



7 Lessons for the Zoom World from the early days of television

Dorothy Wilhelm

1. EARLY TV WAS STOPPED JUST AS IT WAS GETTING STARTED. WHAT CAN WE LEARN FROM THAT? WHAT CAN YOU DO RIGHT NOW?
2. "Bill Stern the Colgate Shave Cream Man is on the Air"
START AT THE VERY BEGINNING OR SLIGHTLY BEFORE
3. AVERAGE ZOOM CONSUMER HAS THE ATTENTION SPAN OF A GOLDFISH.

HOW WILL YOU ENSURE ENGAGEMENT?
4. EVERY SHOW GOES ON THE AIR TO BE CANCELLED
ASK THE NEXT QUESTION!! TRY OUT YOUR ANSWERS

5. GO TO THE WRONG MEETINGS
6. UNLESS YOU'VE GOT SOMEPLACE TO GO, STAY IN THE BOX
7. WHAT WILL THEY REMEMBER WHEN YOU'RE GONE BESIDES THAT YOUR JEANS WERE REALLY, REALLY TIGHT?

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