



# ASSESSMENT: NAVIGATING NEW EXPECTATIONS

27-29 September 2021 | Join Us Online

## Presenting Tips for Your Virtual Session

1. **Signal versus Noise** - Virtual fatigue is something that every presenter needs to keep in mind when building their content and presentation. Signal is the meaningful information and content that you want the attendees to be completely focused on. Noise is anything that interferes with the signal. Examples of Noise - Too much data; busy slides; choppy flow; staying too long on a particular item; hard to hear; difficult to follow. Make it easy for the attendee.
2. **Audio before Video** - Invest in a microphone for your presentation. There are several options that work and are easy to use. Audio is more important than quality video.
3. **Flow** - Spend your time making sure the message connects. It needs to be easy to follow while also building a compelling story that keeps the attendee engaged. The story or message flow is more important than the actual look and feel of the slides or supporting graphics.
4. **Hammock Effect** - Attendees will remember and engage with you at the beginning and the end. Make sure you get to the point quickly and make a compelling case up front. You also want to make sure you give a high-level review at the end. Also, create content that moves quickly to keep the attendee engaged.
5. **Picture Superiority Effect** - Pictures or Graphics of concepts are more memorable than using words to describe. You can use pictures or graphics to enhance what you are saying within the presentation.
6. **Body Language** - Remember that you are as much of the presentation as anything. How you deliver the presentation needs to keep the attendee engaged.
7. **Energy** - Everything you deliver must be done with energy. Not over the top dramatic energy, but energy that gives a sense of focus and purpose.
8. **Voice** - Along with the importance of audio (mic) and body language to connect, the voice is a critical element of delivering engagement.
9. **Practice** - Run through your presentation several times before going live. This will go a long way when you actually present your presentation. There is a big payoff for this effort.
10. **One point per slide** - Keeping the presentation moving is critical for engagement. Keeping one item or point per slide forces you to create a deck that keeps moving.

# Speaker Technical Tips for Your Virtual Presentation

1. **Make sure you have stable internet. Wired is best.**
2. **Open any PowerPoint or Keynote file needed for the presentation prior to joining your session via Zoom.** *(This will make screen sharing more seamless.)*
3. **Raise your laptop or web camera to eye level.** *(This is more flattering for you and a more natural way to present. Using books is a quick way to raise your laptop.)*
4. **Place a desk lamp next to or behind your laptop or present with a window next to or behind your laptop.** *(This provides additional illumination and helps the focus be on you, the presenter.)*
5. **Avoid bright windows in the background or any other distracting background elements.**
6. **If possible, use an external USB mic for better quality than a laptop mic OR don't sit far from your laptop** *(Sound is more important than video quality, if you are looking to invest in gear, buy a good USB mic.)*
  - a. [Click here for Mic suggestions](#)
7. **Avoid loud environments, make sure you are in a quiet space. Pets, Tv, people talking, even if in other rooms, can be picked up by the mic.** *(Using a good USB mic can also help mediate this)*
8. **Adjust your camera so there is not much space above your head.**
9. **Test out audio and video selections in practice Zoom sessions before your live session.** *(There will also be time to test this out before your session begins.)*

If you have any questions, please email [atp@designingevents.com](mailto:atp@designingevents.com).