

How to Build Meaningful Peer-to-Peer Relationships in a Video Conferencing World.



December 8/9, 2021

Welcome to Country



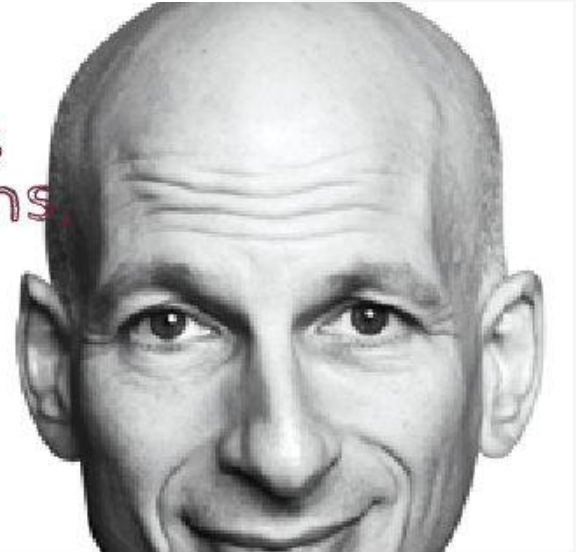
Katie Webb

Analyst Relations Manager
Zoom

”

“

"People do not buy goods & services. They buy relations stories & magic." - Seth Godin ”



May 30, 2021, 11:51am EDT | 12,795 views

Remote Work Evolves Into Hybrid Work And Productivity Rises, The Data Shows



Joe McKendrick Contributor @ Enterprise Tech
I track how technology innovations move markets and careers

Follow



Gartner.

C-Suite:

7 Myths Standing Between You and the Hybrid Future of Work

APAC's future of work looks different (compared with the rest of the world).

Only **40%** of APAC firms will make anywhere work permanent, versus **70%** globally.



Exclusive Business The economy Workplace

'Redefine, rethink, reimagine': The five work models emerging from the pandemic

By **Matt Wade** and **Anna Patty**
November 1, 2021 – 5.00am



The future of office routines disrupted by COVID-19 is becoming clearer with the emergence of five post-pandemic workplace models.



B B C Sign in Home News Sport Reel Worklife Travel Future Culture More Search

Hello Hybrid What is Worklife? How We Work How We Live How We Think More

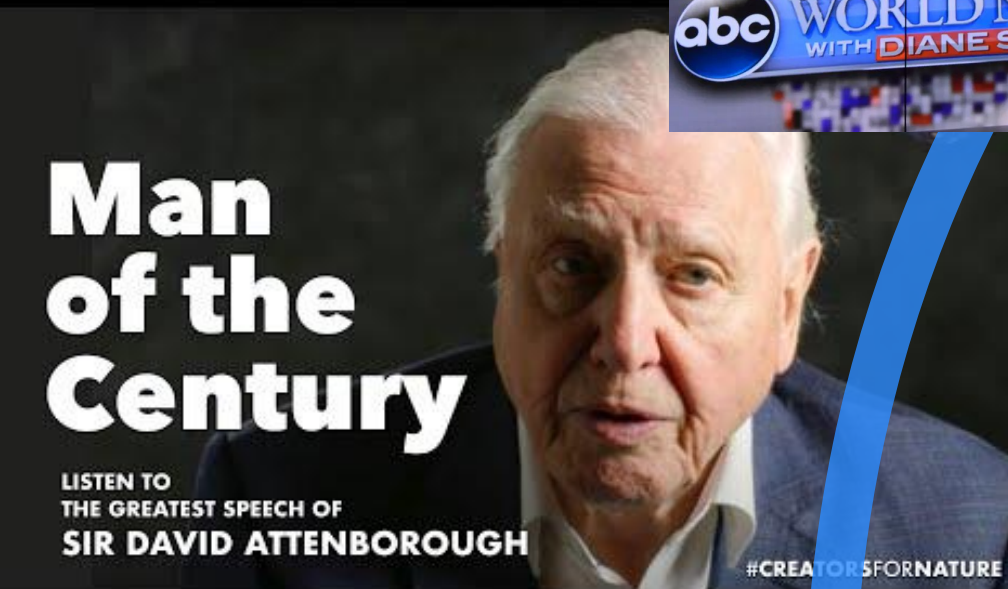
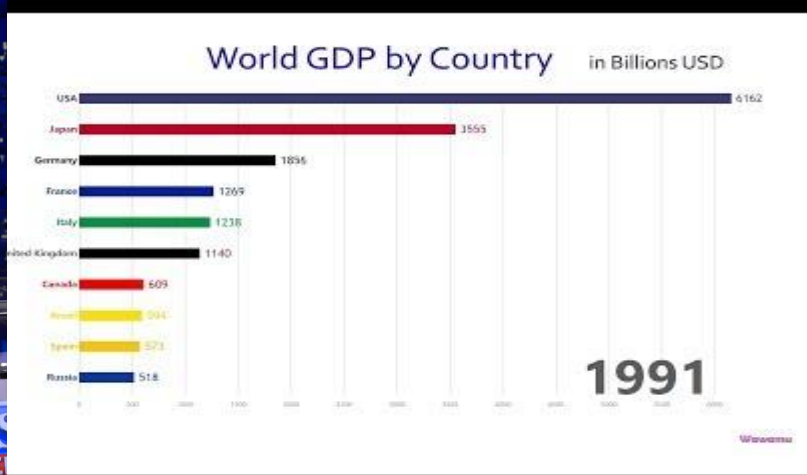
HELLO HYBRID | HOW WE WORK

How companies around the world are shifting the way they work

FOMO



“Can I Woo from my lounge room?”



Man of the Century

LISTEN TO THE GREATEST SPEECH OF SIR DAVID ATTENBOROUGH

#CREATORSFORNATURE

MALALA

Teaches Creating Change

Nobel Prize-winning activist Malala teaches you how to be an activist in your own community, from research and strategy to action and impact.



▶ RESUME LESSON 1







No change

- ✓ Your greeting. Genuine pleasure in seeing and speaking with them again
- ✓ Warmth in your voice
- ✓ Interactive engagement & Honest feedback

You may gain:

- A level playing field
- Clarity of thought - better able to make your point and have it remembered
- A more focused interaction, where important details are not missed

You may lose:

- ✗ A handshake or physical contact that conveys warmth / 'small talk' about a shared environment; "isn't it freezing outside"
- ✗ Subtleties in your conversation. Take care not to offend by multitasking, or eating & drinking.
- ✗ 'Secrets' / clandestine comments and even friendships

What never changes is your credibility to speak knowledgeably and proficiently about your product and your company



speech recognition system is first transcribing English speech, then a machine translation system translates the English into other languages,



Leave

Making every (video) interaction count

- **P**lanning
- **P**urpose
- **P**itch
- **P**hysical actions



Benefits of ARchitect



Software to solve our challenges

- Track expanding analyst groups
- Track interactions
- Custom information tracking
- Communicate clearly with analysts through Portal and mass emails
- Discover new and influential analysts & analyst firms through analyst discovery
- Coordinate meetings with analysts as well as internal stakeholders
- Tracking (social media) notifications
- Measure success through reporting

Help from ServicePlus

Our digital concierge

- Planning
- Logging of interactions
- Share of Voice report generation
- Monthly meetings
- Analyst Portal administration



Show me you know me



The Zoom Portal for Analysts

- All the latest content and info on Zoom.
- Recordings of key briefings available for playback
- Links to relevant info on zoom.us
- Gated content
- Upcoming briefings calendar
- A place to leave feedback
- +++ more to come



FEATURED CONTENT

Aloha! Bienvenue! Willkommen! Selamat Datang and Welcome!

11/17/2021 Home page

Welcome to the Zoom Analyst Portal on ARchitect - thanks for dropping in! At Zoom we're striving to have Happy Customers, Happy Employees and Happy Analysts. We're building out these pages to make it easy for you to get all the latest Zoom info in one place, so let us know using the AR@Zoom.us email address if you have suggestions for us.

Gary, Katie & Kathy

Zoom Rooms November 2021

11/17/2021 Briefings

This is a recording of a Zoom45 briefing on Zoom Rooms. In this briefing, we took Analysts on a live walk-through of Zoom's headquarters in San Jose, for a full immersive experience.



What's Zoom45?

10/28/2021 Latest News

We've got a lot to share with you right now, so we're starting a new style of Analyst briefings called Zoom45 that you can join live or on-demand.

BROWSE

Briefings & Zoom 45



Customer Success



Events



Info



Zoom | 45



What's Zoom 45?

Zoom Rooms | Nov 2021

Final thoughts

- Smile
- Pause before speaking
- Become a focused listener - ask questions
- Lower the intonation of your sentences
- Reduce how quickly and how often you nod your head
- Avoid a negative micro expressions (yawns & looking away)
- Try to avoid endless slides. Can you just have a conversation? Or run a live demo?
- Be memorable. Let your personality shine through - allow the values of your company to inspire your audience

Thank you