LUMI

How to successfully run a virtual meeting

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 thousands 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.

Want to transform your next meeting?

If you have a question, would like more information, or would like to talk to one of our experienced team, then please scan the 'Contact us' QR code, complete the short form, and we will be in touch as soon as we can. We look forward to hearing from you.

Before the meeting

Agenda

Set a clear agenda, with timings, that can be shared with shareholders ahead of the meeting.
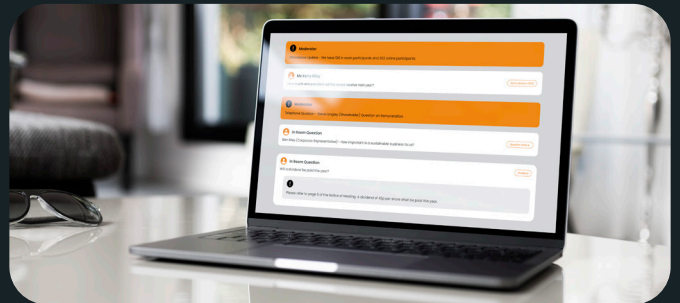
Tools

Please ensure you have all the physical tools you need, including an internet connected laptop and a telephone.

Understand your tech

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.

Q&A moderation

Decide whether or not to moderate your Q&A, and if so, who will do this? Some organizations 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.

Dress rehearsal

Practice running through your script several times ahead of the meeting. You 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.

Presentation

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

Arrive early, and make sure you can log in to all the platforms. Ideally, you should have 3 screens in front of you: one for questions raised by shareholders, one for interim polling results and final vote; one showing any PowerPoint slides that may be used through the meeting.

Holding screen

Ask your technology provider to post a holding screen welcoming your shareholders so they know they are in the right place.

Background noise

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.

Introduction

Introduce yourself at the start of the meeting, just as you would at the physical meeting.

Instructions

Provide clear instructions for how the shareholders can ask questions and vote, to maximise engagement and so that everyone can have their say.

Speak clearly

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.

Pauses

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.

Itinerary

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.

Q&A

The chair should read the question aloud before providing an answer