

## Tips for Crafting and Delivering a Great Digital Presentation

### **Mindset**

You should express a positive, confident, and optimistic mindset.

### **Set the scene**

Eliminate visual clutter behind you (plants, boxes, laundry etc). A good background is a plain wall.

### **Outfit**

Dress in plain, solid colours. Avoid wearing multi-coloured shirts, distracting patterns, stripes, and shiny fabrics such as satin or silk.

### **Keep your slides simple**

Design easy-to-read slides. Slides with lots of text are confusing. Use your slides as brief reminders of what you are going to say. Forget fancy transitions.

### **Backup**

Print a PDF version of your presentation or store your slides on a second computer.

### **Light**

Make sure the lighting is good above and around you. If the lighting in your room is suboptimal, set up a desk lamp behind your laptop, centred right over the camera to light up your face.

## **Noises**

Ideally, you should give your presentation in a quiet room using a good microphone. Some presenters prefer to work with headsets.

## **Internet**

Use a reliable internet connection. A wired connection is better than a wireless (WiFi) connection.

## **Check your equipment**

Make sure your microphone, webcam, computer is working. Shut off any background activities such as downloading or uploading large files or instant file synchronizations.

## **Eliminate distractions**

Silence your phone, turn off desktop notifications.

## **Platform**

Get familiar with the electronic platform you are using. Practice muting and unmuting your microphone. If you are the host, practice muting and unmuting other participants.

## **Look them in the eye**

Angle the laptop screen so that you are centred in the frame, and your head is not cut off. Raise your laptop so that your camera is at eye level, e.g., by placing a stack of books underneath your laptop. Speak to the camera, not the screen.

### **Body language**

Sit up straight. Smile.

### **Make the presentation vivid**

Tell a short personal story to keep people interested. Provide examples to explain your points.

### **Engagement**

Solicit feedback or comments. Ask engaging questions. Allow time for questions and discussion.

### **End on time**

Remember: Great speakers always finish on time.