

“10 Minutes with” Series Guidelines

Overview

With most of the country working from home, there is a big uptick in engagement through virtual meetings and presentations. We have begun to create a series of presentations you can use to engage a variety of audiences on a variety of subjects.

The goal is to give you assets that will allow you to help someone learn about a topic in a very short period of time. While the presentations were done to be run in 10 minutes, we certainly hope there is discussion that lasts longer.

Promoting the Meeting

- Make sure to emphasize the limited time investment required (e.g., would you like to spend 10 minutes learning how using Temptrol will lower your costs?)
- Promote this via your email and social media channels

How to Conduct the Meeting

- Download the presentation to your desktop locally before the presentation. This helps reduce risks of technical error and allows you to add your contact information on Slide 2 before you begin
- Read the script for the presentation before the meeting; practice at least one dry run before doing this with a prospect/customer
- The script is also in the Notes of the PowerPoint so you can reference it during the presentation if needed
- While the script can guide you, don't just read the script. You should use it as a structural guide and add personal commentary to make it authentic
- Use Skype for Business as your meeting platform
- For more information on how to set up a Skype for Business meeting, [watch this video](#) or contact IT
- Do a video meeting if possible, then share your screen to show the presentation
- Make sure you use the right presentation! We have presentation that are the same topic but customized for different audiences. For example we have a 10 Minutes with Temptrol for Hospitality Owner/Developers and a separate one for Multi-Family Owner/Developers
- Do **NOT** send the presentation as-is to the audience afterwards; if you must send it please make sure to **remove all Notes first**; contact Marketing if you have questions on this
- If you are new to running virtual meetings, please review some of the great tools and tips available online:
 - [What It Takes To Run a Great Virtual Meeting](#)
 - [Video Communications Best Practice Guide](#)
 - [Video Meeting Etiquette](#)
 - [7 Essentials for Looking Your Best in Video Conference Calls](#)
 - [Top 10 Tips for Effective Video Conferencing](#)
- If you have any questions please contact marketing@symmons.com