



## 10 (+10) tips for presenters at ESCAIDE

This document is a follow up to the step-by-step guide for oral abstract presenters at ESCAIDE ([link](#)) and provides some basic guidance and advice on making a good presentation in a virtual environment.

- 1. Script:** print out your text or speaking points just as you would for a physical conference. Place the text where you can easily see it without having to turn or lower your head.
- 2. Presentation slides:** think carefully about how much information you want to put on your slides. Each pre-recorded presentation takes up to 10 minutes. It's good practice to stick to one main point per slide and plan one minute per slide. Another option is to have more slides, ideally no more than 20, then decide how much time you want to spend on each slide. Remember also that if there is too much text, the audience will stop listening. Images and charts can be more effective than words.
- 3. Concentrate on your core messages:** start with a compelling introduction, briefly summing up what you're going to talk about and why it's useful or relevant to your audience. When planning your presentation, you should always keep in mind the question: *What is the key message (or key points) for my audience to take away?* You should be able to communicate that key message very briefly. When you finish, sum up with key takeaways.
- 4. Tell Stories:** stories help us to pay attention and to remember things. If you can use stories in your presentation, your audience is more likely to engage and to remember your points afterwards. Think about what story you are trying to tell your audience and create your presentation to tell it.
- 5. Rehearse well:** it is essential to always be well prepared and well-rehearsed in order to feel confident. Practice your presentation, listen to any feedback. Check your timings and think about the types of questions that your audience may have.
- 6. Look professional:** in a virtual event, you are on a screen. The audience can see your face and part of your upper torso in more detail than they would if they met you physically. Your appearance and delivery are therefore important.
- 7. Speaking:** poor internet connection can make it difficult for people to understand you. Speak slightly slower than normal and try to be clear and concise.
- 8. Fireside Q&A:** in a virtual event, it is difficult for the moderators to keep you on time, therefore self-discipline is required. Practice your intervention and time yourself. Also, a common problem in a virtual event is that people talk at the same time. Please wait for the moderators to invite you to speak and if you want to make an intervention, use your controls to 'virtually' raise your hand.
- 9. Look at the audience:** this is very difficult to do in a virtual meeting as it means staring at the camera and not the laptop screen. Practice talking to the camera lens and reduce the amount of time looking at people (and yourself) on screen.
- 10. Facial expressions and hand movements:** being on screen is like being on television, the audience will pick up on your facial expressions, particularly around your eyes and mouth. If you have some common habits like rubbing your nose or sucking in your lips, these may be exaggerated on the screen. If you like to communicate with your hands then do so, but try to avoid rapid or aggressive hand movements as these can also be exaggerated on the screen.

During your onboarding e-learning activity, we will tell you the essential basics of online conferencing. Here is a brief overview of what you will learn and how to avoid some of the common technical issues that cripple conference video sessions.

- 1. Test equipment:** ensure your camera, audio – and of course computer – are functional before you start.
- 2. Internet connection:** a really common problem is a weak internet connection which means your image freezes or your voice breaks up. Make sure you have a strong and stable connection for your participation.
- 3. Location:** if you are in the office or at home, there is a high risk that you will be disturbed by colleagues, family, pets, telephone calls, emails, external noises (people talking or making coffee etc.). Find a quiet space.
- 4. Lighting:** a common problem is poor lighting (too dark / too bright) which is disturbing for the audience. Make sure your video camera receives as much light as possible. Your positioning to the light sources will change everything. Take the time to experiment with the lights you have. Pay attention to both shadows and highlights.
- 5. Camera:** test how do you look like in the video camera, pay special attention to your distance (too close / too far away) and the camera angle. Position your camera to your eye-level and position yourself in the centre of your screen. Don't forget to clean your camera: take a soft piece of cloth (such as a microfibre sheet, or cleaning tissue for eye-glasses) and gently wipe the camera lens.
- 6. Sound:** use in-ear audio from a headset, headphones, earphones or airpods. This will remove the risk of echo/sound loops. Make sure the level (too quiet / too loud) is appropriate.
- 7. Background:** for a virtual event, you need to consciously think of the setting and your appearance to make your interactions professional and engaging for the audience. Ensure your background is visually appealing and not too distracting. Do add a nice frame or a plant and remove any clutter. Make sure you don't have anything too personal, etc.
- 8. Slides ratio:** widescreen ration (16:9) works better when presented in digital form.
- 9. Mute & Video:** please mute your microphone until you are invited to speak, as background noises can be annoying for the audience. Keep your camera turned on at all times during your session, and remember that people are seeing you.
- 10. Use desktop version of conference software:** we will use Microsoft Teams for ESCAIDE. We recommend you to install Microsoft Teams and join with Teams for Desktop. If you can't install it on your work laptop, you can join Teams Web using your browser. In both cases you will receive a link to join your conference call.