

FREEMAN®

# Tips for presenting

from home



# *eye contact* **matters**



## **tips:**

Level your eyes.

Pick a point near the camera to talk to – if it helps put a piece of tape as a visual reference.

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

If you are using notes, outlines or timers, position them around camera so you keep eye contact vs looking distracted.

Smile.  
People love  
Enthusiasm.

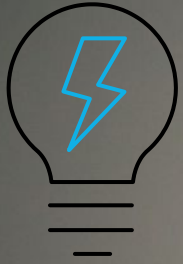
Communicate with  
your hands and body.

Leave some "headroom"  
Don't cut off your forehead.

Line your face up  
with the top "third".

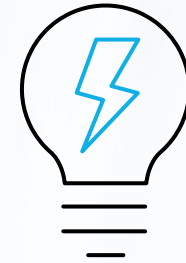
If you can, try to  
include your elbows.

*frame yourself*  
and smile



### Pro tip:

Clear your background of clutter like paper. *I*nclude objects and art.



### Pro tip:

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

*your background*  
**matters**

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.

# *what **not** to wear*



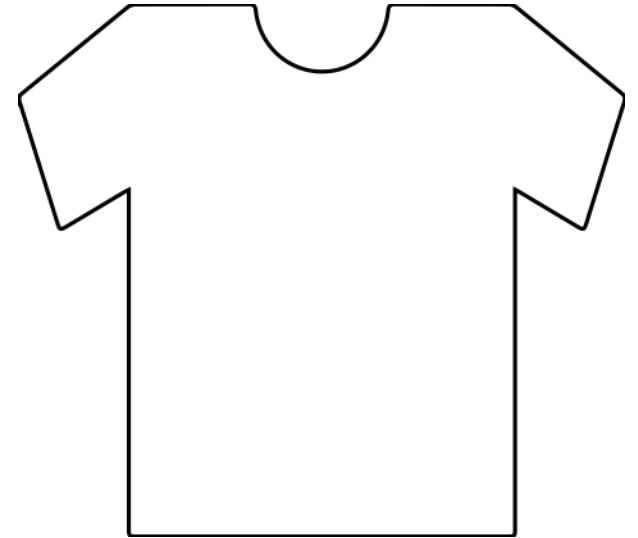
## **black:**

Do not wear all black.  
It translates to bad exposure.



## **stripes:**

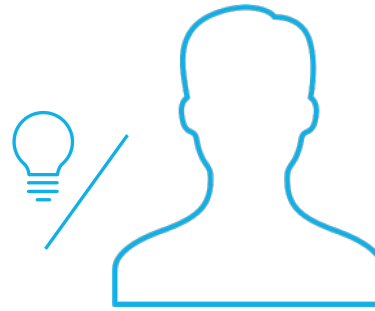
Do not wear stripes.  
Causes a moiré pattern or  
distracting “ringing.”



## **white:**

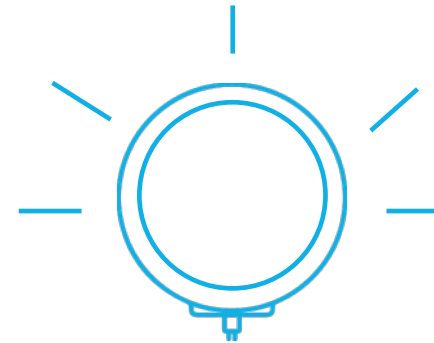
Do not wear all white.  
Same problem as black.

# *lighting is* everything



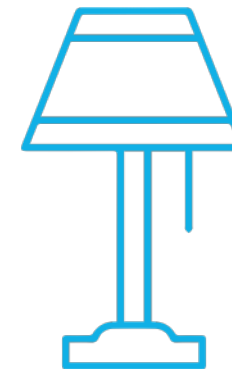
## **avoid backlighting**

Don't stand in front of a bright window. Flip the camera and you around so the sunlight lands on your face.



## **cheap ring light**

Ring lights that attach to desks are the best option. The bigger the ring, the softer the light and better looking.



## **put a lamp in front of your face**

Don't stand in front of a bright window. Flip the camera and you around so the sunlight lands on your face.

A silver MacBook Pro is open on a rustic wooden desk. The screen displays the words "HOME OFFICE" in large, bold, black, sans-serif capital letters. The laptop is positioned on the left side of the frame. To its right, a glass carafe with an orange on top and a glass of water are visible. In the foreground, a small framed picture of a green apple sits on the desk. A white desk lamp is partially visible in the background on the left. The overall scene is a cozy home office environment.

**HOME  
OFFICE**

*content tips*



# *story telling*

**makes a difference**

Know what the key take-away is for your presentation.

Does your take way match what your audience heard?

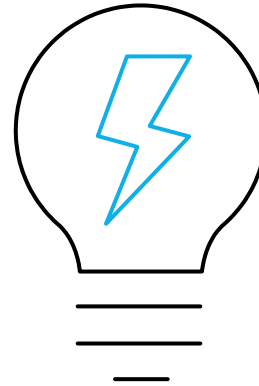
Use simple words that capture people's attention.

Your cadence and intonation add to the story – use them to your advantage!



*one idea*

**per slide**



**Increase  
engagement by  
keeping it simple.**

one idea per slide

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

BE CONCISE.  
MAKE THEM SHORT.

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.

*If you need to  
use bullets, try to...*

# assume

people can't see your deck...



Some people will only hear the audio. Talk clearly, Explain visuals on your deck.



Use headphones to improve audio quality. If you have a mic, use it.



Provide a few seconds warning before playing a video or sound effect. It may play at a different level than your voice and could be an unpleasant surprise.



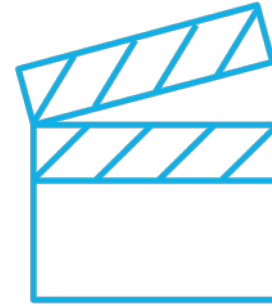
Repeat questions in full, before answering them. Name the asker if you can as listeners can't read the comments section.

*don't forget*  
**your mobile audience**



# rehearse

## the content



**Practice.  
Practice. Practice.**

Record and review.

Practice without slides so story resonates.

Present to a person and ask them what 1 thing they learned – does it match your key message?

Does your audio track to the visuals on your slides?

Use facial expressions and hand gestures as appropriate.

Have water available, practice taking a drink, while on camera.

# rehearse

## do a tech run



## Do a tech run

Record yourself to see how you are framed in the screen. Check that smile.

Make sure audio is clear and limit background noise.

Is your background appropriate for your audience and your message?

Confirm lighting works so people can see your face and expressions.

View your presentation from laptop. Tablet. Phone. Do your visuals work for all formats?

# *tips & tricks*

## for remote presentations

### **Tech connections**

Ethernet - when possible use a hardwire connection.

Bandwidth issues?

- Join meeting on your laptop.

- Join audio from your phone.

Start in mute. Go to mute when you are done presenting.

### **Speaker feedback**

ID designated speaker support person.

- Pre-event rehearse with them and do your tech checks.

- During presentation, designate them as "listener":

  - Give them way to contact you (text, etc)

  - If mic goes off, video goes down or other tech issue they can let you know.

Turn all notifications off except designated "listener".

Silence your phone.

Set up 2<sup>nd</sup> screen (tablet, phone) to track slides and see how fast they advance for audience.



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