

Tips, Tricks, & Best Practices

Overview

Congratulations on being a presenter at the PAS 2021 Virtual Conference! We are delighted to work with you on your presentation and offer some guidance for looking and sounding your best on camera. Paying attention to these details can turn an average presentation into something easy and pleasant to watch and set you apart as a savvy presenter. This document contains helpful tips, tricks, and best practices, as well as step-by-step instructions on how to deliver your presentation successfully.

Your role in a nutshell...

Be relaxed and be yourself. Complete thoughts and a concise delivery offer a clear message, so having organized notes or prompts will keep you on task as you go through your presentation.

Look directly into the camera. Looking directly into the camera feels unnatural, but it will connect you to your audience and look best onscreen. Placing your notes near your eye level but not in front of the camera will help you focus on the camera and prevent you from looking down or offscreen too much.

It's best to sound relaxed and conversational. We highly recommend being organized but try not to over-rehearse or memorize your comments; worrying about saying something in EXACTLY the right way will keep you from sounding natural. Just know your main points and trust your notes.

Keep track of time! Be courteous to your audience and other presenters and wrap-up your session on time.

Tips for Presenting

- Please dress in what you would wear to the office on a typical day.
- Make sure you are comfortable – don't wear a suit and tie if you don't usually. If you are relaxed, you will find the experience more comfortable.
- Bright colors and patterns do not come across well when filming. They also distract the audience from listening to what you have to say. Blue is universally friendly on camera.
- Blacks and whites should be avoided when possible – they are too high contrast. Also, please avoid tight patterns as they interfere with the clarity of the image.
- Keep earrings and necklaces to a minimum and avoid something that is distracting or shiny. Avoid bracelets, rings, and watches if you tend to talk with your hands.
- If you usually talk with your hands, that movement will look perfectly natural; however, fidgeting is visually distracting, especially if what you're fidgeting with makes noise.
- If you wear glasses, make sure your camera angle doesn't create too much glare on the lenses, or your glasses' angle does not hide your face.
- Put your energy into connecting with your audience. Try not to read a script or memorize your comments – we want your enthusiasm to show through, and it will when you speak naturally.
- Make sure your phone is switched off or put away to avoid distractions.
- Have some water nearby.
- Take your time.

Tips to prepare your presentation space

Setting

- Find a quiet place with good lighting and minimal background noise/traffic.
- To keep the focus on you, avoid distracting backgrounds.

Camera

- Make sure your camera is set at your eye level, and your eyes are between 2/3 and 3/4 toward the top of the frame. It would help if you had a little “headroom” above your head, but not too much.
- Put your device on a stable surface.
- Check your camera settings, and make sure you’re set to WIDESCREEN (16:9). This formatting fills the screen on your webcast.

Lighting

- Windows: Overall, natural light is good if it’s in the right place. You can use light from a window as long as it is INDIRECT sunlight, and it illuminates you from the front or the side. DO NOT have a window directly behind you; the high contrast will put your face in shadow.
- Put your primary light source IN FRONT of you, NOT behind you or directly over your head. This ensures that your face is illuminated.
- Multiple light sources eliminate distracting shadows and highlight you in your environment. For 3-point lighting, use one brighter light for your face, and then an additional, softer light as a “fill” from the side, and a soft light between you and your background to separate you from your surroundings.

Audio

- If you have hard floors, put an area rug, blanket, or comforter on the floor to absorb some sound.
- Sit close to your mic to ensure adequate volume.
- Use small headphones or earbuds with a microphone to provide the best sound quality.
- If you’re on a panel and aren’t speaking, mute your microphone.

Internet

No internet connection is fool-proof, but with a faster connection, you’ll limit the chance of poor audio or video and your screen freezing up during live presentations or Q&A.

- Before you present, test your internet connection to ensure your connection is strong enough for a Zoom Webinar.
 - [Speed Test](#)
 - For screen sharing on Zoom webinar with video thumbnail, 50-150kbps (down) is required.
 - [Zoom Article for System Requirements](#)
- For the best results for any live sessions, hardwire your computer to the modem. If you plan to use WiFi, get as close as possible to the modem. Close all other programs on your computer and complete an internet speed test before your presentation.
- Make sure you can leverage all the bandwidth available for your home. This means no other conference calls, streaming (like Netflix), or online gaming takes place when you are presenting. Ensure everyone in your household know you are presenting and will need dedicated internet access for the best results.