



## *Simon McCaskill*

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## Biography

Simon McCaskill is a learning designer, facilitator, and speaker specializing in Digital Marketing (with Customer Centricity and Strategy being an area of obsession), emerging technologies, and data; especially around developing a data-driven mindset.

His enthusiasm for both the subject and for professional development shines as he is constantly challenging the learning process and exploring new ways in which to bring a subject to life, whether that be in a face-to-face or virtual environment.

His success comes from his unique ability to simplify the online and digital world and show you a new way of using digital as a tool to get the results you need for business growth, personal development, and well-being.

Simon has designed, developed, and delivered learning programs for many big businesses including Allianz, BBC, BT, Citi Bank, Colgate, eBay, Google, HSBC, L'Oreal, and Santander. He is currently piloting Google's new virtual facilitation academy.

## Session: The Art of Virtual Communication

How to take virtual communication to the next level to enhance and improve your online learning and collaboration experience.

In this workshop, we explore everything from the mastering the basics of virtual training and meetings to the more advanced skills involved in not only recreating the face-to-face experience, but enhancing the experience for both the participants and yourself, by creating enjoyable, engaging virtual content that leaves a lasting impression.

### Topics include:

- Reading the virtual room
- Running engaging activities
- The best 'virtual' version of you
- Avoiding screen fatigue
- Mastering the tech

This workshop is for anyone who is planning to run virtual meetings or training and wants to improve the experience for all involved.

[Click here](#) to buy this session for personal use or to share with your team

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to make an appointment to speak to us about booking Simon to speak to your team either virtually or in person



This session is worth 1.0 IAAP recertification point.