

Guidelines for Your Online Presentation Demeanor

There are many great tips for **Presenting with Impact Online**. Based on your comments and questions, below is a summary of the guidelines we covered last week, for enhancing your presentation demeanor and approach.

PRESENTING YOURSELF ON SCREEN

- Position your computer camera at your eye level or slightly higher.
- Light yourself from the front so that your face is highlighted, rather than shadowed. Use a ring light or other lamp placed behind your camera/computer.
- Center yourself in the visual frame so that the audience can see from your head to your chest, making your gestures visible. This may mean you have to back up slightly from the camera.
- Sit upright your derriere against the back of your chair, and your shoulders back (use the soft V motion to find this posture).
- Look at/toward your camera lens when you are speaking to “make eye contact” with your audience.

GESTURES

- Practice with specific gestures to match your key points.
- Use clean gestures, which means they don't cover your face, and they have a clear beginning and end.
- Gestures will increase your voice inflection, so develop a variety and give yourself permission to consciously use them in your presentations.

VOICE

- Speak 20% louder than usual.
- Use your voice to engage your audience: Let them hear your passion and interest by voice inflection (modulation), both the high and low registers, as well as loud and soft volume. Variety is key!
- Pause...to emphasize a key point, or to let your audience digest your content. Rehearse this with the important messages you want them to remember.
- “Um’s” and “ya know’s” are verbal fillers that slip out when we’re taking a moment to think. Instead, take a pause or take a breath.
- Taking 3 – 5 slow, deep breaths before you start presenting will assist you with all these guidelines.

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DESIGNING YOUR SLIDES

- Simple slides will engage your audience more!
- Keep text to 6 lines, with larger fonts.
- Use phrases instead of full sentences.
- Use different colors to separate thoughts.
- Use 2 out of 3 of these on any slide: phrases, icons, images
- Think white space – it's visually relaxing for your audience.
- Consider breaking a busy slide into 2 slides.

USING YOUR SLIDES

- YOU are the presentation! Consider speaking full screen to your audience upfront to engage them, then break away and go to your first slide.
- Determine how often you want the audience to see you on the full screen. In an hour's presentation, that could be at least 2 or 3 times. Before/after an activity (breakout), when answering questions, and as you wrap up – these would be excellent transition points for being on full screen.

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