

# Speakers Gonna Speak

19 Top Tips for  
Virtual Presenters



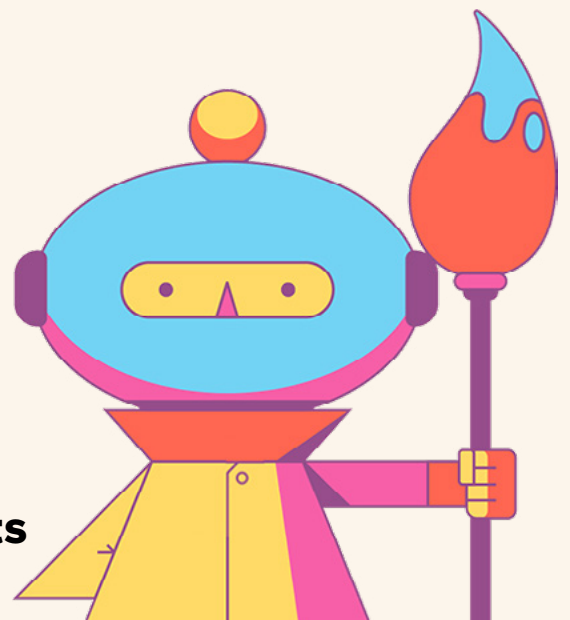


This guide outlines best practices and recommendations on how to deliver compelling content without sacrificing standards. Use this guide to elevate the virtual event experience and eliminate the look and feel of teleconferencing. You're better than a boring Zoom meeting – build content that lasts!

Here, we provide a list of basic recommendations to help enhance any streaming or pre-recorded session you offer.

Use this guide as a pre-event check list, share it with your speakers and make sure you're working with a well-versed production team who can support your needs pre and post broadcast.

**(That's us, by the way )**



Don't underestimate the power of great lighting! Lighting is key to capturing a high-quality recording.

A well-lit speaker helps the audience connect through nuances of expression and by highlighting the details of their faces.

Natural light works best and consistent lighting, across all of your speakers, elevates the event and feels cohesive.

“More than 50% of the cortex, the surface of the brain, is devoted to processing visual information.”

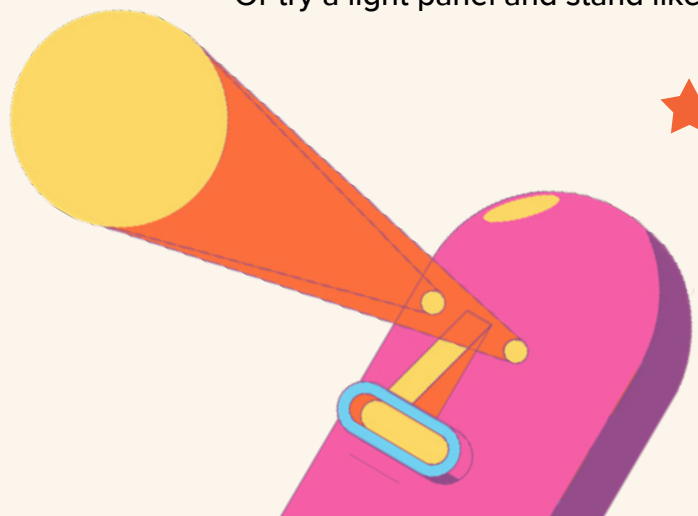
William G. Allyn,  
Professor of Medical Optics

## Top Tips

1. **DO NOT** sit with light behind you (aka being backlit).
2. **Day** – For best results, sit facing a window - indirect sunlight will provide good results. Cloudy days are perfect!
3. **Night** – Use a lighting kit, if possible. If you do not have a kit, sit facing a light-colored wall or whiteboard. Place a desk or floor lamp in front of you, which will bounce the light onto your face, like a reflector. Watch for shadows on the wall behind you and adjust!

## ★ Equipment Invest in lighting

We love this ring light by **Sensyne**.  
Or try a light panel and stand like **this**.



Many newer computers have built-in web cams with an HD camera, and are good at capturing nice, clean video. If a speaker is running on something older, it can dramatically improve image resolution to upgrade to a camera. Get familiar with your equipment and how to set it up before presentation day.

## Scout it out

Find an ideal spot in your house that has good, natural light. Spaces such as an office with windows or dining room are good locations.

Never underestimate the power of a blank wall, regardless of color. Be aware of what is behind you in the “frame”.

If using a virtual or branded background, be very still or you’ll constantly get ears and arms cut off. If you have to use a virtual background, speakers must be really conscious about their movements.

## Equipment

A **webcam** built for streaming. (Make sure to confirm the computer is compatible!)

We love a **laptop** stand! It helps with camera placement AND your posture. It’s light and travel friendly.

A GoPro Hero 7 Black Camera is a great, more affordable option.



## Top Tips

1. Keep the camera at eye level. Prop up your laptop on a stack of books, or use a tripod or stand to elevate your camera to eye level.
2. When using a camera & tripod, position them directly behind your laptop, allowing you to use presenter view to see slides while still maintaining eye contact with the camera lens.
3. Sit about 3 feet back from the camera and check your framing. Do not sit too close (big face!) or too far back (too much background!).
4. Confirm there is at least 5-10GB of free space on your device (laptop or camera) so you don’t max out storage capability while presenting. No storage space, no recording!
5. Before your recording, run practice sessions while recording and make sure the camera angle, audio clarity, and lighting look good.



# Audio

**The onboard microphone of your laptop is great for basic functions, but not ideal for high quality recording – you need a wired lavalier.**

In the world of digital audio, audio is recorded by taking tens of thousands of pictures of a sound a second (that's why we have 44.1k, 48k, etc.) in order to produce the full spectrum that we listen to. This process actually fatigues us, due to our ear and brain's sensitivity to aural stimuli.

(Fun Fact: this only happens with digital audio—analog audio is actually energizing!)

**Using a 'lav' can help remove any audio distortions caused by acoustics in your home or background noises like cars driving by outside and other people in the building.**

## Top Tips

1. Clip the wired lavalier to your shirt for direct audio ingest - a better option than using headphones with an attached mic or a headset, which distracts the viewer.
2. Place lavs 3 or 4 inches below your chin and don't wear jewelry or anything that the microphone can rub up against – cacophony!
3. Hiding the mic helps with appearance, producing a more polished look. To hide the microphone, use moleskin - a **hypoallergenic adhesive** that you can apply to your skin.
4. Earbuds if they're acceptable, provide good audio in and out.

## Equipment ★

A USB or 3.5mm wired lavalier microphone is a perfect solution to enhance your audio quality.



We also recommend an extender cable to make sure your mic can reach a recording set up.

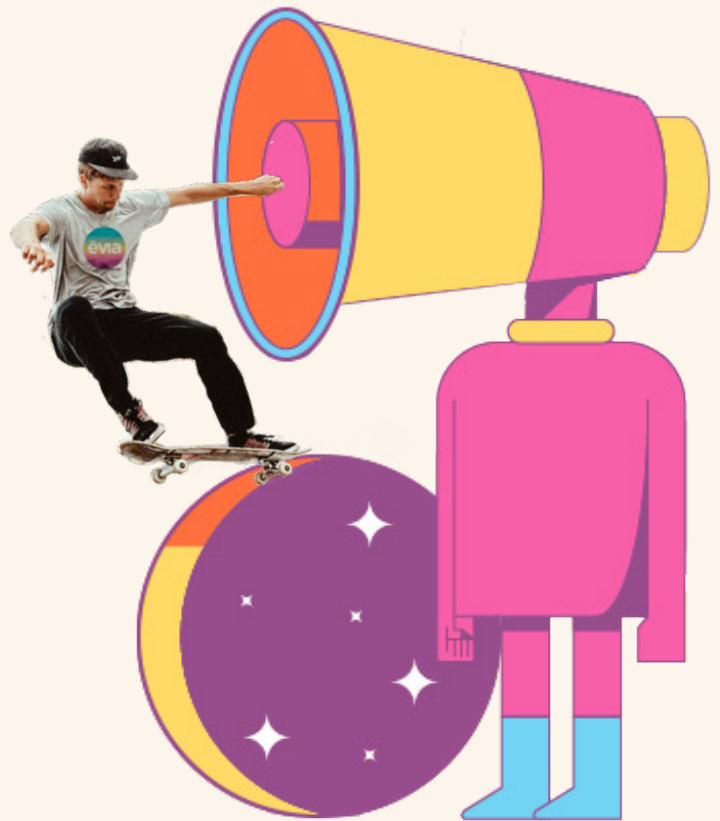


# Action

**Just because someone is a master of their trade doesn't mean they know how to present information. Talking into the void can be nerve wracking! Over the years, we've learned speakers need support and encouragement just like everyone else, so follow these cornerstone tips to help them shine.**

## Top Tips

- 1.** Practice your presentation - go through your full presentation, multiple times
- 2.** Time your session & make adjustments as needed – live environments need to stick to the schedule.
- 3.** Be conscious of body language and how you appear when giving your presentation – sit up straight and hold your framing, but feel free to use your hands and emote!
- 4.** Vary your speed and volume – speaking in a monotone can feel flat.
- 5.** Authenticity shines through - while presenting think about who you are talking to and speak to that “person”.
- 6.** Remember to properly sign off with a smile & a close - “Thanks for watching!”
- 7.** Record multiple “takes” of your presentation.

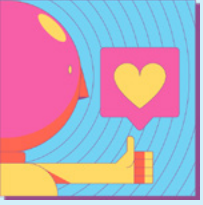


## Equipment ★

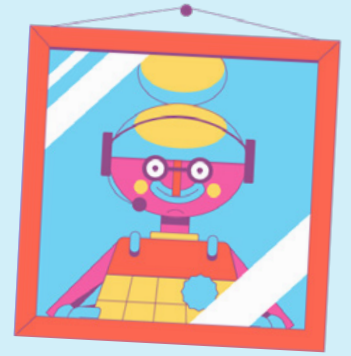
Using a clicker to advance your slides is recommended

If you do not have a clicker, use your arrow keys! You can advance slides easily this way, without interrupting your presentation flow.





# Who we are



With the events world shifting to virtual delivery and remote presenters, we at Evia are committed to supporting the delivery of high quality virtual events to our clients and end users. We polish up the presentation process so your event runs smoothly and your speakers walk away happy.

At Evia, we have been working to enhance events and create online experiences that closely mimic the excitement of physical meetings for over 28 years. Our solutions are scalable: we can support small to medium business size needs as well as large scale corporate events and conferences.

