Best Practices for Virtual Presentations

Your Camera

- Laptop webcams typically do not provide professional quality video. If you have access to an external camera, give it a try.

- Level your camera to eye level.

  - Too high and your head will be cut off and too low and attendees will look up your nose.

  - If you are using your built-in laptop camera, stack a few large books under the computer to raise it to eye level.

- Line up your face with the top third of your Zoom/video frame.

Pro Tip: Place a Post-it note beside your camera that reads "Look Here."

Your Audio

- Audio is more important than your picture.
- Try to eliminate background noise and sound. (Close exterior windows and doors.)
- If you have access to an external microphone use it.
- Or use a headset, airpods or ear buds with a built in microphone.

Your Lighting

- Avoid sitting with windows/lighting behind you.
- If using natural lighting, morning or early evening sun is your friend!
- Ring lights are great, but you do not need an expensive light kit. Set a soft desk lamp behind your computer or on your desk.

Consider Wearing

- Classic and simple look great on camera, but add your personality. (A fun scarf, tie, or other accessories.)
- A mix of solid colors. Example: Light blue shirt with a tan blazer.

Try to Avoid Wearing

- Shirts/tops that are all black, all white, all stripes, busy patterns and shiny fabrics. These can cause issues with your webcam's performance or backgrounds.
- Large metal jewelry. Your microphone might pick up noise from your accessories.

Backgrounds

- Use the APS branded background for your event if possible.
- If not, keep your background well designed. While it can be clear or empty, it's an opportunity showcase your character and personality.

Work On Your Camera Presence

- Use calm, open body language. Stand up straight – poor posture is immediately obvious on camera. Keep your shoulders back and your muscles relaxed. Take deep breaths.
- Slow down slightly when you talk, and make an effort to enunciate clearly. Speak from your diaphragm rather than your throat.
- Practice, practice, practice. Watch footage of yourself and identify the areas where you could improve. Then make a conscious effort to work on those things.

Don't Forget

- Arrive a few minutes early. Use the time to check your video and audio settings with your fellow presenters.
- If possible use a hard wired internet line.
- Use a San Serif font of 20 or larger.
- Try to keep it to one idea per slide.
- Data and charts should be easy to read. Remember some attendees may be viewing the presentation on a small screen.
- Don't read your slides. Enhance them by providing insight or a story. An exception to this rule is if you are quoting someone.
- ***SMILE! Share your enthusiasm with the audience.***