* + **Getting professional about presentations now**
		- Lighting, video, sound, interactivity planning
		- Attire
		- Scripting and timing
	+ **Determining how presentations can be a “new normal” tool for on-going business operations and business objectives**
		- Replaces in-person presentations including market visits for BTB and to BTC activities
		- Evergreen content options
	+ **Developing a content strategy**
		- Content beyond “chatting”
		- What is the value proposition for the potential viewer?
		- How do virtual presentations match and expand existing content strategies?
		- Are live attendees or evergreen value prioritized? (If its value is a live event only, treat it as such which requires more time in advance for proper marketing.)
	+ **Developing a marketing plan**
		- “Build it and they will come” only works in the movies
		- There’s an overwhelm of virtual content right now; who are you trying to reach and how can you stand out?
		- Minimize friction to attendees
	+ **Getting started and get clarity as you go (but start with at least one clear goal.)**

