How to Deliver Amazing Online Presentations

A presentation delivered to you on behalf of Anthem EAP

Anthem EAP

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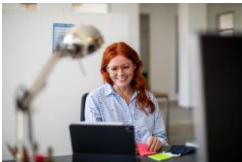**Did You Know…**

People take as little as five seconds to judge how charismatic a speaker is?

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Zoom Lighting
Find the Right Lighting Setup

◦ Natural Light
◦ Ring Light
◦ Studio Lighting Kit

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Zoom Angles

USE A FLATTERING CAMERA ANGLE!

◦ Adjust workstation so that monitor is directly in front of your face - don't look downwards.

◦ Adjust monitor height by placing on a stand that lifts it to eye level

◦ Keeping camera directly in front of your face = most flattering angle for you

BEWARE!

◦ Camera is too low gives everyone a view up your nose

◦ Camera is too high artificially creates a "double chin" look

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Zoom Setup - Sound

◦ Be mindful of your environment
◦ Use the right equipment
◦ Maintain a strong internet connection

Know how to troubleshoot!
◦ Test speaker and microphone
◦ Select preferred microphone and speaker
◦ Turn off video / switch to phone audio for low bandwidth
◦ Leave meeting / reboot Zoom

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Zoom Backgrounds

Home / Office Background:
◦ Choose a clean backdrop that does not distract viewers
◦ Pick a solid or less busy wall as your backdrop
◦ preferably a white wall

Zoom's Virtual Background feature:
◦ Do not wear clothing that is the same color as the virtual background
◦ Choose a solid color background, preferably green

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How to Position Yourself

◦ Sit as close as one foot from the screen
◦ Only visible from the shoulders up
◦ Make your face the main object of focus
◦ Guests can look into your eyes and see your facial expressions
◦ You can the facial expressions of the people you're meeting with.

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Best Body Language Tips

◦ Make constant eye contact
◦ Smile and nod – a lot
◦ Sit straight and lean slightly toward the screen
◦ Avoid touching your face
◦ Mirror the other person's body language

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What to Wear During Zoom Meetings

Dress Appropriately in Business Casual Clothing:
◦ Business casual is the new normal when working from home
◦ Button down shirt or blouse
◦ Solid colors and neutral tones make you appear
   ❑ Authentic
   ❑ Trustworthy
   ❑ An expert
Never Wear:
◦ T-shirts or tank tops
◦ Revealing tops or dresses

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Best Zoom Interactive Practices

- Ask a Question/Participants Answer in "Chat."
- Ask a Question/Participants
- Use Thumbs Up or Thumbs Down.
- Around the Horn. If the group is small, you can ask participants to check in with a one-breath statement or do the same to conclude the meeting.
- The Interview. Ask a participant to interview you or ask participants to interview one another - like it's a podcast.
- Audio Clips. Share an audio clip of a famous speech or interview.

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Define the Message of the Presentation

- What do you need to say?
- What do you want to say?
- What are the clear "takeaways?"

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Key Components

Timing:
- Start on time
- Set clear time expectations
- End a few minutes early

Content
- Start with a story
- Be passionate about the topic
- Make it relevant
- Cite credible sources

Engagement
- Immediate and ongoing
- Make it easy

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Do's and Don'ts

DO	DON'T
◦ Use appropriate humor	◦ Never make fun of anyone
◦ Use and cite sources	◦ Stay away from sarcasm
◦ Be direct about the message	◦ Do not read from the slides
◦ Stop and ask for feedback	◦ Do not lecture

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Ask for Feedback

◦ Be clear in the beginning that you are open to feedback
◦ Stop frequently – Check for understanding
◦ Check in on:
  ❑ Speed
  ❑ Tone
  ❑ Content
  ❑ Style
◦ End with a survey

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Handling Challenging Participants

◦ Be prepared for them
◦ Allow a little "wiggle" room for their side
  ❑ Possibility that they are correct?
  ❑ Possibility that they are not?
  ❑ Validate their point
◦ Be clear you are the facilitator
◦ Do not allow their point to derail the conversation

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