



## Virtual Communication Strategy Presentation

Wednesday, September 16, 2020, 3PM



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Just because virtual communication is the new norm, it doesn't mean we have evolved.

In light of the pandemic, businesses have had to suddenly change to become even more virtually connected. We are quickly having to master the tactics of virtual communication, but for some, the strategy of engaging our audiences has gone by the wayside. Even though we are doing better, we still may not rate the meeting as good or successful. Getting the attention of today's short attention span audience is important. Now more than ever, we need a plan to help us think through the strategy of how virtual engagement can get better.

**Please join us (yes, virtually), for a special Zoom Meeting on Wednesday, September 16 at 3pm, with our guest speaker Patricia B. Scott, Ph.D.**



Dr. Patricia Scott, President & CEO of Uhmms will help you speak, lead and inspire and can enhance any presentation, conversation, negotiation, sales call or interview. Her specialty is teaching the tools and strategy to break through distraction. In today's world with so much noise, she can help you get your message heard.

More than 15 years of corporate leadership experience — coupled with a Ph.D. in Communication, her role as Lecturer in the Communication Program at the Wharton School, University of Pennsylvania, and her two national best-selling books “[Getting a Squirrel to Focus: Engage and Persuade Today's Listeners](#)” and “[Getting a Squirrel to Focus on Presentations: Don't Just Inform, Transform Your Audience](#)” — establish her as a leader in the field of communication and provides her clients a unique blend of time-tested strategies and

real-world application.

Dr. Scott specializes in the art and science of communication and will help you polish your skills, build your confidence and make your personal communication more effective. Whether it is public speaking, persuasion, data presentation, or facilitation, her methods can enhance any communication. These strategies have proven effective across many industries.

Below you will find details on how to access the Zoom Conference or how to dial in and listen to the audio.

If you have not used Zoom before and will be using your computer to join, we suggest clicking the link below a few minutes before the start time as you may be prompted to download and run the Zoom app in order to join the meeting. This process is easy to complete by following the prompts provided by your web browser.

**Join Zoom Meeting**

<https://us02web.zoom.us/j/84823498528?pwd=WGtsaUJoN2U5SG05TjNlemZ3YmIwdz09>

**Meeting ID: 848 2349 8528**

**Passcode: 172888**

**If you prefer, you can dial in by using the teleconferencing number provided below. After dialing the phone number you will be prompted to enter the “Meeting ID” number followed by the pound (#) sign.**

**Dial in: 1-929 205-6099**

While all participants will be muted upon entry, all are invited to discuss and ask questions after the presentation.

Please join us for a very interesting and informative presentation.

Best Regards,  
Michael Meyer, CBI  
PBBA President

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