Tips for making an effective virtual presentation

Preparing

☑ **Have you defined the main message? Choose just one**

It's the idea you want your listeners to remember. Try writing it as if it were a newspaper headline or a slogan

☑ **Have you thought about what your audience needs and is expecting?**

Adapt your speech. For example:
- The audience: a final project assessment committee
- Expectations: follow the instructions in the classroom

☑ **Is the content right for the time available?**

Don't try to cover too much. Choose only the main ideas, and discard the rest. Ask yourself "Why?", "What?" and "How?"

☑ **Have you organized your content logically?**

Try to arrange the ideas in a flow chart to make a fluent and well-connected speech. You can use these tools. 🔗

☑ **Have you practised?**

Record yourself on video and assess yourself.

The day of the presentation

- Choose a neutral background
- You must be lit from the front
- Avoid backlighting and reflections in glasses
- Find a quiet space
- Look at the camera, not the screen. It must be at eye level
- Use headphones with a microphone or an external microphone if you have the
- Choose a medium close up (from the waist up)

The structure

Introduction   25% of the time

Greet the audience, introduce yourself and explain the topic. Have a table of contents with the key points. Grab the audience's attention with:

`A story or anecdote` `A question`
`A quote or phrase` `An image or video`
`Some news` `A statement` `A figure`
`Metaphors or similes`

Body   60% of the time

Set out your contributions to the topic and the results obtained. Remember:

`Speak clearly and at a lively pace`
`Use specific examples and data`
`Avoid speaking in a monotonous tone of voice`
`Explain – don't read`

Conclusions   15% of the time

`Summarize the main points`
`Remind them of your key message`
`Make a call to action`
`Ask if anyone has any queries`

The visual support

Guy Kawasaki's 10/20/30 Rule

10 slides at most

20 minutes at most

30 points as the font size

Simplify, simplify, simplify

Avoid long texts

Consistent design

Use the same typeface and colours on all slides

Use Creative Commons images and videos

More information 🔗

One idea for one slide

Use slides to separate key points

It's a complement, not a teleprompter

Don't read the slides

Tools

`PowerPoint` `Google Slides`
`Keynote` `Prezi` `Genially`
`Canva` `Impress`

Sources

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Bustínduy, I. [Iñaki]. (2013). Presentaciones efectivas. Editorial UOC. https://www.editorialuoc.cat/presentaciones-efectivas_1