The Living Zoom

Maximizing the strength of your connection

Thriving and surviving in the new era of virtual presenting

Presenting virtually to clients, colleagues and even family members requires adapting and adopting to the new demands of digital meetings. The stakes are high; much of our success depends on our ability to communicate effectively. Yet there's little guidance today for virtual presenters beyond the technical requirements, and audiences are quickly losing patience with flawed and failed meetings.

Join us for a program designed specifically for financial professionals, and discover ways to adjust your setup, setting and speaking so that you can thrive and survive in the new era of virtual presenting.

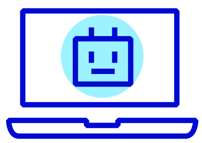
Welcome to our living Zoom.

Based on

- What Invesco Global Consulting has learned from delivering hundreds of virtual presentations in the "new normal"
- Invesco Global Consulting's work with Cheryl McPhilimy, Instructor, School of Communications, Loyola University
- Invesco Global Consulting's work with Maslansky + Partners, communication specialist on the emotional response to language

Research highlights

- The 6-minute changeup: Keeping audiences engaged is more challenging in the virtual setting. Presenters need to "change gears" every six minutes to keep the participants' attention.[1]
- Engaging participants early-on is essential to keeping them engaged throughout the presentation.
- The preferable backgrounds have quickly changed from "professional" to "personal."



Skills to be developed from the presentation

Attendees are shown:

- Ways to engage and interact with virtual audiences for a more compelling presentation
- Ways to create a better image with simple adjustments to your background
- Ways to coordinate and sequence the meeting host, moderator, presenter(s) and closer
- Ways to simplify tasks and technology by using checklists similar to those used by airline pilots

Program toolbox: from principles to practice

- A research-based checklist for the virtual setup, setting and speaking

[1]Our media consultant, Cheryl McPhilimy, suggests during virtual presentations shifting something in your communications approach every six minutes to keep the audience engaged. Invesco Distributors, Inc. is not affiliated with Cheryl McPhilimy.

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Invesco Total CX

Invesco Total CX — the Total Client Experience™ — is a powerful platform and partnership with the tools, coaching, and content designed to help you achieve greater possibilities — all in one place and tailored to your specific needs.

Connect with your clients

- **Choose the right words** with resources designed to deepen trust and client scripts backed by studies on effective language.
- **Build client confidence** with resources designed to help clients adopt sound investing principles and stick with their plans.
- **Share market insights** on the latest trends and policies impacting global markets.

Enhance your business

- **Benchmark your practice** with our first-of-its-kind[1] diagnostic - the Practice Innovation Index - powered by Invesco and Cerulli Associates.
- **Create a reliable new business pipeline** with research-based processes designed to help you drive referrals and cultivate new business.
- **Drive efficiency in your practice** with leading resources designed to create capacity, motivate your team, and develop a succession strategy.

Optimize your portfolios

- **Strengthen your investment process** with tools and expertise designed to help you craft portfolios that sync your clients wealth plan and purpose.
- **Manage with conviction** using our proprietary frameworks, asset class views, and portfolio management tools.
- **Draw from a range of potential solutions**, including 1000+ investment strategies across asset classes and vehicles.

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Bank and Trust
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[1]Source: Cerulli Associates. Used with permission.

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