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tips for presenting from home

eye contact matters

TIPS

Level your eyes.

Pick a point near the camera to talk to – if it helps put a piece of tape as a visual reference.

Stack books or a box under your laptop to raise your webcam to eye-level.

If you are using notes, outlines or timers, position them around camera so you keep eye contact vs looking distracted.

Leave some "headroom".
Don't cut off your forehead.

Line your face up
with the **top "third"**.

Smile.
People love enthusiasm.

Communicate with
your hands and body.

If you can, try to
include **your elbows**.

frame yourself
and smile

PRO TIP
Sit <u>next to</u> a bright soft window — not <u>behind</u> you.

PRO TIP
<u>Clear</u> your background of clutter like paper. Include objects and art.

your background matters

Try to keep your background well-designed. While it can be clear or empty, it's an opportunity to showcase your character. More than ever, people crave authenticity.

what **not** to wear

black

Do not wear all black.
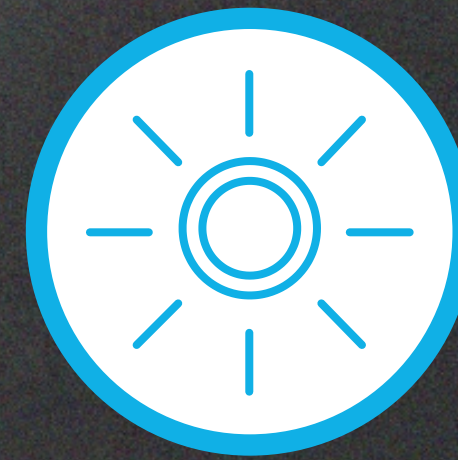It translates to bad exposure.

stripes

Do not wear stripes.
Causes a moiré pattern or
distracting "ringing."

all white

Do not wear all white.
Same problem as black.

lighting is everything

Ring lights
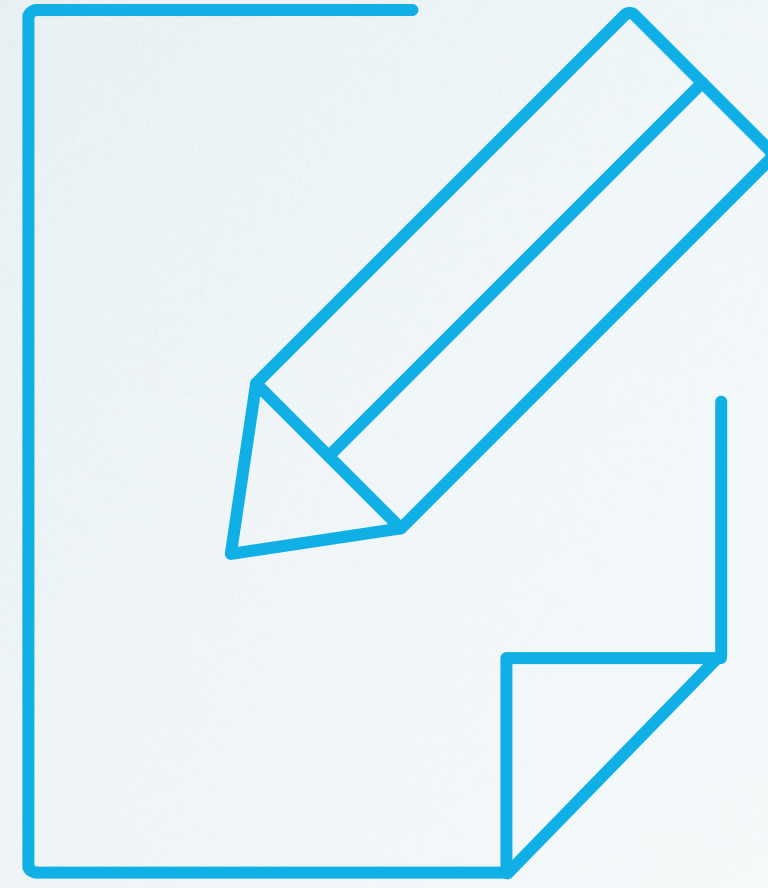Provide a nice soft image without harsh lighting and shadows.

Avoid backlighting
Don't sit with a bright light source like the sun or lamp behind you.

Use a soft lamp
You don't have to buy fancy lighting. Just use a soft lamp in front of you.

content tips

storytelling makes a difference

Know what the key take-away is for your presentation.

Does your take-away match what your audience heard?
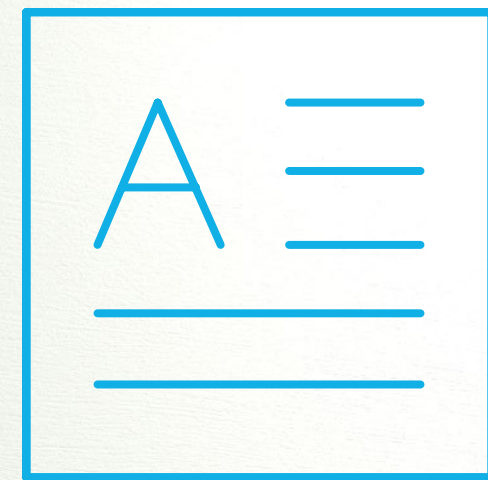
Use simple words that capture people's attention.

Your cadence and intonation add to the story – use them to your advantage!

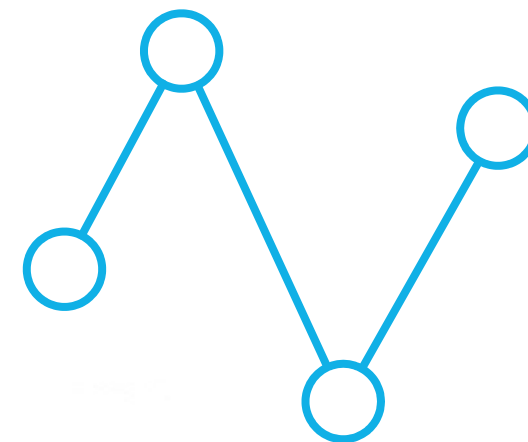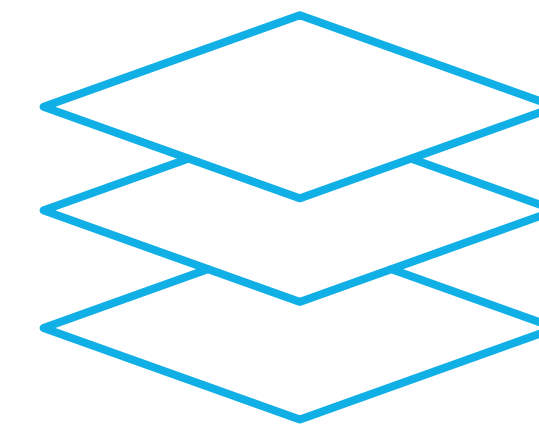# if you need to use bullets, try to...

Be concise.
Make them short.

Use graphs or icons

No more than 3 bullets (please)

These are not rules. There are always exceptions depending on your audience, content and format.

don't forget your mobile audience

Don't make your text too small, too light or too dense

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rehearse the content

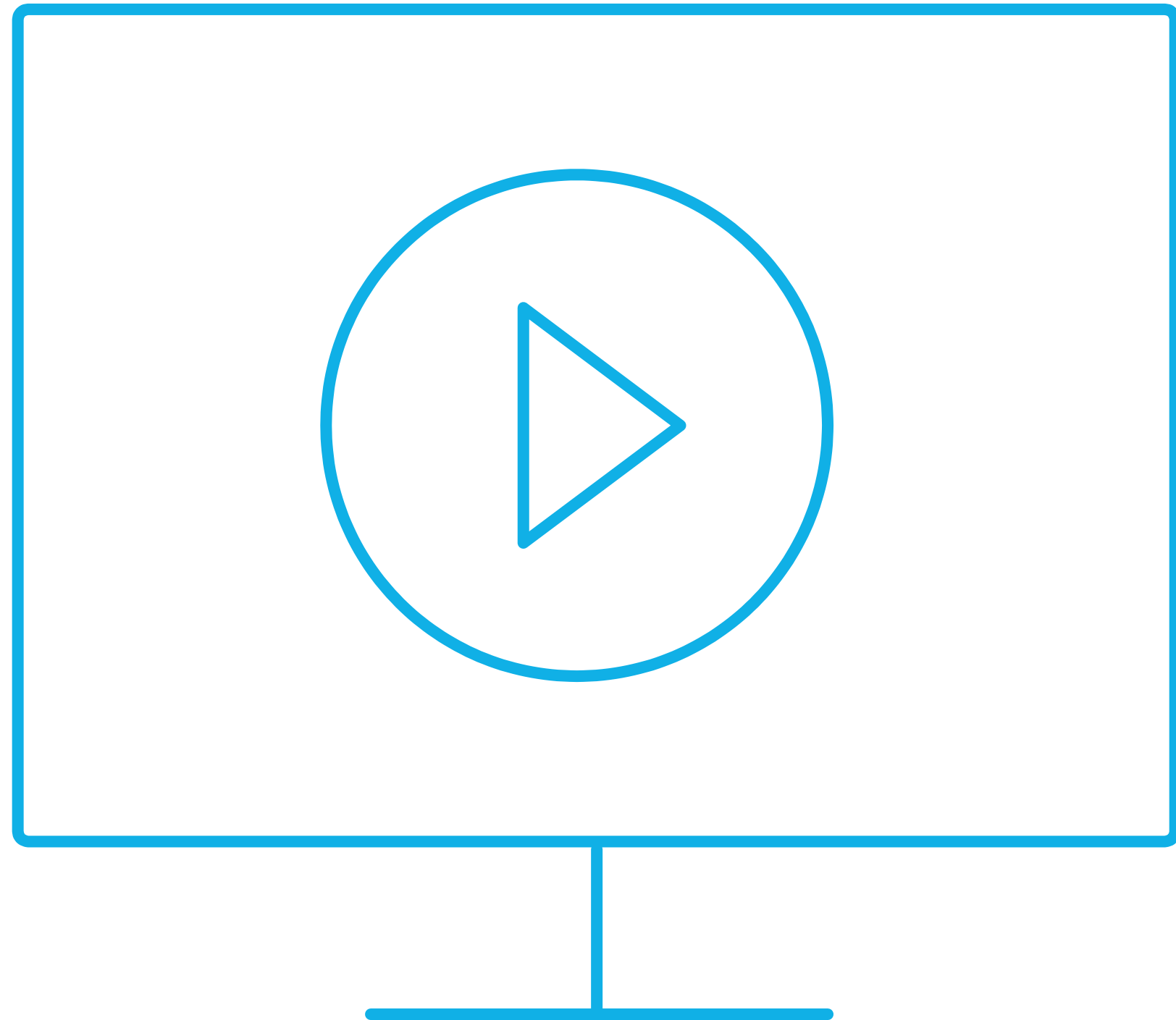## Practice. Practice. Practice.

Record and review.

Practice without slides so story resonates.

Present to a person and ask them what 1 thing they learned – does it match your key message?

Does your audio track to the visuals on your slides?

Use facial expressions and hand gestures as appropriate.

Have water available, practice taking a drink, while on camera.

rehearse
do a tech run

Record yourself to see how you are framed in the screen.

Check that smile.

Make sure audio is clear and limit background noise.

Is your background appropriate for your audience and your message?

Confirm lighting works so people can see your face and expressions.

View your presentation from laptop.Tablet. Phone.
Do your visuals work for all formats?

tips & tricks
for remote presentations

tech connections

Ethernet
When possible use a hardwire connection.

Bandwidth issues?
Join meeting on your laptop.
Join audio from your phone.

Start in mute.
Go to mute when you are done presenting.

speaker feedback

ID designated speaker support person.
- Pre-event rehearse with them and do your tech checks.
- During presentation, designate them as "listener":
- Give them way to contact you (text, etc)
- If mic goes off, video goes down or other tech issue they can let you know.

Turn all notifications off
Except designated "listener"

Set up screen to track slides
A 2nd screen (tablet, phone) can be used to track slides and see how fast they advance for audience.