Tips for virtual presentations

TELL A STORY

Attendees want presentations that feel authentic. A great way to tell guests who you are, while also encouraging strong engagement, is storytelling.

Why does your topic matter to you? This will help it matter to them.

ENGAGE

In a virtual environment, there's not much preventing attendees from multi-tasking or just logging off entirely.

Use storytelling and visual cues to keep your audience looking at the screen.

Polling is also a great way to interact with your audience.

REHEARSE

There are two benefits to rehearsing. It gives you a chance to hear your presentation out loud and make changes where necessary.

It also lets you get used to the technology and ensure you have the right equipment.

UP YOUR PHYSICALITY

It's possible to fill the room with your energy, even online.

Stand or sit so that your body takes up most of the frame. Make eye contact with the camera so your audience feels like you're talking to them.

LIGHT IT UP

During rehearsals, make sure you test your lighting. If you're in a room with lots of windows, try to test during the same time of day you'll actually be presenting.

Bring in additional light sources if needed.

KEEP IT CLEAN

Make sure the space around you is clean. Your workspace is your stage!

If you're going to be sharing your screen, consider also tidying up your desktop.