

CONFERENCE CALLING TIPS

Planning Your Call

A conference call is an event, just as a convention or any other meeting. You should properly plan for this event by marketing the conference well in advance, planning an agenda, and present value to your guests.

Below are some tips to help you plan a successful conference call:

1. Create an agenda for each conference call.
2. If conducting a call each week, be sure to follow the same agenda format to familiarize callers with your program.
3. Send your call agenda to all participants in advance.
4. Make sure one person is in charge and is prepared to moderate the call.
5. Keep your call to 45 minutes or less is possible to retain guest focus.
6. Keep your topic of conversation fun and energetic.
7. Learn how to operate your phone correctly and know where the mute button is located.
8. Treat each conference call is an in-person meeting. Be professional, polite, and organized.
9. Use guest speakers to add value to your message.
10. Send all attendees the conference phone number and pin code in advance. Send a reminder out an hour before the call with the same information.
11. Consider the geographic location of your guests and their time zones when scheduling a conference.
12. Send out a call summary to all attendees after the call. Remember to include the date and time of the next call.
13. Know your audience. Be sure your topics are geared towards providing value to this audience.