Remote SEM -Tips and Tricks

This is a guide designed to help SEM coaches facilitate meetings or activities with customers and their own teams.

Techniques

- Personal icebreaker question in chat box (pet questions are the favorite)
- Introductions with personal photos
- Variety of tools and activities to keep & capture interest from various
- Consider collecting feedback from customers on remote tools
- Allow time for one-on-one conversation (human element)
- Using breakout rooms for customers to chat with one another, more one-on-one

Practices

- Spend time at the beginning briefly explaining platform
- Designate someone with sole responsible for managing the technology- helping participants, checking questions, etc.
- Send slides out in advance for those who cannot access the platform

Tools

Instant Quiz/Polling (wordclouds, multiple choice, quizzes Q&A)	**Features/Benefits**
Mentimeter	Variety of polling; inexpensive
Poll Everywhere	Can embed poll question into existing PPT
Slido	Good for more formal presentations
Kahoot	Fun/Gameshow style

Brainstorming	**Features**
Mural	Post-its, board templates, voting
Google Jamboard or Google docs	Easy document sharing and virtual post-its

Graphics	**Features**
Doodly	Video animation for a presentation