



Bose Professional Shares Expert Insights in New “Better Connected” Series

Expert Guests Join Bose in Conversations on Fostering Connections and Navigating Communications in an Increasingly Virtual World

FRAMINGHAM, Mass. — Jan. 4, 2022 — [Bose Professional](#) announced the introduction of “Better Connected,” a video podcast series addressing the challenges of communicating effectively and developing deeper human connections in an increasingly virtual world. With hybrid working set to define the future of professional communication, understanding how to establish connections with dispersed teams — and the role of technology in achieving this — will be integral to business success.

The “Better Connected” series has been curated to celebrate what is possible through the power of remote collaboration. During conversations with high-profile contributors, viewers will have the opportunity to hear about and be inspired by their experiences as we adapt to a new era of hybrid work.

Over three episodes, “Better Connected” host Justin O’Connor welcomes household-name guests to explore how to foster authentic interactions while collaborating remotely. Whether using the power of storytelling to educate remote audiences, employing communication skills in the most challenging environments, or staying motivated without an in-person team, the series features lessons for everyone adapting to the world of hybrid work and wanting to make the most of their digital interactions.

“Better Connected” episodes will feature:

- **Connecting with Virtual Audiences with Dianna Cowern:** Also known as “Physics Girl,” prolific YouTuber Dianna Cowern will share her experiences in cultivating trust and engagement virtually among her more than 2 million subscribers, as well as how to deliver complex ideas succinctly and authentically to an audience in a fun and entertaining way.
- **Remote Collaboration with Scott Kelly:** A former NASA astronaut and US Navy Captain, Scott Kelly shares his experience in communicating and interacting in challenging scenarios as well as staying

productive. He speaks about the communication requirements in the extreme environments and how to collaborate with teams spread across a variety of locations, providing practical tips we can apply to our lives on Earth.

- **Staying Motivated with Michael Johnson:** As an Olympic gold medalist, World Champion athlete and founder of the sports training company Michael Johnson Performance, Michael discusses how coaching techniques have adapted to the virtual environment. He also shares how to stay motivated when situations change and how to get the best out of people who have been taken out of their comfort zones, resulting in the development of top performers.

“Better Connected features insights and stories from experts in their respective fields, who have adapted their skillsets for an increasingly virtual world,” shares Justin O’Connor, host of “Better Connected” and category marketing manager at Bose Professional. “While audiovisual technologies are increasingly common in our workplaces, we can all be inspired and learn from the experiences shared by our guests. In doing so, we can find the right balance between human and technology as our communication methods continue to evolve.”

The first episode is available now by visiting PRO.BOSE.COM/BetterConnected.

“Better Connected” was captured using the Bose Videobar™ VB1 all-in-one USB conferencing device to ensure premium audio and video quality for each guest. For more information on the Bose Videobar VB1, please visit PRO.BOSE.COM/VB1.

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Photo file 1: Bose_BetterConnected_Logo.jpg

Photo caption 1: “Better Connected,” a Bose video series, welcomes notable public figures as they explore how to foster deeper human connects in our increasingly virtual world.

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About Bose Professional

Bose Professional is the division of Bose Corporation dedicated to pro audio ingenuity — including portable PA systems, conferencing solutions, and installed sound systems. The company’s spirit of invention and passion for excellence can be

found all around the world. In workplaces, houses of worship, lecture halls, restaurants, retail stores, hotels, and more — for nearly 50 years — Bose Professional has partnered with working musicians, mobile DJs, AV integrators, system designers, installers, and consultants to build incredible audio experiences.

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