

ONLINE PRESENTATIONS BEST PRACTICES



Keep your camera on

The participant to your videocall will be more engaged, and both your speech and presentation will be more effective: over 90% of how we communicate is through nonverbal cues like gestures and facial expressions.



Be a TV Personality

Stand or sit forward in an engaged posture. Look straight into your camera, not the screen. Wear clothing that is neutral in color (no plaids or stripes). Light yourself well and from above. Be mindful of what appears behind you in the background and use the background effect if anything can distract your audience.



Leverage your voice

There aren't as many physical components as we have with in-person presentations, so your voice carries a much larger load. Start off with some vocal warm-up before the call, and be sure you have practiced your speech to know where to put emphasis. Keep up an engaging pace. Don't race, but don't go so slowly that your listeners will get distracted.



Plan for Interaction

You may think that holding a video-call, which uses video, text, and audio content, is a surefire way to maintain engagement. But it is also useful to make sure they pay attention to you, encouraging them to participate, so you can check in that they are following along.



Be Prepared

Practice delivering your presentation together with the technology involved in advance of your talk. Make sure all of the features, links, and equipment work.



Be Early

Be ready a few minutes before the start. Suggest to your audience to access your call in advance of the start time so you can iron out any technical issues in advance and get them familiar with the technology.



Cover the basics

Before the conversation, set clear objectives, and send a pre-read if appropriate. During the session, use an agenda, set meeting ground rules, take breaks, and clearly outline the next steps after each section and at the end of the meeting.

