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April 3, 2007

For Immediate Release

*Steve Epner To Present Education Session at Virtual Tech Fair April 25 ...*  
Virtual Presentations – Love ‘Em, Leave ‘Em and How To Do ‘Em  
By Steve Epner, CSP

What is more difficult? Speaking to 1,000 members of a live audience or to an unseen audience somewhere in cyber space? I may be different, but the large audience is a piece of cake. It is invigorating to get up in front of a crowd and to interact. The flow of energy back and forth keeps me on my toes and is rewarding at the same time.

Before the advent of the virtual presentation, I found television to be most difficult. When it is you and one other person (like for radio) that is easy. All you have to do is have a conversation with a good friend and you will do fine. With television, there are all kinds of people running around doing other things. They talk (the sound stage is not quiet) and are very distracting. Keeping focused takes a great deal of concentration.

Speaking to a virtual audience is just as difficult. There is no one there to react to. There are no human cues or clues as to how you are doing. Laugh lines are greeted with absolute silence. There are times when you do not even know if you are connected.

I found it very difficult at first to do a good virtual presentation. But I have learned a few tricks that may help some of you considering a virtual presentation in your future.

The most important thing is to have a friend or other human being in the room with you when you record or present live. That at least gives you someone to talk to. It will help keep your voice modulated and make you sound real. If you cannot have anyone with you, then make sure you stand up while doing the program. Walk around the office (or wherever) and build energy. Envision live people participating. Imagine an audience of the size you like best. See them all smiling at you.

Next, I try to have a second monitor going that is receiving the program feed. Keeping an eye on it allows me to know if I am online or not. If there is a sound level meter on the receiving end, you can tell you are working without the background noise.

Virtual presentations have to be shorter. Most audiences start to fall away after 40 minutes. You have to be really good and compelling to keep a group for any longer in the virtual world. A series of 3 – 20 minute clips will have a greater possibility of being watched than a single 60 minute program.

Finally, make sure there is a possibility of interaction. Even live chat is a good answer. People want to know they can ask questions. Just make sure you answer them for the whole group. When even one person asks, you can usually bet that 20 more have the same question.

Virtual presenting is different from a live audience. Different speakers will react differently. No matter how excited or adverse you are to the idea, the few ideas above will help you succeed in any situation.

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#### **About Steve Epner**

Steve Epner has been directing traffic on the information super highway since 1966. A highly regarded industry expert, Epner is widely published and has provided comment for national business publications including the *Wall Street Journal*. His experience in business, technology and strategic planning makes him a nationally renowned technical speaker. Epner can be reached at [sepner@bswllc.com](mailto:sepner@bswllc.com)

#### **About Brown Smith Wallace Consulting Group**

St. Louis based Brown Smith Wallace Consulting Group, founded in 1976, is an independent, full-service technology consulting firm. For more information visit [www.virtualtechfair.com](http://www.virtualtechfair.com) or call (314) 983-1200.

#### **SIDEBAR**

Steve Epner will present an education session at the **Spring Virtual Tech Fair™ April 25**. For more information visit [www.virtualtechfair.com](http://www.virtualtechfair.com).

#### **About the Spring Virtual Tech Fair**

For two days only, April 25 and 26, attendees can meet with leading technology companies and industry experts from the comfort of their office -- live, online, interactive and 100 percent free – at the Distribution Virtual Tech Fair.

The complimentary, interactive event takes the most successful elements of a live trade show and translates them into the virtual world of the Internet. Attendees enjoy product demos, event networking, show prizes and educational presentations from industry leaders.

#### **To Register:**

Register online at [www.virtualtechfair.com](http://www.virtualtechfair.com)

#### **Take A Virtual Tour:**

Click here for a virtual tour <http://www.virtualtechfair.com/virtualtour.html>

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