

FREEMAN®

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.

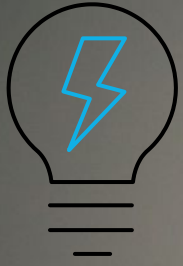
○ Line your face up
with the top “third”.

○ Smile.
People love
Enthusiasm.

○ Communicate with
your hands and body.

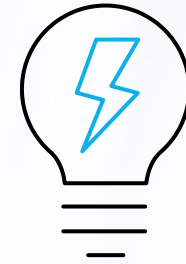
○ If you can, try to
include your elbows.

frame yourself and smile



Pro tip:

Clear your background of clutter like paper. *I*nclude objects and art.



Pro tip:

Pro tip: Sit next to a bright soft window — not behind you.

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*



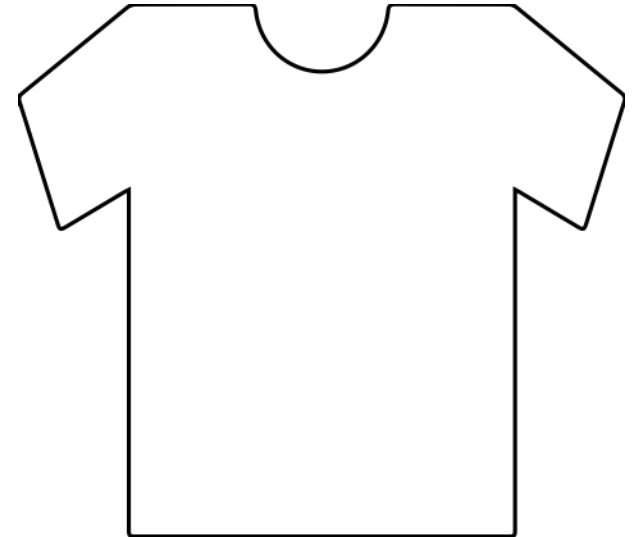
black:

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



stripes:

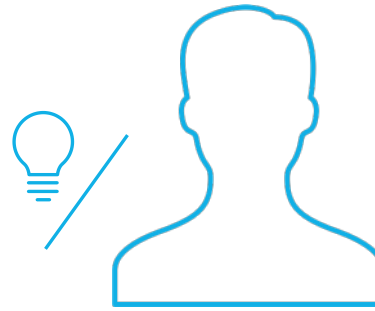
Do not wear stripes.
Causes a moiré pattern or
distracting “ringing.”



white:

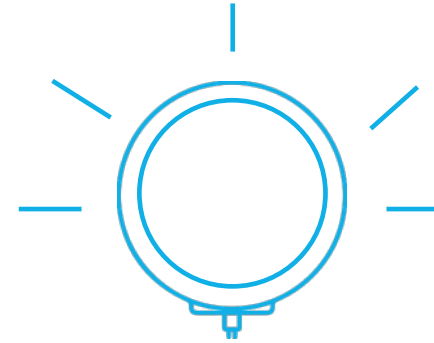
Do not wear all white.
Same problem as black.

lighting is everything



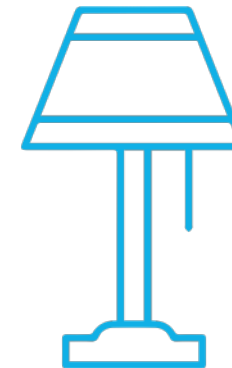
avoid backlighting

Don't stand in front of a bright window. Flip the camera and you around so the sunlight lands on your face.



cheap ring light

Ring lights that attach to desks are the best option. The bigger the ring, the softer the light and better looking.



put a lamp in front of your face

Don't stand in front of a bright window. Flip the camera and you around so the sunlight lands on your face.

**HOME
OFFICE**

content tips



story telling

makes a difference

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

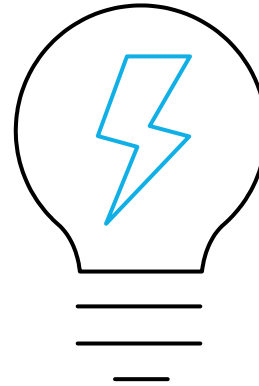
Does your take way match what your audience heard?

Use simple words that capture people's attention.

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

one idea

per slide



**Increase
engagement by
keeping it simple.**

one idea per slide

It's better to have more slides with fewer bullet points rather than have fewer slides with dense bullets.

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.

*If you need to
use bullets, try to...*

assume

people can't see your deck...



Some people will only hear the audio. Talk clearly, Explain visuals on your deck.



Use headphones to improve audio quality. If you have a mic, use it.

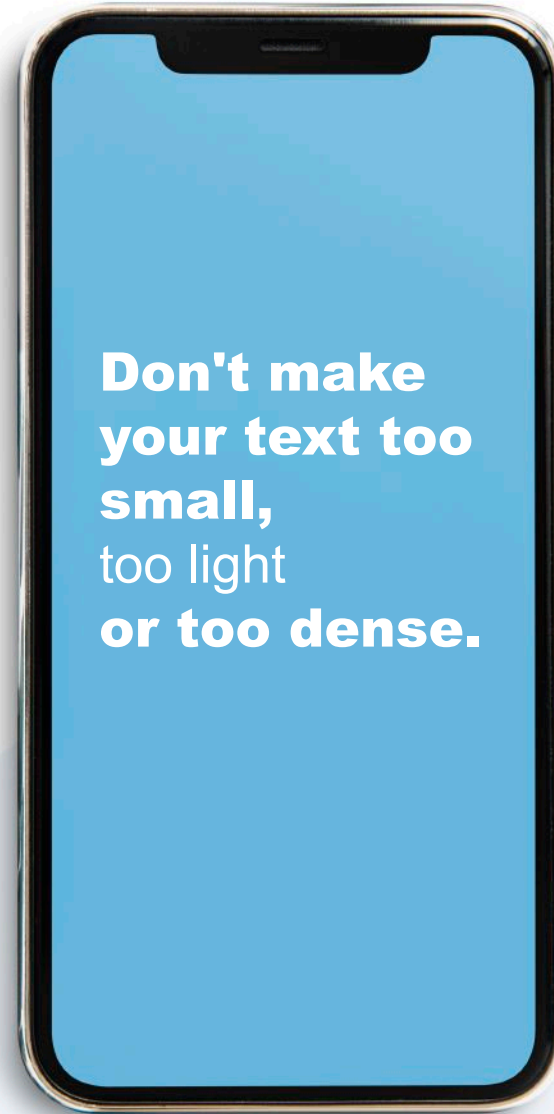


Provide a few seconds warning before playing a video or sound effect. It may play at a different level than your voice and could be an unpleasant surprise.



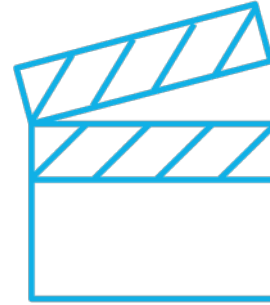
Repeat questions in full, before answering them. Name the asker if you can as listeners can't read the comments section.

don't forget
your mobile audience



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?

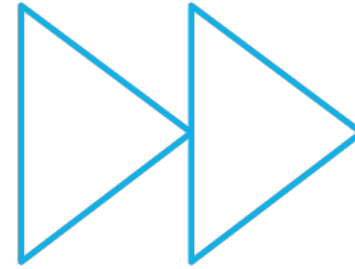
Does your audio track to the visuals on your slides?

Use facial expressions and hand gestures as appropriate.

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

rehearse

do a tech run



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".

Silence your phone.

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



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