CSMLS ⬢ SCSLM

**Canadian Society for Medical Laboratory Science**
**Société canadienne de science de laboratoire médical**

# Presenter Tips for Your Best Virtual Event

# Topics

1. Choose your Setting
2. What to Wear
3. Body Language
4. Be Engaging
5. Technology Requirements
6. Bonus Tips

# Choose Your Setting

- ## Set up in a quiet space
  Try to minimize drop-in's by closing the door and noting that you are "In session" or "Presenting" and shouldn't be disturbed.

- ## Silence devices & disable notifications
  From an attendee perspective, it is distracting to hear every email and text notification.

# Choose Your Setting

- **Choose a plain backdrop**

  You want the audience to focus on you and the material, not what's behind you.

- **Front lighting on camera is key**

  Your audience wants to see your face.

  For the best video quality, the lighting should be in front of you

# What to Wear

- Dress comfortably but dress for your intended audience

- **Wear solid colors**
  Avoid green if you are in front of a green screen. Avoid stripes and patterns.

- **Avoid flashy jewelry**

# Body Language

- **Look at the camera**

  This is how you make eye contact with your audience.

  Have your webcam at eye level so you are not looking down at the audience and the audience is not looking up your nose.

# Body Language

- **Avoid excessive movement**

  Every movement is exaggerated on-camera and can be distracting.

- **Avoid negative facial expressions**

  Especially if you are on a panel.

  Even the slightest eye roll can be noticed by participants.

# Be Engaging

- Attendees will always have distractions in a virtual world.

- **Interact often**

  Use polling or gamification tools.

  Build in some engagement every 10 mins.

  Make it valuable for your audience, rather than self-serving.

# Be Engaging

- **Start with an emotional story**
  Master the art of storytelling and share a story that's meaningful.
  Don't be afraid to get emotional.
  Your audience will be hooked AND
  You'll be more relaxed and able to deliver a more powerful message.

# Be Engaging

- **Q&A**

  If you can't answer a question, it's ok to take it offline and answer later

- **Keep track of time!**

  Be courteous to your audience, your hosts and other presenters.

  Wrap-up your session on-time.

# Technology Requirements

- **A high-speed internet connection.**
  Close all non-essential applications while you are presenting.
  Opt for a wired connection vs. wireless.
  Test your connection prior to the event with run-throughs to ensure stability.

# Technology Requirements

- **Video cameras for virtual**
  Most webcams are suitable for a virtual presentation.

- **Quality microphone**
  Audio trumps visual in the virtual world
  If you use your computer mic for input, mute output speakers to avoid feedback.

# Bonus Tips:

- Schedule a run-through to ensure equipment works as you intended

- Make sure your laptop is fully charged and/or connected to a power source

- When you are not speaking, remember to mute yourself

# Remember…

- CSMLS is here to help you create and present the best session possible!

- If you have any questions, please reach out to events@csmls.org