83ʳᵈ Annual Meeting of the Association for Information Science and Technology

Information for a Sustainable World: Addressing Society's Grand Challenges

How to Be an Engaging Speaker During a Virtual Presentation

1. Learn the content

To minimize worry about forgetting elements of your presentation, include notes in your presentation file and have a printout of your script or talking points.

2. Practice makes Perfect

We recommend you practice your presentation in the environment in which you will deliver it, such as in front of the computer.

Presenting alone to a computer can be awkward at first. To make you feel more comfortable, ask colleagues/friends to sit in front so you can present to familiar faces.

3. Look at Your Camera

The computer planning to use, will need to have a built-in camera or an add-on one that will already be connected and working properly.

Knowing how to access the webcam software will help you to adjust the webcam for the best possible picture.

Align yourself in the center of the webcam image.
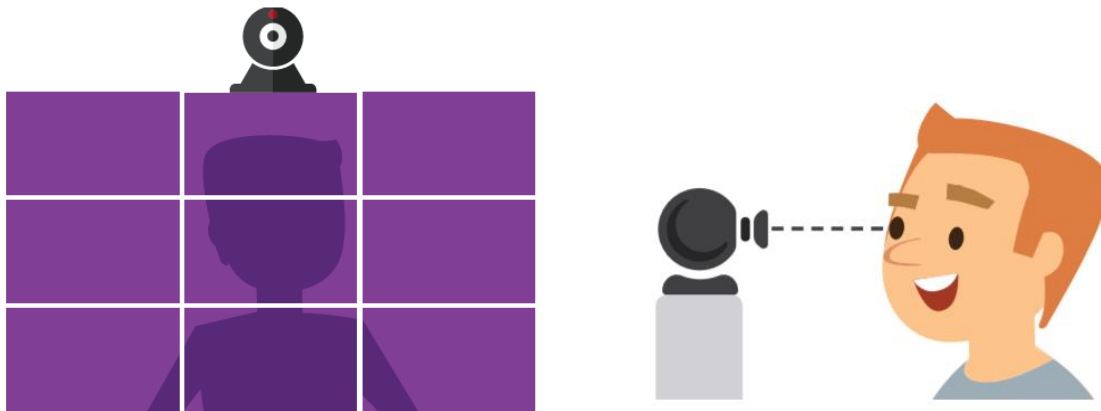
Remember, the webcam is your link to your audience! Make eye contact with the camera so it appears to the audience that you are speaking directly to them.

To help achieving this, place your camera at your eye level! You can adjust the camera height or the chair you are seated on.

4. Speak Up

Check audio levels before presenting, but also make sure to breathe at regular intervals to speak audibly and clearly. Maintaining a clear, even tone throughout the presentation will allow the audience to hear it without adjusting their volume settings.

Use external microphones if available. Microphones built into computers and cameras often have lower quality. The mobility of an external microphone will allow you to place it in the optimal location for sound.

The microphone should be close to your mouth but not so close to pick up popping "p's" or certain words that hit the top of the audio levels.

The microphone should not be in the camera view.

Make sure the volume is loud enough to hear but does not pick up background noise or static.

Do not touch the microphone while live. It will make loud noises and can disrupt the audience

Turn off cell phones, fans, computer speakers, or anything else that may be a distraction during the webcast.

5. Be prepared

During the presentation have a glass of water nearby to sip as needed.

Also, keep handy a printout of your slides or notes in case you need to refer to them.

6. Do not forget to smile! 😉

If you are smiling and seem interested in the content, the audience will be too.

It is important to stay professional but show some personality.

If you are having a good time, most likely the audience will be too.

Dressing for Success on Camera

WHAT TO WEAR

Blues/Cooler Tones
Blue and other cool color tones enhance the presenter on camera

Tie Long Hair Back
Can interfere with microphone and distract audience

Contact Lenses
If possible, avoid glasses, which can cause glare; otherwise adjust lighting

Make-Up
Foundation helps men and women avoid looking too shiny or washed out

WHAT NOT TO WEAR

Small Patterns (e.g. polka dots)
Patterns can create interference with the camera, known as a Moire effect

Tight Pinstripes
Camera interference

Busy Colored Patterns
Large patterns can distract viewers

High Contrast (White, Black, Mixed)
Camera interference

Scarves
Microphone interference

Dangling Earrings (and Shiny Jewelry)
Can reflect lighting and cause glare

Choosing a Location for Your Virtual Presentation

When delivering a virtual presentation, your location plays a key role in how your audience will perceive your message.

Selecting a room from which to deliver the presentation should not be a last-minute decision!

Hereby you will find some tips for picking a location for your virtual presentation:

1. Used a hard-wired internet connection

Wireless networks can be fickle and are more likely to drop connections, which can disrupt the presentation. Being hard-wired will help ensure strong connectivity and clear audio and video streams.

Turn off wireless access on the computer to ensure the computer is using the hard-wired connection. Wireless connections are often overlooked, so checking that your connection is turned off can help to eliminate video mishaps and dropped audio.

2. Make sure it is private

Your location of choice should have doors that can be closed, to block out interruptions. If necessary, a note on the door can alert others to be quiet during recording.
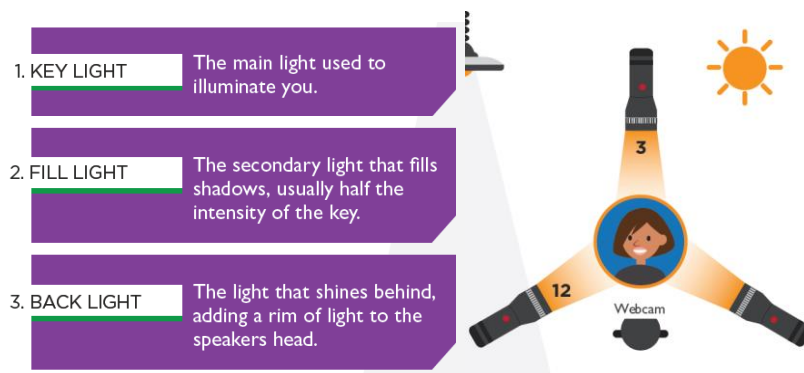**Mind your background!**

3. Make sure it is quite

Rooms that are near common areas (e.g. conference rooms, bathrooms or kitchens) can disrupt the session.
Pick a more secluded location to block this out.
If connecting from your place of work, email people who frequent the presentation location
and ask them to be respectful of their volumes.
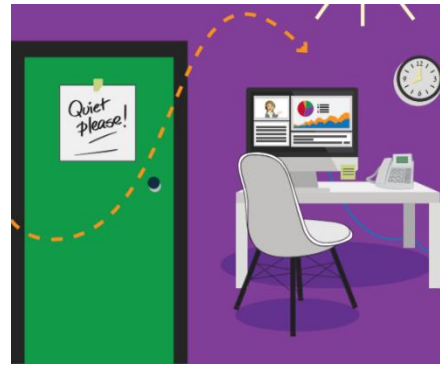
4. Control the lighting

Interior rooms with no natural light source may require additional lighting to brighten the space.
If possible, use a three-point lighting strategy.

1. KEY LIGHT	The main light used to illuminate you.
2. FILL LIGHT	The secondary light that fills shadows, usually half the intensity of the key.
3. BACK LIGHT	The light that shines behind, adding a rim of light to the speakers head.

Use natural light when possible. By using it, you can adjust the total look with overhead and additional lights as needed.
An open window behind you can make you look dark, better keep windows in from of you.
You can use the natural light to illuminate your face, adjusting blinds as needed.

5. Control noise from equipment

Manage noise by turning off fans, telephones, or public address systems.
Keeping ambient noise to a minimum is important for a good virtual experience.
If you cannot control noise-generating equipment, another location would be best.

6. Sit in an adjustable/non-swivel chair

For video presentations, comfortable and stationary seating is preferred. If possible, use chairs that are adjustable for height but do not swivel. Swiveling on camera creates a poor attendee experience and can be distracting.

7. Use a laptop

For optimal use, it is better to use your laptop, please refrain if possible, from using tables or mobile devices for presentations.

By following these tips, you will manage to create a great atmosphere for your virtual presentation that look and sound professional for the remote audience!