



HOW TO SUCCESSFULLY RUN A VIRTUAL AGM

A Guide for the Chair



www.lumiglobal.com

A Guide for the Chair

As with conventional, in-room AGMs, much of the success of a virtual meeting relies on the Chair. At Lumi, we have run hundreds of fully virtual meetings and have prepared this information guide based on our experiences of what does / doesn't work when all the participants are remote.

Before the Meeting

- Set a clear agenda, with timings, that can be shared with shareholders ahead of the meeting
- Please ensure you have all the physical tools you need, including an internet connected laptop and a telephone
- Ensure that you have a clear understanding of how to use the technology to allow you to monitor and respond to questions, and to announce the results of any polling
- Decide whether or not to moderate your Q&A, and if so, who will do this? Some organisations choose not to publish every single question, but to group them in to topics; some will moderate only for the purposes of spelling or to remove inappropriate words; others will allow all questions to be immediately viewed by everyone attending the meeting
- Practice running through your script several times ahead of the meeting. Your script should be shared with relevant parties to ensure it fits the virtual format. Also, do not underestimate the challenges of not being able to see the faces of those to whom you are talking
- Make sure you have a common visual focus, with slides that change frequently, to keep the meeting engaging for those attending online



On the Day

- Arrive early, and make sure you can log in to all the platforms you are using for the meeting. Ideally, you should have 3 screens in front of you: one to show the questions raised by shareholders (moderated, if required), one to show the interim polling results and final vote; one showing any PowerPoint slides that may be used through the meeting
- Ask your technology provider to post a holding screen welcoming your shareholders so they know they are in the right place
- Limit background noise, make sure your mobile devices are switched off – the temptation to multitask is much stronger when there isn't anyone else in the room
- Introduce yourself at the start of the meeting, just as you would at the physical meeting
- Provide clear instructions for how the shareholders can ask questions and vote, to maximise engagement and so that everyone can have their say
- Speak slowly and clearly – the remote participants can't use non-verbal clues such as body language or facial expressions to aid their understanding, so make sure your meaning is very clear
- Pause for 10 seconds between each agenda item. This will feel like an excessively long time period when you are alone, but will seem perfectly natural to those watching / listening
- Stick to the agenda, and timings. Some attendees may login for a specific agenda item, so make sure you don't deviate from your planned approach
- The chair should read the question aloud before providing an answer



Contact

AUSTRALIA

Name: Oliver Bampfield
Email: oliver.bampfield@lumiglobal.com
Numbers:
Sydney: +61 2 8075 0100
Melbourne: +61 3 8669 5160

CANADA

Name: André Cinq-Mars
Email: andre.cinq-mars@lumiglobal.com
Numbers:
+1 514-642-3664
+1 866-449-3664

BELGIUM

Name: Rita Baeyens
Email: rita.baeyens@lumiglobal.com
Number: +32 3 740 33 00

FRANCE

Name: François Lenormand
Email: francois.lenormand@lumiglobal.com
Number: +33 1 84 19 57 80

HONG KONG

Name: Merion Trask
Email: merion.trask@lumiglobal.com
Number: +852 3728 9700

NETHERLANDS

Name: Frank Schoonhoven
Email: frank.schoonhoven@lumiglobal.com
Number: +31 346 860 000

MIDDLE EAST

Name: Yousef Qaren
Email: yousef.qaren@lumiglobal.com
Numbers: +971 4 501 5505

SOUTH AFRICA

Name: Andrej Vlarar
Email: andrej.vladar@lumiglobal.com
Numbers:
Gauteng: +27 87 743 2352
Western Cape: +27 21 065 0355

SINGAPORE

Name: Merion Trask
Email: merion.trask@lumiglobal.com
Number: +65 (0) 6385 6676

UNITED KINGDOM

Name: Pete Fowler
Email: peter.fowler@lumiglobal.com
Number: +44 3300 583 952

UNITED STATES

Name: Simon Bryan
Email: simon.bryan@lumiglobal.com
Number: +1 612 851 2037

