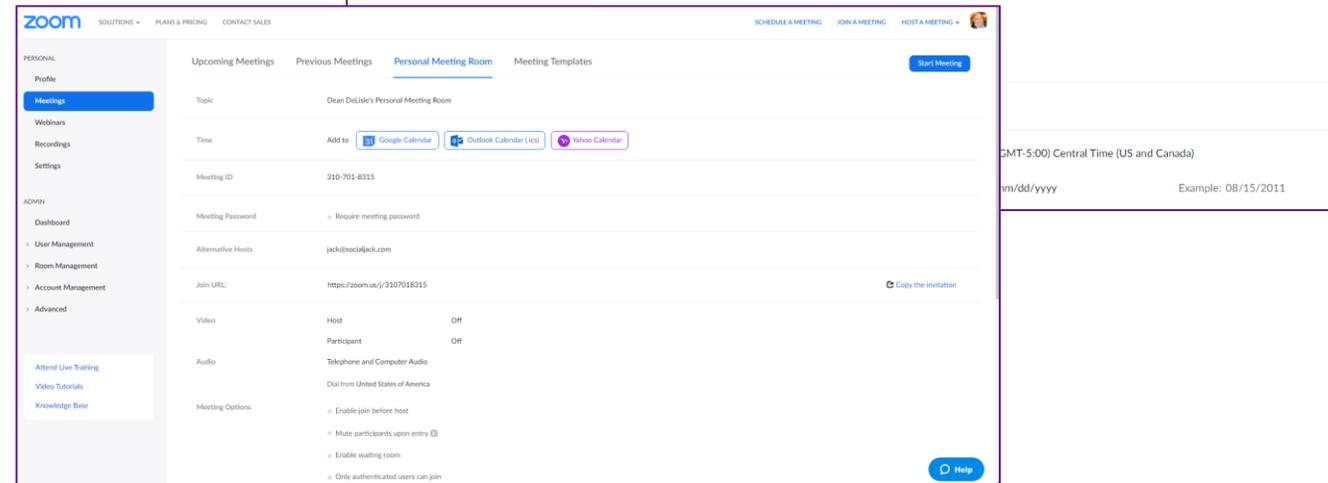
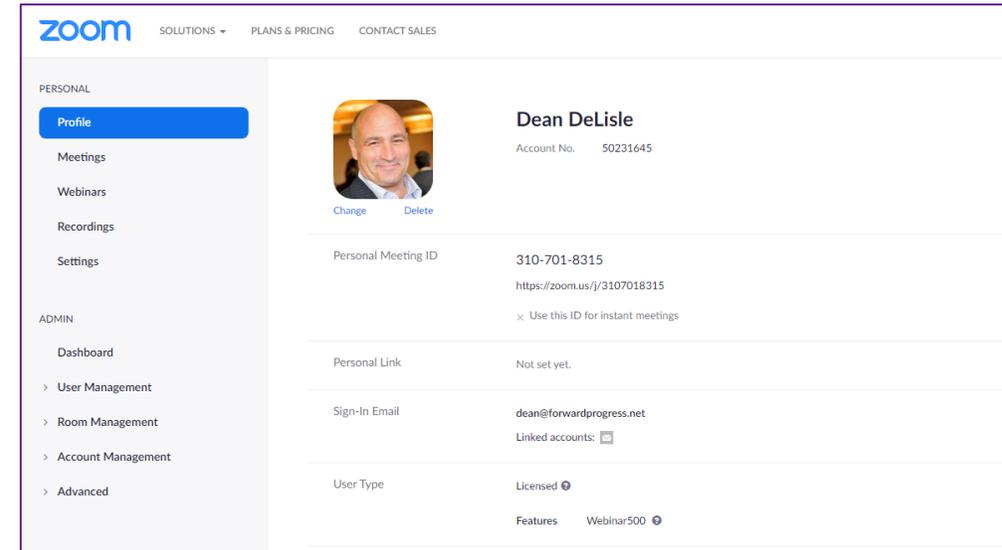
- Cost Effective
- Connection from anywhere with WIFI
- Effective Illustrations
- Sharing of Information
- Increased Opportunities
- Increased Productivity and Efficiency
- Training\Recording
- Dynamic Pivots
- Lead Conversion\Sales\No Reporting



# Features

## Virtual Meetings Common Features

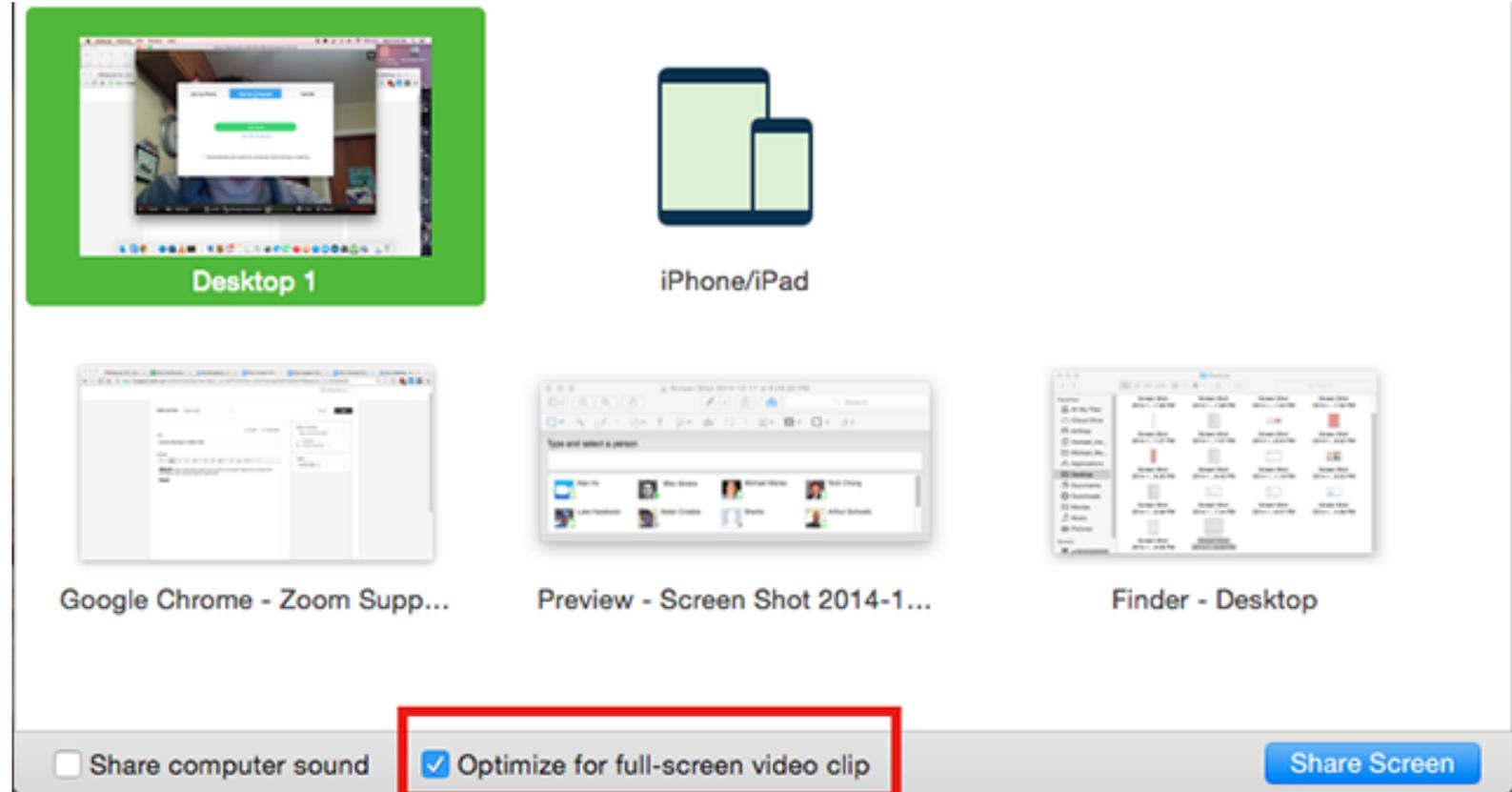
- Personal\Private Meeting Rooms
- Stream Video Feed (Humans)
- Mobile App Options
- Content\Screen Sharing\Video Share
- Illustrations
- Whiteboard
- Remote Control
- Chat/Questions Que
- VOIP/Dial in Options
- Closed Caption
- Breakout Rooms
- Support



# Features Shown

Integrate Video: Great for breaking up content.

Some platforms can handle on the fly and some need to upload in advance.



The screenshot displays a screen sharing interface with several application windows visible:

- Desktop 1:** A window showing a video call interface, highlighted with a green border.
- iPhone/iPad:** An icon representing mobile device compatibility.
- Google Chrome - Zoom Supp...:** A browser window showing a Zoom support page.
- Preview - Screen Shot 2014-1...:** A window showing a screenshot of a person selection interface.
- Finder - Desktop:** A window showing the desktop file system.

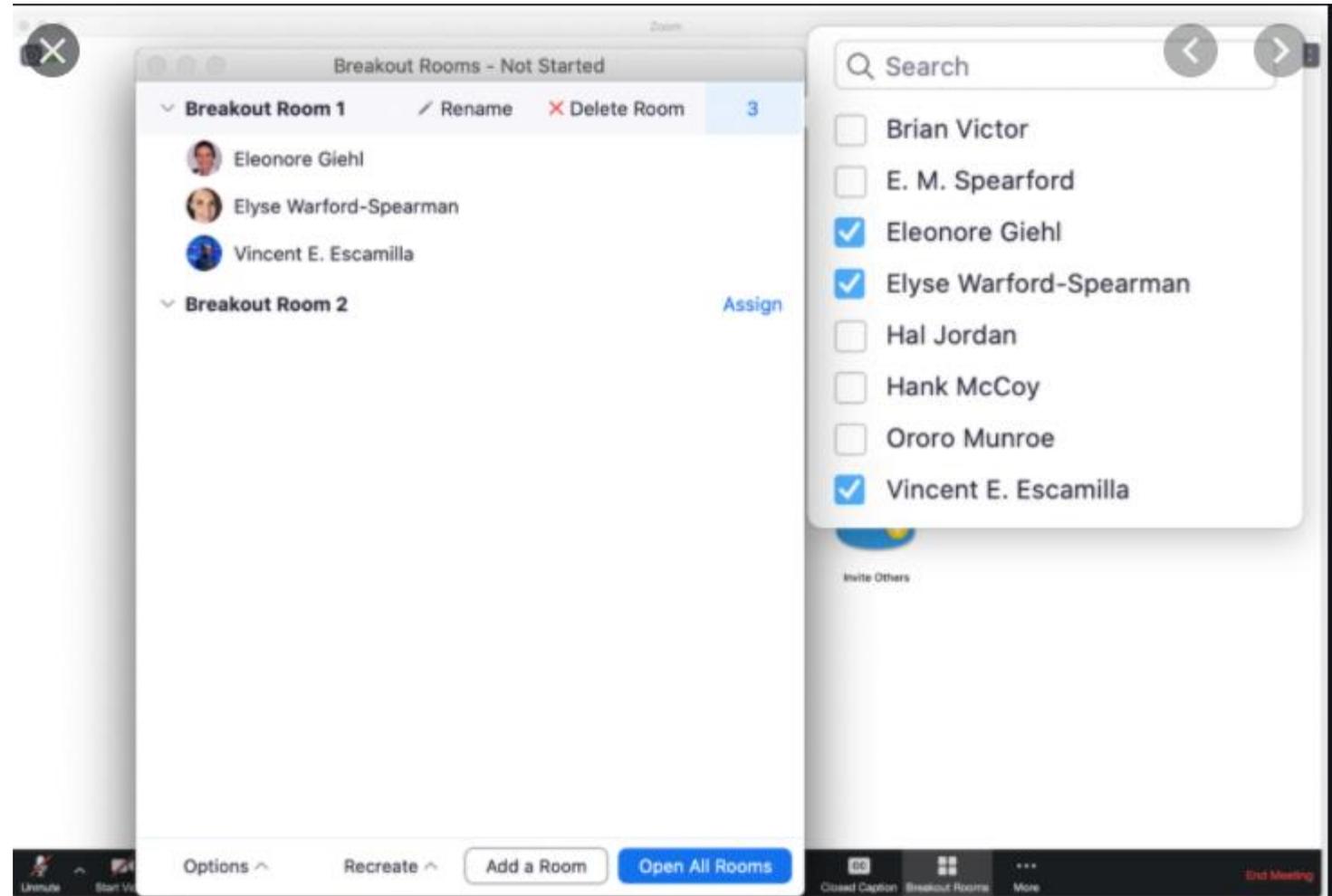
At the bottom, a control bar contains the following options:

- Share computer sound
- Optimize for full-screen video clip (highlighted with a red box)
- [Share Screen](#)

# Features Shown

Breakout Rooms: New with many of the meeting platforms.

Can be handy when working in groups or in a workshop or training environment.



# Software

---

## Virtual Meeting Software

- GoToMeeting
- Zoom
- Microsoft Teams
- 8X8



# GoToMeeting

The screenshot displays the GoToMeeting Hub interface. On the left, a sidebar contains navigation options for 'MEETINGS' and 'SETTINGS'. The main area is titled 'Hub' and features a search bar for meeting IDs or links. Below this, there's a section for 'My Personal Meeting Room' with the URL 'gotomeet.me/DeanDeLisle'. A prominent blue 'Create Meeting' button is visible, with sub-options for 'Rooms', 'One-Time', and 'History'. A list of meetings is shown, including 'Meet Now', 'Centrust Marketing Meeting', 'Coaching on Social Jack', 'Forward Progress - Coaching Session', 'Forward Progress Social Coaching Se...', and 'Forward Progress Weekly Meeting'. The central focus is 'Dean DeLisle's Meeting' (ID: 674-449-701), which includes a 'Start' button, 'Copy Invitation', 'Edit', and 'Personalize' options. A message prompts users to join from a computer, tablet, or smartphone, providing a URL and a phone dial-in number: '+1 (872) 240-3311'. An 'Access Code' of 674-449-701 is also provided. Overlaid on the main interface are three smaller windows: 1) A 'Your Meeting has started' dialog box showing a preview of the user's video and audio status, with an 'OK, I'M READY' button. 2) A 'SETTINGS' window for audio, showing 'Computer audio is on' and options to 'Turn Off Computer Audio'. 3) A control panel for the meeting, featuring buttons for 'Audio', 'Screen', and 'Webcam', along with a 'MUTED' indicator and a 'Record' button. At the bottom, a system tray shows icons for 'Mic', 'Camera', 'Screen', and 'Leave'.

# GoToMeeting - Features



Sign In

Start for Free

Video Meeting Features	Professional	Business	Enterprise
HD Video ⓘ	✓	✓	✓
Screen Sharing ⓘ	✓	✓	✓
Web Audio ⓘ	✓	✓	✓
Dial in Conference Line ⓘ	✓	✓	✓
Unlimited Meetings ⓘ	✓	✓	✓
No Meeting Time Limits ⓘ	✓	✓	✓
Business Messaging ⓘ	✓	✓	✓
Personal Meeting Room ⓘ	✓	✓	✓
Co-Organizers ⓘ		✓	✓
Unlimited Cloud Recording ⓘ		✓	✓
Transcription ⓘ		✓	✓
Slide to PDF <b>NEW!</b> ⓘ		✓	✓
Smart Assistant <b>NEW!</b> ⓘ		✓	✓
Note Taking <b>NEW!</b> ⓘ		✓	✓
Drawing Tools ⓘ		✓	✓
Keyboard & Mouse Sharing ⓘ		✓	✓

Feedback





## PERSONAL

[Profile](#)[Meetings](#)[Webinars](#)[Recordings](#)[Settings](#)

## ADMIN

[Dashboard](#)[User Management](#)[Room Management](#)[Zoom Rooms](#)[Calendar Integration](#)[Digital Signage Content](#)[Device Management](#)[Cisco/Polycom Rooms](#)

## Upcoming Meetings

## Previous Meetings

## Personal Meeting Room

## Meeting Templates

[Get Training](#)[Schedule a New Meeting](#)

Start Time	Topic	Meeting ID	
Mon, Mar 30 (Recurring) 10:30 AM	<a href="#">S2A Executive Call</a>	109-275-472	<a href="#">Start</a> <a href="#">Delete</a>
Mon, Apr 6 (Recurring) 10:30 AM	<a href="#">S2A Executive Call</a>	109-275-472	<a href="#">Delete</a>
Mon, Apr 13 (Recurring) 10:30 AM	<a href="#">S2A Executive Call</a>	109-275-472	<a href="#">Delete</a>
Mon, Apr 20 (Recurring) 10:30 AM	<a href="#">S2A Executive Call</a>	109-275-472	<a href="#">Delete</a>
Mon, Apr 27 (Recurring) 10:30 AM	<a href="#">S2A Executive Call</a>	109-275-472	<a href="#">Delete</a>
Mon, May 4 (Recurring) 10:30 AM	<a href="#">S2A Executive Call</a>	109-275-472	<a href="#">Delete</a>
Mon, May 11 (Recurring) 10:30 AM	<a href="#">S2A Executive Call</a>	109-275-472	<a href="#">Delete</a>
Mon, May 18 (Recurring) 10:30 AM	<a href="#">S2A Executive Call</a>	109-275-472	<a href="#">Delete</a>

[Help](#)

# Zoom

Zoom Meeting ID: 310-701-8315

Talking: Dean DeLisle

**Meeting Topic:** Dean DeLisle's Personal Meeting Room

**Host:** Dean DeLisle

**Invitation URL:** <https://zoom.us/j/3107018315>  
[Copy URL](#)

**Participant ID:** 29

 **Join Audio**  
Computer Audio Connected

 **Share**

Mute Start Video Invite Manage Participants Share Chat Record

Zoom Meeting ID: 400-718-1750

on Original Sound Total non-video participants: 13 00:00:49 Speaker View



Mute Stop Video Invite Manage Participants Polls Share Screen Chat Record Closed Caption Breakout Rooms More **End Meeting**

# Microsoft Teams

Search or type a command

DD

New meeting Details Scheduling Assistant

Send Close

Time zone: (UTC-06:00) Central Time (US & Canada)

TEST MEETING

Jackson DeLisle + Optional

Mar 25, 2020 8:30 PM

Mar 25, 2020 9:00 PM 30m All day

Suggested: 8:30 PM-9:00 PM

Does not repeat

Add channel

Add location

Type details for this new meeting

- Included with Office 365
- Fully Integrated
- Team Collaboration
- A little clunky at first
- Enterprise Accepted
- Audio Conferencing is Extra

## Pricing for Audio Conferencing

If you have Office 365 E5, **Audio Conferencing** is included. If you have Office 365 E1 or E3, **Audio Conferencing** is available for a \$4.00/month add-on fee<sup>1</sup>.



**Webinars/Webcast**

# Benefits

## Webinars/Webcast Common Benefits

- Replacing live events
- Connection from Anywhere\* (Hardline)
- Sharing of Information/Education
- Visually Connect (Webcast)
- Increased Opportunities
- Increased Productivity and Efficiency
- Effective Illustrations
- Training\Recording
- Dynamic Pivots
- Audience Control
- Reporting



Source: EZTALKS 7 SOCIAL JACK

# Features

## Webinar\Webcast Common Features

- Landing Pages\Data
- Stream Video Feed (Humans)
- Content\Screen Sharing\Video Share
- Illustrations\Whiteboard
- Remote Control
- Chat/Questions Que
- VOIP/Dial in Options
- Closed Caption
- Breakout Rooms
- Recording\Cloud vs. Local
- Lead Generation\Marketing\Reports
- Support



Flash Class - 5 Key Steps for a Successful Webcast – How to Fill and Convert Online Events

Marketing and producing a successful webcast is more than buying some software and flipping the switch. Our team, who has produced over 1,000 webcasts, will share some of the critical steps that you need to be successful.

Whether you work for an organization or you're building one, webcasts are great for attracting an audience, generating leads and producing content. With a plan and a few key steps, we show you how to get started on your path to success.

Join this brief overview where we show you how to jump in, have fun and get started to pull off a successful webcast.

You will learn:

- Critical webcast phases for success
- Important steps often overlooked
- Marketing and production tips

The Social Jack™ Team has coached and trained over 100,000 professionals on Digital skills; learn from the best and see how you can become the brand that shines.

Your Instructor: Dean DeLisle, Founder and CEO of Forward Progress, a Chicago based Influencer Marketing Company, has developed training programs and services to help organizations and professionals become an influence in a very digital world. He and his team have delivered over 1,000 webcasts and live events elevating and showcasing influencers over the last 15 years. [Less](#)



Source: EZTALKS 7 SOCIAL JACK

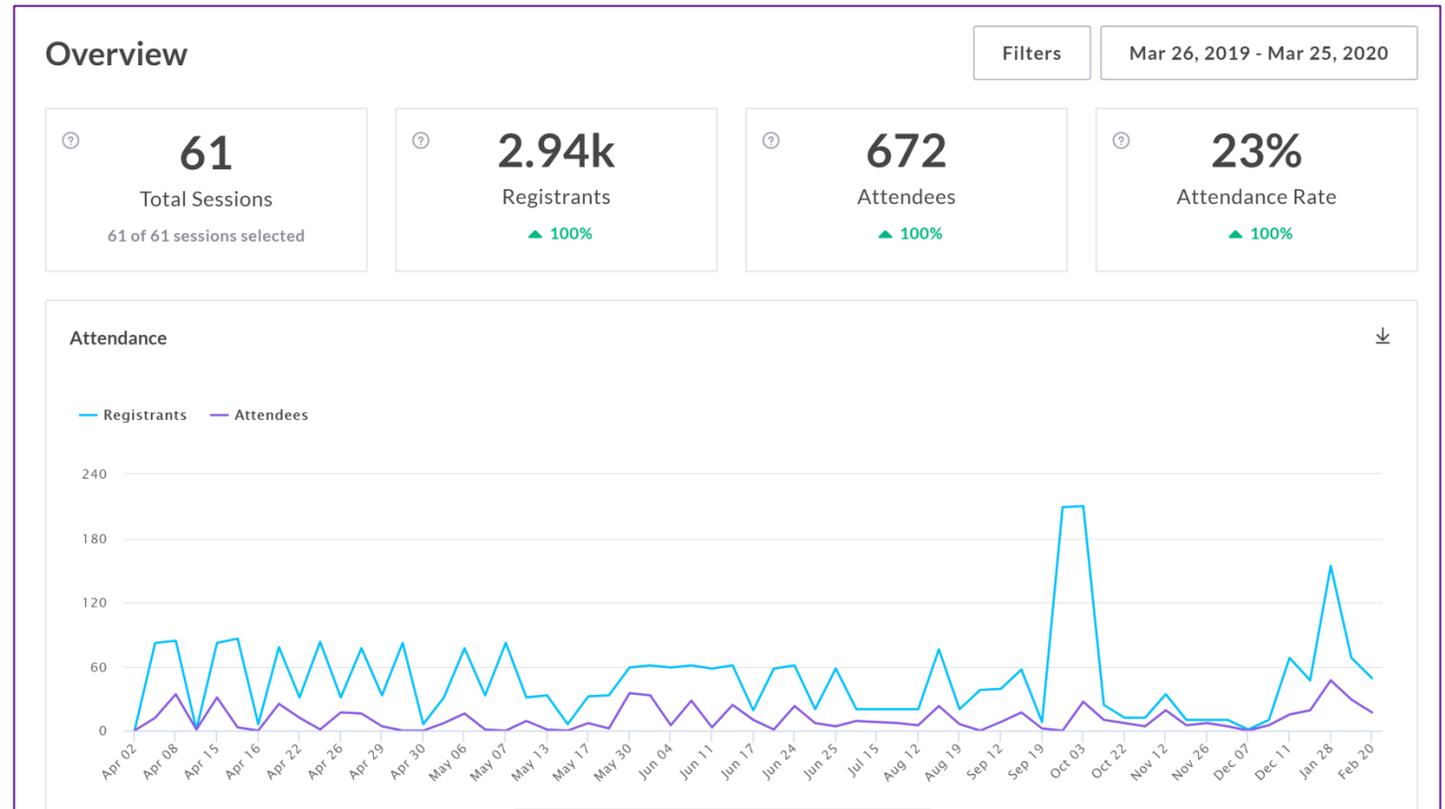
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Growing your business beyond the Vision

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IT'S ALL ABOUT WHO YOU KNOW!

# Software

## Virtual Meeting Software

- GoToMeeting
- Zoom Webinars
- Live Stream



# GoToWebinar – Features and Pricing



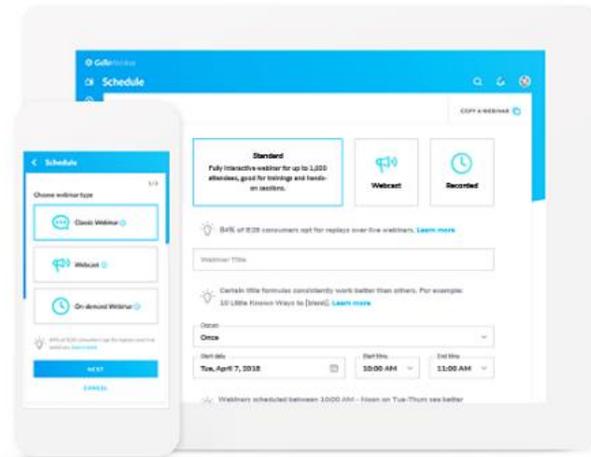
Start My Free 7-Day Trial

PLAN PROMOTE ENGAGE CONVERT ANALYZE ALL FEATURES

## PLAN

### Planning the easy way.

Setting up webinar conferencing shouldn't be a hassle. Forget the clicks, clutter and confusion. Just choose an event date, and GoToWebinar webinar services will walk you through the rest.



#### ✓ Event Management

View every webinar and easily adjust settings.

#### ✓ Flexible Scheduling

Set up a one-time live event, series or on-demand experience.

#### ✓ Webinar Templates

Skip steps by using settings from past webinars for new events.

# GoToWebinar – Features and Pricing

United States Support CONTACT SALES: 1 800 514 1317 Join | Host



Features Pricing Resources Support

Sign In

Start for Free

**NEW!** All plans now include GoToMeeting. Over a \$300 value, absolutely free.\* ?

Monthly  Annual  Save up to 23%

## Lite

Just the basics.

\$49/mo\*

Billed Annually

Save up to 23%

\* GoToMeeting now included. ?

Buy

100 Participants

Webcast Only

- ✓ 1 Organizer
- ✓ GoToMeeting License
- ✓ Reporting and Analytics

## Standard

More audio and video options.

\$99/mo\*

Billed Annually

Save up to 23%

\* GoToMeeting now included. ?

Buy

250 Participants

- ✓ 1 Organizer
- ✓ GoToMeeting License
- ✓ Reporting and Analytics

MOST POPULAR

## Pro

Everything you need and want.

\$199/mo\*

Billed Annually

Save up to 23%

\* GoToMeeting now included. ?

Buy

500 Participants

- ✓ 1 Organizer
- ✓ GoToMeeting License
- ✓ Reporting and Analytics

## Enterprise

Perfect for your large organization.

\$399/mo\*

Billed Annually

Save up to 23%

\* GoToMeeting now included. ?

Buy

Up to 3000 Participants

Learn about Webcast and Standard Events

- ✓ 1 Organizer
- ✓ GoToMeeting License
- ✓ Reporting and Analytics



# GoToWebinar – Analytics and Reporting

How to a Rock Your Personal Brand - The Start of Your Influence					
Duration	# Registered	# Attended	Brochure - Email Jackson		
1 hour 4 minutes	237	58			
app.socialjack.com/product/business-influencer-score/		All BI Prospects talk to Dean!!			
\$75					
Last Name	First Name	Email Address	Phone	Would you be interested in getting your current i	Do you want help becoming a Bus
Clarke	Michelle	motivcoach@gmail.com	+56 9 5680 8034	Yes	Yes - Do it for me!
Marchese	Leonard	len@rethinkinc.com	3127304184	Yes	Yes - Teach me how to do this
Kutsmode	Carl	carlkutsmode@talentrise.com	7739166801	Yes	Yes - Teach me how to do this
Fernando	Hazel	support@vitalitychicago.com	*	Yes	Yes - Teach me how to do this

how to do this  
how to do this

## Overview

Filters | Mar 26, 2019 - Mar 25, 2020

61  
Total Sessions  
61 of 61 sessions selected

2.94k  
Registrants  
▲ 100%

672  
Attendees  
▲ 100%

23%  
Attendance Rate

### Attendance

— Registrants — Attendees

## Overview

Filters | Sep 25, 2019 - Mar 25, 2020

15  
Total Recordings  
15 of 15 recordings selected

80  
Total Standalone Views

0  
Total GoToStage Views

0  
Total GoToStage Shares

Views | Shares

### Top 5 Viewed Recordings Published between Sep 25, 2019 - Mar 25, 2020

Boost Social Media En...	80
LinkedIn Sales Naviga...	60
8 Steps to Monetize Y...	50
LinkedIn Sales Naviga...	40
Flash Class - Our Top...	30

# Zoom Webinar – Pricing



## Video Webinar

Starting at \$40/mo/host for 100 attendees \*

- 100 interactive video panelists
- Plans ranging from 100 to 10,000 view only attendees
- Host controls such as mute/unmute panelists, recording and more
- Q/A with live or text answers, polling, registration and reporting
- Live streaming to unlimited audiences on Facebook Live and YouTube



### Video Webinar

Marketing Events & Town Hall Meetings

[Watch Video](#) | [Learn More](#)



One consistent enterprise experience for all use cases



Engineered & optimized to work reliably



Up to 1,000 video participants & 10,000 viewers



Easy-to-use, buy & scale



Most affordable, straightforward pricing

Source: ZOOM

**FORWARD PROGRESS**  
Growing your business beyond the Vision

**Social Jack**<sup>™</sup>  
IT'S ALL ABOUT WHO YOU KNOW!

# Zoom



# Live Stream

---



Source: SOCIAL JACK

# Convert to Podcast



Academy Courses Events Podcast Support

LOG IN

Welcome! Please [sign-in](#) to your account to unlock full access to premium content. Don't have a membership yet? [Register Now](#)

REGISTER

LOG IN



## Welcome to The Influence Factory

This program is dedicated to support of helping other professionals develop their Digital Business Influence so that they can deal with a fast-paced growing digital world. We invite new comers and our family of Business Influencers to a place to play and share ideas, questions, tips, and guidance with other Thought Leaders.

### Subscribe



### Previous Episodes

The Influence Factory Podcast  
**David Bloom**  
Episode 85 | *The Collision of Tech, Media, & Entertainment*  
Hosted by Dean DeLisle

Ep 85 | David Bloom – “The Collision of

The Influence Factory Podcast  
**Twisted Lime**  
Episode 84 | *Utilizing Improv On & Off The Stage*  
Hosted by Dean DeLisle

Ep 84 | Twisted Lime Chicago –

The Influence Factory Podcast  
**Don Yaeger**  
Episode 83 | *From Sport Illustrated to National Speaker*  
Hosted by Dean DeLisle

Ep 83 | Don Yaeger – “From Sport

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Growing your business beyond the Vision



# DO NOT FREAK OUT!

 GoToWebinar

 Dashboard



We have experienced a breakdown

Please refresh your page or come back at a later time.

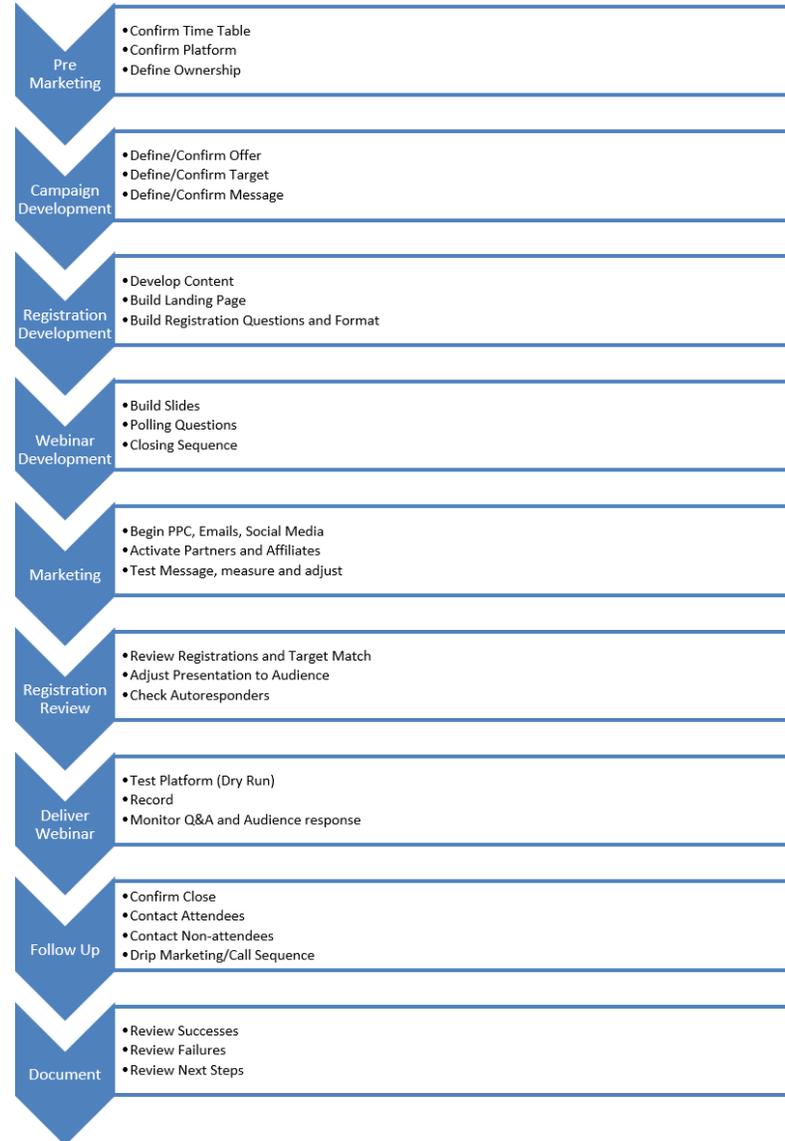
# Process and Guidance

# Process



## Webinar Marketing Lifecycle

# 9 - Steps

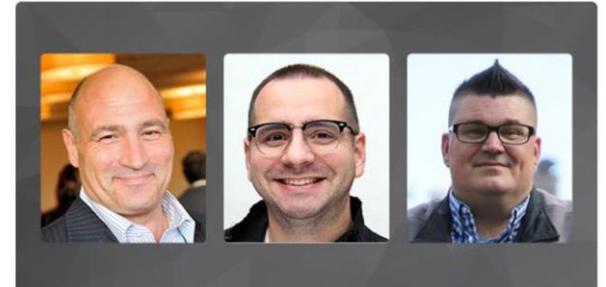


Forward Progress Confidential



**Business Accelerator** @AmfamBizAccel · Aug 31

Thanks for joining our [#livestreaming](#) webinar Tuesday! A recording will be available in a couple of weeks ...



**Live Streaming Video Panel with experts Ryan Pena, George B. Thom...**

Grow your business dream and get answers to all of your live streaming video-related questions with this live, online Q&A session. National Live Str...

[dreamfearlessly.com](#)



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Growing your business beyond the Vision





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INFLUENCER DEVELOPMENT FOR ORGANIZATIONS, PROFESSIONALS AND EVENTS

BRAND ADVOCACY | BUILD COMMUNITY | PERSONAL BRANDING | ATTRACT BUSINESS | FILL EVENTS | CAREER ADVANCEMENT

[Start for Free](#)



**THANK  
YOU!**