

PRESENT YOUR SPEAKERS IN THE BEST LIGHT

A GUIDE TO VIRTUAL EVENT BEST PRACTICES

In the current climate of social distancing and transitioning in-person events to online, public speakers must adapt their content to meet the needs of virtual audiences. More than creating just a presentation, they now need to create an experience that will hold the attention of their audience, not just grab it.

Here are some best practices to present your speakers in the best light, literally.



1 Lights!
Proper lighting practices are crucial to looking professional. Video quality drops significantly when filming in a poorly lit room.



2 Camera!
Picking a camera angle is important when trying to look your best on camera.



3 Audio!
Capturing quality audio is paramount to a video presentation. If no one can understand what you are saying, your recording will not be of value to anyone viewing.



4 Action!
Practice! One of the most difficult things for a remote presenter is bringing the energy that would naturally happen in front of an audience to their presentation. It will feel awkward and forced at first - because it is. This is why practice is SO IMPORTANT.



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