

# 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%.<sup>1</sup>**

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

<sup>1</sup>i4cp, "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



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GROUPS



SMALL  
GROUPS



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