

MASTER THE VIRTUAL BRIEFING™

VIRTUAL
2.5 HOURS FOR UP TO 24



INSTANT DIGITAL TRANSFORMATION. ARE YOU VIRTUAL BRIEFING READY?

Organizations have been in varying stages of **digital transformation** for years.

Coronavirus radically accelerated digital plans.

An Institute for Corporate Productivity, (i4cp) study found that after the COVID-19 outbreak, **companies with over half their employees working remotely surged from 8% to 73%.¹**

Respondents to the same study ranked **lack of experience with virtual meeting technology** and **lack of training** as their top challenges.

MASTER THE VIRTUAL BRIEFING™ addresses these challenges head-on by equipping discussion leaders and facilitators with four essential virtual briefing skills:

1. **PLAN** relevant content for briefing attendees
2. **ENGAGE** with impactful presence
3. **MOTIVATE** attendees to participate
4. **ENRICH** the virtual experience

World class training with proven results

Mandel Communications has been a global leader in virtual instructor-led training design and delivery to briefing centers for over 10 years.

Harness the power of virtual communication to drive immediate, measurable business results:

- Overcome video conference anxiety
- Energize delivery to engage audience
- Create new client relationships
- Enhance existing client trust
- Increase client spend
- Decrease sales cycle
- Collaborate to win in a new world of work

¹i4cp, "The Massive and Rapid Shift to Remote Work and Virtual Leadership", March 26, 2020
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THE SKILLS

- 1. PLAN** relevant content for briefing attendees
 - Virtual vs. face-to-face dynamics
 - Attendee needs and expectations
 - Compelling and concise messaging
- 2. ENGAGE** with impactful presence
 - Eliminate attendee multi-tasking
 - Overcome virtual void anxiety
 - Micro-behaviors that influence what attendees understand and care about
- 3. MOTIVATE** attendees to participate
 - Which questions are best? When?
 - Recognize ideas and interests
 - Gain trust and commitment
- 4. ENRICH** the virtual experience
 - Technical video and platform tips
 - Tips to get your technology to pay-off
 - Tools to engage the audience

“Other training companies just flipped classroom solution to virtual delivery. Mandel designed the virtual learning experience to get the best results.”

THE DETAILS

SPECIFICATIONS

- 2.5-hour virtual session for up to 24
- Built-in breaks to retain attention
- Real-world, briefing-specific applications
- Engaging, interactive skills practice
- Flexible design aligns to business priorities

REINFORCEMENT & MEASUREMENT

- Two months' free access to AI-driven mobile app measures improvement
- Easy-to-use tools deliver immediate application and make training stick
- Insightful evaluation reporting provides immediate, relevant feedback



LARGE
GROUPS



SMALL
GROUPS



LIVE
VIRTUAL

**FLEXIBLE
DELIVERY
OPTIONS**

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