tips for presenting from home
eight things to help you become a better presenter at home

#6 will shock you

- Level your eyes
- Webcams to buy
- Lighting yourself
- Mics and audio
- What not to wear
- Frame and rehearsals
- Your background
- Presentation design
level your eyes and look directly into the camera

It’s cliché but true: the eyes are really the window the souls.

Your audience will connect better with you and your message because you’re effectively making eye contact with them.

Pro tip: Stack books or a box under your laptop to raise your webcam to eye-level.
sorry, but your laptop's webcam is probably terrible

Laptop webcams are notoriously bad. Their sensors are too small to collect light, making noisy and off-color images.

We recommend these:

- Logitech C920/922/930
- Canon EOS M50 + CamLink
- Razer Kiyo

Note: ¹Some of these Logitech models may be backlogged due to high demand. ²The Razer Kiyo has a built-in ring light to improve picture quality.
even more important than picture is audio

Presenting is really about communicating complicated ideas. Your audience will not be able to hear you over a noisy background or muffled voices and understand your message.

We recommend these:

- Blue Yeti Mics
- Headsets
- AirPods
- Earbuds

Pro tip: 1. Bandwidth is important. Try to make sure no one is watching YouTube while you’re presenting. 2. Wearing headphones can reduce echo. 3. Silence your phone and turn off screen notifications.
lighting is key to getting a good picture

If you’re wondering why your webcam picture looks so poor, a major reason is because you have poor or low lighting. Webcam sensors are too small to be effective at capturing light. Brighter and softer is better.

- **Ring lights**: Provide a nice soft image without harsh lighting and shadows.
- **Avoid backlighting**: Don’t sit with a bright light source like the sun or lamp behind you.
- **Use a soft lamp**: You don’t have to buy fancy lighting. Just use a soft lamp in front of you.
DO NOT WEAR all black
Webcams don’t adjust exposure well.

DO NOT WEAR stripes
Causes a moiré pattern or distracting “ringing.”

DO NOT WEAR all white
Same problem as black. Bad exposure.
Line your face up with the top “third”.

Leave some “headroom”. Don’t cut off your forehead.

Communicate with your hands and body.

If you can, try to include your elbows.

Smile, seriously. People love enthusiasm.

Keep it simple, direct, and not too overwhelming.

Have a conversation. Don’t talk at them but to them. Relax and enjoy the interaction. Try to involve your audience and interact. Try to have a call-to-action at the end.
rehearse, rehearse, rehearse and rehearse

When you know your content in and out, the audience can tell. Not only does it make you more **credible**, but it makes you more **comfortable**.

Record yourself giving the presentation on your phone. Be honest with yourself. You’ll discover all sorts of things about your content and yourself.

*Pro tip:* Keep a glass of water close-by. Talking for more than a few minutes will make you parched.
your background is a showcase for your personality

Try to keep your background well-designed. While it can be clear or empty, it’s an opportunity to showcase your character. More than ever, people crave authenticity.

Pro tip: Clear your background of clutter like paper. Include objects and art.

Pro tip: Sit next to a bright soft window — not behind you.
For the most engagement, try to use this one simple rule:

**one idea per slide**

It's better to have **more slides with fewer bullet points** rather than have fewer slides with dense bullets.
if you **need** to use bullets, try to...

- Be concise. That is all.
- Use graphs or icons.
- No more than 3 bullets (please)

These are not rules. There are always exceptions depending on your audience, content and format.
don’t forget your mobile audience

Don't make your text too small, too light or too dense
For all your content strategy, creative and production needs

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