

## Expert interviews for growth and leadership with Mike Brenhaug

[www.eVirtualRoundtables.com/eTalks](http://www.eVirtualRoundtables.com/eTalks)

### Guest Preparation and Guidelines

Thank you for your interest in being a guest on eVR's eTALKS show. We look forward to having you as our guest where we will discuss your expertise, experience and your work or book to inspire and support the growth of our eVR community members.

eVirtual Roundtables is a fast growing global company conducting online face-to-face peer group meetings with international participants. Equipping today's Executives, Entrepreneurs, Experts and Emerging Leaders for tomorrow's challenges.

The purpose of our eTALKS show is to share insights and tips with our eVR community. Our community members are people from around the world who are committed to personal and business growth, who desire an interactive collaboration and learning experience to accelerate their growth.

Our show is cutting edge and recorded as a live, face-to-face, HD (high definition) virtual video interview. Approximately 48 hours after the show it will be available for playback via YouTube or Vimeo for you to share.

#### Show format

The show is conducted as an online face-to-face show. We frequently have guests on the show from our eVR Community. You are welcome to invite a guest of your own, just let our show producer know in advance. Guests must meet our technical show requirements.

- Scheduled show time is 30 minutes
- Arrive 5 -7 minutes prior to show start time to ensure everything is set.
- We conduct a audio/visual technical check
- Show start - Introductions
- Show interview 15-20 minutes
- Guest Q&A – 5 minutes
- Conclude show

To maximize your show exposure we encourage you to share and promote it with your immediate contacts and social network. We have a robust global database, which continues to grow each month as our eVR community members share our professional resources with their network. Your show will be viewed and listened to by thousands, and a majority of the listeners will be outside of your immediate social network giving you exposure to new people. To keep this network of loyal business viewers and listeners growing, it's important that you share the interview with your sphere of influence via your website, email, LinkedIn, Facebook, Twitter, Google +, associations and chambers of commerce.

### **Show technical requirements**

We strive to produce quality (world-class) shows with good video/audio playback that shed a professional light on all involved and are appealing to our audience. If the audio or video is compromised, viewers will not watch the show or share it with others. So it's critically important that you meet the minimum technical requirements below.

Please follow the tips below and read our [white paper](#) on conducting world-class virtual face-to-face meetings.

- A laptop or desktop computer (PC or MAC) that is less than 3 years old. If older than 3 years, your computer and software may not support the high quality we strive for and cause the video or audio to cut out.
- Minimum 25 Mbps Internet speed (both uploading and downloading). All major Internet service providers support this and higher levels. If you don't know what your Internet speed is you can test your Internet connection by visiting: [www.speedtest.net](http://www.speedtest.net).
- Webcam - your laptop webcam is sufficient or if you have an external camera on your desktop that works too.

### **Preparing your surroundings**

Since you will most likely be at your home or office when conducting the show, here are a few recommendations to make you look great.

- Dress the way you would normally dress when speaking to your ideal audience.
- Prepare your environment – create a background that supports your image and brand. De-clutter your workspace to minimize distractions for our viewers and avoid a visual background that may compromise your image.
- Eliminate any background noises like barking dogs or gardeners. Do not conduct the meeting from a restaurant or coffee shop. The environment must be quiet and distraction-free.

### **Guest bio/content requirements**

Please send your bio, professional photo and, if applicable, a description and thumbnail image of your book. This information will be displayed on our show page and social media sites. Your photo and book image should be separate files saved as JPEG (.jpg) format and approximately 300 x 300 pixels in size.

### **Here's what we need from you:**

- Professional Bio – maximum 240 words
- Expert topic or Book description – maximum 240 words
- Professional headshot – minimum size 300 x 300 pixels; maximum size 500 x 500 pixels. Images copied from LinkedIn or your other social media sites are not acceptable as they are too small.
- Thumbnail image of your book – approximate size 340 x 510 pixels

### **Prior to the show airing**

Once we receive your guest form and a topic is established, we will book a date for your appearance. Your support in promoting your appearance is required.

- Use the provided show link to promote your show to your clients, colleagues and friends.
- Place the show link on your website and include it on your social media sites such as LinkedIn, Facebook and Google + pages.
- You will receive a link to the recorded show when it is finished. You may use this for your own marketing purposes.

### **Self-Promotion**

Our objective is to maintain a high-value content show with little advertising. We don't allow self-promotion during the show. We believe your compelling work should speak for itself, causing viewers to reach out to you and share your recorded show with others.

Your website and/or book webpage will be promoted to the eVR community.

**Tips on how to increase your exposure during the show.**

- If you have a book or diagrams/charts of your work that you use to communicate to your audience when speaking, you may use it during the show.
- Have a backdrop that has your logo, name or book on it that looks professional.
- Place your book on a shelf in the background facing out.

**About you, your work and/or book**

In order to prepare for this show, we'd like to know a little about you, your work and your area of expertise. We will include a link to your website on the eVR website.

**Your information:**

1. Your name and professional title:
2. Your company name:
3. How would you like viewers to reach you? (Website, email, phone) List here your preferred contact method(s) to be announced during the show.
  - Website:
  - Email:
  - Phone:

4. How would you like us to introduce you?

5. What is your expertise, work or book about?

**Additional questions (helpful but not required)**

1. How did you get into this business?
2. Why is this topic important to business leaders and professionals?
3. Do you have an example or story that is relevant to the show that you would like to share?
4. What 5 best practice tips can you offer to the viewers?

## The day of the show

Our show is hosted on an HD virtual video platform and runs for 30 minutes.

Show host: Mike Brenhaug

[mike@eVirtualRoundtables.com](mailto:mike@eVirtualRoundtables.com)

800.998.4849 ext. 101

Guest Log in: <http://fuze.me/24052603>

Meeting number: 24052603

**Note: if guest is not logged in 5 minutes prior to show and/or technical requirements have not been met causing audio and video issues, the host will not record the show and it will be rescheduled for a later date.**

- Log in 7 minutes prior to scheduled show time at <http://fuze.me/24052603>.
- Please adhere to the technical requirements and show guidelines mentioned. The better connection, the better the audio/video will be for playback.
- A quality webcam and external microphone for your computer is recommended.
- Be engaging but keep your responses concise.
- Relax – this is a conversational style discussion.
- Be in a quiet area with no background noise.
- Have your business and contact info, website address(es), and book (if applicable) ready to share when appropriate so viewers can reach out to you later.
- Have drinking water easily accessible.
- Have fun!

## Show rights disclaimer

As a guest on our show you are giving eVirtual Roundtables, Inc. the rights to share the recorded show, to our global audience, which includes all content recorded during the show in multiple media formats: video, audio and the Internet. The show will be shared on the Internet, on social media sites and at our conferences. We offer both free and paid membership levels to our eVR community and your content will be shared to all our members. At times we may package topic-specific shows with others and make them available for purchase as a bundled package. Submitting your information and participating in our show is your consent authorizing eVR to use the show for promotional and/or for sale to our eVR community.

I look forward to having you on the show and sharing your expertise.

Mike Brenhaug

COO/Co-Founder

800.998.4849 ext. 101

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