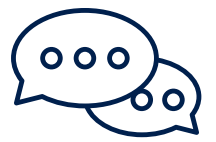


# VIRTUAL EVENT TIPS FOR SUCCESS



## THINK VISUAL!

- Consider creating content that is image-heavy and low in text. Lots of high quality images/videos can be visually stimulating and help keep your online audience engaged.
- Image-heavy slides with selective key phrases and points can be used to supplement and enhance your informative voiceover, helping your audience to be able to listen and engage with your delivery.



## GET ENGAGED WITH YOUR AUDIENCE!

- Consider planning polls and Q&As within your presentation to actively engage with your audience.
- If using polls, it may be courteous to let attendees know in advance if they are anonymous or not and/or if you will share the results with the group. And having an example ready can be helpful to get the Q&As going if the audience is initially slower to engage.



## LOCATION, LOCATION, LOCATION!

- If you're not using a backdrop, consider what's in view behind and around you - maybe turn on your camera and check you're happy with what's within the angle before the event starts.
- Consider your lighting - a light behind you may leave your face in the shadows, cause glare and be distracting on-screen. Facing the light may be a more beneficial on-screen view.
- Try to avoid extra background noise by choosing a quiet space and consider, if possible, asking other people around you to be mindful of their sound during your virtual event.



## DRESS FOR SUCCESS!

- Block colours and clean lines work well on camera, whereas multi-coloured prints and fine patterns may be more likely to strobe.
- Some materials and jewellery can also be noisy in front of your mic - particularly when hand gesturing or using your mouse for example!



## MIC, CAMERA, ACTION!

- Consider using earphones with a mic or a headset to bring the mic closer to your voice and further from your hands whilst potentially clicking/typing during your presentation.
- Think about other avoidable sounds your mic may pick up - maybe turn off/down other applications on your devices which may notify you with sound for example.
- Test your mics and cameras before going live - 24-48 hours prior and immediately before your event.



## THE POWER OF EYE CONTACT!

- Looking into the camera as much as possible as you present can help you to engage and connect with your audience.
- If you're using two screens, placing the content you will be looking at the most on your screen with the camera will help to keep you facing the audience as much as possible.
- If you're using notes, again maybe think about where you place them whilst you present to ensure you can still look at the camera.



## LET YOUR PERSONALITY SHINE!

- Using cue cards or cues from the presentation itself, rather than reading from a script, may help you show more of your personality and deliver your content in a way that is more natural to you.
- If you're feeling well practiced and confident in your content, you may find it easier to relax and project your personality and enthusiasm to your audience.



## KEEP SMILING!

- Even if you are not on camera, smiling whilst you're presenting can help to lift your voice and tone making you sound more positive and engaged with your content to your audience.
- And if you are on camera, of course everyone would like to see and hear you enjoying yourself!