



## Speaker tips for virtual webinars and conferences

4 categories to be concerned with

- Technology
- Voice
- Body
- Audience

### Technology

Video is just as important as audio.

Decide if you want the speaker to be visually part of the presentation. If so ensure there's a good camera to use.

- Not all computers have good cameras and a separate camera (i.e. Logitech camera) might be needed.

Invest in a good microphone. This could either be a headset microphone or a standard microphone.

- Make sure the levels you have on the microphone match that of the platform your using (Zoom, GotoMeeting etc)
- Speakers should use headsets

Strongly emphasize the use of using a hard wire internet line and not wifi. Offer to purchase that internet cable and connect directly to that router.

- The majority of technical problems happens due to connectivity and it's typically related to using wifi

Do a test run and do it at least 24 hours before the actual event

- Duplicate the settings that will happen in the live event. The microphone, camera and its position, slides, what the person is wearing, how it's set up in the room, lighting
- Run through 10-15 minutes of the presentation to ensure everything is running properly. Test any embedded videos and animation within the presentation
- If notes are important to see in the presentation, you'll need a dual screen to see the notes section. The presentation itself must be in presentation mode.

Make sure you have a session producer

- Acts like a stage director/manager and helps organize the speakers
- Manages the technical side of the platform should something not work right
- Helps the audience with technical issues



- Communicates with presenters with Q&A and feedback on presentation (too loud, soft, not in camera)

### **Voice**

Talk at a normal level.

- A good microphone will pick up your voice when you speak at normal levels

Over articulate

- Words with three or more syllables
- Emphasize how your lips form the words

Tone

- Optimize tone and ensure you add inflection. End with down inflection if it's up inflection it sounds like a question
- Project your voice forward
- Be over excited about information you're sharing
- Use vocal variety to keep interest - change pitch, speak softly at times, then louder

Sentence structure

- Keep sentences short. If you have 3 points don't string them together in one thought. If you were going to do a comma and or comma but make it separate sentences
- Keep paragraphs short
- Find the most important words of your sentence and punch/emphasize that word
- Talk slower than you normally do and give time to let them absorb what you're saying

### **Body**

- If you can stand instead of sit, that's better. Allows for better breathing with diaphragm
- Sit closer to the camera than you would normally sit in front of person
- Watch the angle of your camera. Your head should be in the top  $\frac{1}{3}$  of the screen whether your standing or seated
- Don't look down at the camera. If you're watching the audience or another put them just below the camera and not to the side so you're looking at them.
- Use gestures as they relate to your voice. Often a gesture will affect the emphasis with the voice
- Don't wear busy clothes
- If you're seated, make sure your feet are planted on the group and you're not sitting cross legged. This could make you look uneven
- If you're standing avoid leaning on one side, pacing (this can affect the microphone), and crossing arms



### **Audience**

- Set expectations in advance - this will be audience participation. You'll take questions throughout or at the end
- Careful of animation and video - it can affect the bandwidth for the audience and often times there is a lag
- Have a contingency plan in place if something goes wrong and it should be included with the communications. Reference that in the beginning.
- Incorporate polls and questions when possible