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tips for presenting from home

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eight things to help you become a better presenter at home

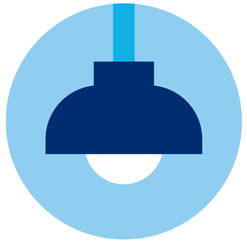
#6 will shock you



Level your eyes



Webcams to buy



Lighting yourself



Mics and audio



What not to wear



Frame and rehearsals



Your background



Presentation design

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level your eyes and look directly into the camera

It's cliché but true: the eyes are really the window the souls.

Your audience will connect better with you and your message because you're effectively making eye contact with them.

Pro tip: Stack books or a box under your laptop to raise your webcam to eye-level.

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sorry, but your laptop's webcam is probably terrible

Laptop webcams are notoriously bad. Their sensors are too small to collect light, making noisy and off-color images.

We recommend these:



Logitech C920/922/930



Canon EOS M50 + CamLink



Razer Kiyo



Note: [1]Some of these Logitech models may be backlogged due to high demand. [2]The Razer Kiyo has a built-in ring light to improve picture quality.



even more important than picture is audio

Presenting is really about communicating complicated ideas. Your audience will not be able to hear you over a noisy background or muffled voices and understand your message.

We recommend these:



Blue Yeti Mics



Headsets



AirPods



Earbuds

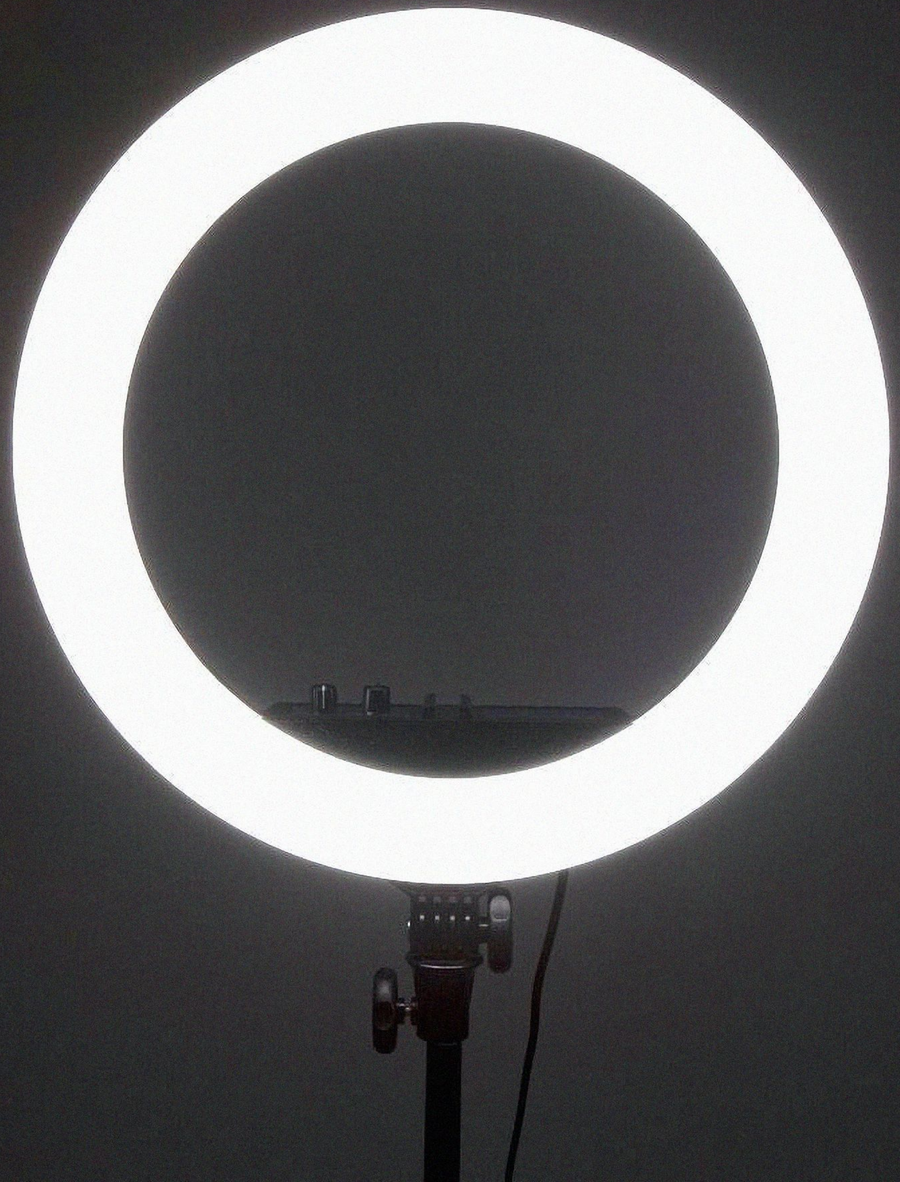
Pro tip: [1]Bandwidth is important. Try to make sure no one is watching YouTube while you're presenting. [2]Wearing headphones can reduce echo. [3]Silence your phone and turn off screen notifications.

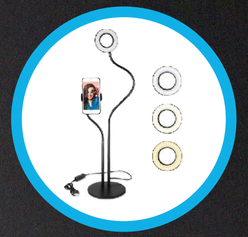
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lighting is key to getting a good picture

If you're wondering why your webcam picture looks so poor, a major reason is because you have poor or low lighting. Webcam sensors are too small to be effective at capturing light.

Brighter and softer is better.





Ring lights

Provide a nice soft image without harsh lighting and shadows.



Avoid backlighting

Don't sit with a bright light source like the sun or lamp behind you.



Use a soft lamp

You don't have to buy fancy lighting. Just use a soft lamp in front of you.

DO NOT WEAR

all black

Webcams don’t adjust exposure well.



DO NOT WEAR

stripes

Causes a moiré pattern or distracting “ringing.”

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DO NOT WEAR

all white

Same problem as black. Bad exposure.

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Leave some “headroom”. Don’t cut off your forehead.

Smile, seriously. People love enthusiasm.

Line your face up with the top “third”.



Communicate with your hands and body.

If you can, try to include your elbows.

framing and performance tips

Keep it simple, direct, and not too overwhelming.

Have a conversation. Don’t talk *at* them but *to* them. Relax and enjoy the interaction. Try to involve your audience and interact. Try to have a call-to-action at the end.



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rehearse, rehearse, rehearse and rehearse

When you know your content in and out, the audience can tell. Not only does it make you more **credible**, but it makes you more **comfortable**.

Record yourself giving the presentation on your phone. Be honest with yourself. You'll discover all sorts of things about your content and yourself.

Pro tip: Keep a glass of water close-by. Talking for more than a few minutes will make you parched.



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Pro tip: Clear your background of clutter like paper. *Include* objects and art.

Pro tip: Sit next to a bright soft window — not behind you.

your background is a showcase for your personality

Try to keep your background well-designed. While it can be clear or empty, it's an opportunity to showcase your character. More than ever, people crave authenticity.

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For the **most engagement,** try to use this one simple rule

one idea per slide

It's better to have **more slides with fewer bullet points**
rather than have fewer slides with dense bullets.

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if you need to use bullets, try to…



Be concise.
That is all.



Use graphs
or icons



No more than
3 bullets (please)

These are not rules. There are always exceptions depending on your audience, content and format.

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don’t forget your
mobile audience
Don't make your text too small,
too light or too dense



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