Virtual communication.
Real training.

Be your best on camera.
Earlier this year, no one could imagine that virtually all of our communication would go virtual—that presentations and press hits alike would move to Zoom, WebEx, Teams, or Google Hangouts, and that treasured annual rites of passage, like commencement ceremonies, would go digital.

At the same time, we’ve realized we can’t afford to stop communicating, either within our own organizations or to the world outside them—especially now.

Employees need to hear from leaders; customers need to hear from companies; citizens need to hear from their elected officials; and communities need to hear from the philanthropies that are providing essential relief amidst the crisis and ideas for recovery and reform during months and years ahead.

At West Wing Writers, we’ve long offered engaging, interactive workshops that teach practical skills. We help you turn the art of clear, persuasive storytelling into an approachable craft for you and your organization.

And now we’re proud to offer something new for our “new normal”: A one-hour training with speech and media trainer and former television-news anchor Heather Braver and your West Wing team—which will improve how you look and how you communicate when your portal to the world is a smartphone, tablet, or laptop camera.
Our one-hour session will teach you:

How to deliver an effective virtual presentation

• Watch real life examples of remote presentations. Why were some successful while others failed?
• Set up your space for maximum success and create a neutral environment that is attractive to the audience
• Use lighting techniques that enhance and brighten your face
• Position the camera correctly so you can connect with your viewers
• Test video and audio before the presentation
• Read from notes discreetly as you speak

How to adopt an engaging on-camera presence

• Convey leadership when speaking to camera from your home office
• Wardrobe considerations and make up for men and women
• To sit or to stand? Projecting confident posture
• Where to look on the screen to create a sense of genuine eye contact
• Use the camera to your advantage
• Create the illusion that your remote audience is in the room with you
• Use vocal variety and targeted body language

We also will videotape multiple practice runs of a presentation or interview and offer immediate feedback. This provides the opportunity to incorporate changes and see results.

The fee is $3,500—or $3,750 with our remote-video kit.
Meet our trainer:

Heather Kahn Braver

Heather is an award-winning broadcast journalist with 25 years of television news and broadcasting experience. She anchored the number one rated newscast at WCVB-TV in Boston for nearly 10 years and served as the station’s chief medical reporter.

Heather left the anchor desk in 2001 to become the television spokesperson for Parenting magazine. She has appeared on Good Morning America, the Today show, CBS This Morning, and CNN’s morning news.

Today, top executives, physicians, and political leaders turn to Heather for her highly customized approach to speech coaching and media training. She has prepared her clients for TED-style talks in front of hundreds, televised media interviews, and one-on-one sales pitches. She works with speakers to instill confidence, communicate with clarity, and forge meaningful connections with the audience.

Since 2007, Heather has been the media spokesperson for Beth Israel Deaconess Medical Center in Boston. She emcees numerous events for the Harvard teaching hospital and hosts monthly podcasts featuring the hospital’s top doctors.

A graduate of Boston University’s College of Communication, she lives outside of Philadelphia with her husband and five children.
Our remote-video kit:

You also will have the option to receive our remote-video kit—delivered by two-day shipping—which includes everything you need to record high-quality, executive-communications videos from home using your smartphone. Supplies are tried and tested over hundreds of remote videos.

Features:

- **Adjustable tripod with phone holder**: Tripod stand extends from 17.5 to 50 inches tall and includes a 360° rotating phone holder. Compatible with most smartphones (width up to 3.6 inches), including: iPhone, Samsung Galaxy S and Note, Google Pixel, and more.

- **10-inch LED ring light**: Light attaches seamlessly to the tripod, and has 120 LED bulbs. Features 3 lighting color modes ranging from 3000-6000K (white, warm yellow, and warm white,) and 10 brightness settings. Light is USB-powered.

- **Blue tooth remote control**: The remote control allows you to control recording start and stop from a distance.

- **Lavalier microphone**: Professional noise-canceling lavalier microphone comes with a clamp to attach the mic to your lapel, a standard 3.5mm audio plug and an extra-long extender cable. (It's an omni-directional condenser mic, if you’re technical.)

- **3.5mm to lightning cable adapter**: Colloquially known as a “dongle,” this small cord lets you plug in the microphone to iPhone models 7 and newer.

- **USB brick plug**: The USB plug powers the LED light by connecting to a standard outlet.
About West Wing Writers:

We are veterans of Bill Clinton’s White House and Barack Obama’s administration—of campaigns, state capitals, and Capitol Hill.

We are authors and teachers; journalists, columnists, and humorists. And since 2001, we have brought the art of speechwriting to the craft of messagemaking for leaders, organizations, and brands.

We believe that your story is your strategy. That every person and organization has a unique story to tell—one that can inform, influence, and inspire.

And we believe that every leader can be a thought leader, whose ideas change the conversation—in an industry and beyond it, in support of an issue, or in support of a greater purpose.

In short, we help you to develop, express, and amplify your ideas:

We work with you to shape your story through—
- conversation audits
- message frameworks
- thought-leadership platforms
- book blueprints & proposals

We help you share it through—
- manifests & narratives
- talking points, speeches, & presentations
- opinion essays & written communications
- manuscripts of all lengths

And we help you maximize its reach and impact through—
- coaching, training, & workshops
- strategic scheduling & placement
- political-style, public-affairs campaigns
- book publishing & promotion
We welcome the opportunity to work with you!

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