

# Top 7 Strategies For Amazing Virtual PD



Live events are powerful, but—done right—virtual presentations have surprising and dynamic advantages all their own. Here are just a few of the reasons that Mark C. Perna and his team believe in virtual PD...plus, some strategies to make your online event unforgettable!

**MARK C. PERNA**  
SPEAKER | AUTHOR | CEO

## 1. CONNECTION:



In a virtual presentation, each participant feels that the speaker is directly addressing them—keeping them focused, learning, and engaged. This can make the experience far more personal than many live events can be.

**Strategy:** Work with your presenter ahead of time to ensure the virtual presentation delivers optimum personal impact.

## 2. CUSTOMIZATION:



Tailor a presentation around your organization's unique needs. Virtual presentations can encompass a range of structures, content, and followup activities—all based on what you want to achieve.

**Strategy:** Think about your current needs and how a fresh perspective from a virtual presenter can offer new solutions.

## 3. INTERACTION:



Engaging virtual PD is all about interaction—and not just with the presenter, but among the entire audience. Chat breakouts, team activities, and more can build your team and make the event so much more than a "sit and get."

**Strategy:** Work with your presenter ahead of time to maximize opportunities for organic interaction and engagement.

## 4. MORALE:



Moving forward with your objectives, even in the midst of unprecedented circumstances, can give your team a much-needed boost. Build morale and momentum with a high-quality virtual experience.

**Strategy:** Communicate to your organization that going virtual is not just a makeshift option—it's the way of the future, and you're on the cutting edge.

## 5. SCALABILITY:



No more logistical challenges or limitations for your audience—include as many participants as you want. Large, small, or in between, virtual presentations can bring people together who normally may never interact.

**Strategy:** Think bigger. Ask yourself, how can you include the maximum number of people for the greatest impact?

## 6. FLEXIBILITY:



By eliminating the restrictions of travel time/delays, virtual events allow greater flexibility for speakers to deliver live presentations on your schedule and timeline.

**Strategy:** Think outside the box about your time and format. It could be that shorter sessions, spread out over multiple days and times, are preferable to a long, single session.

## 7. REPLAY:



Virtual presentations can be recorded and made available for viewing after the event, allowing participants to reap the maximum benefit from what they learned.

**Strategy:** Plan now to record the event, but don't let participants know about it ahead of time. Instead, announce it after the presentation as a value-add so everyone takes part in the live event.

**Bottom line:** We don't just use virtual PD...we recommend it as a powerful way to make a bigger difference in your organization. [Find out more](#) about how Mark C. Perna can deliver a dynamic virtual presentation for your team!