

Tips for presenting from home

The eyes are the window to the soul.

Level your eyes and look directly at the camera.

Pro tip: Stack books or a box under your laptop to raise your webcam to eye-level.



Say cheese!

Buy a webcam. Really. The Razer Kiyo has a built-in ring light to improve picture quality.



Let there be light.

Lighting is the key to getting a good picture.

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. No need for fancy lighting!

Can you hear me now?

Need to communicate complicated ideas? Your audience will miss your point if they are distracted by a noisy background or muffled voices.

Pro tip: Bandwidth is important. Try to make sure no one is watching YouTube while you're presenting.

Pro tip: Wearing headphones can reduce echo.

Pro tip: Silence your phone and turn off screen notifications.



On the go

Don't forget about your mobile audience. Don't make your text too small, too light or too dense.

Dress to impress

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.



Showcase your personality

Keep your background well-design. It's an opportunity to show case your authenticity.

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

Pro tip: Sit next to a softly lit window. Do not sit with a window behind you



Rehearse, rehearse, rehearse and rehearse.

When you know your content in and out the audience can tell. It makes you more credible, more comfortable.

Record yourself giving the presentation. You'll discover all sorts of things about your content and yourself.

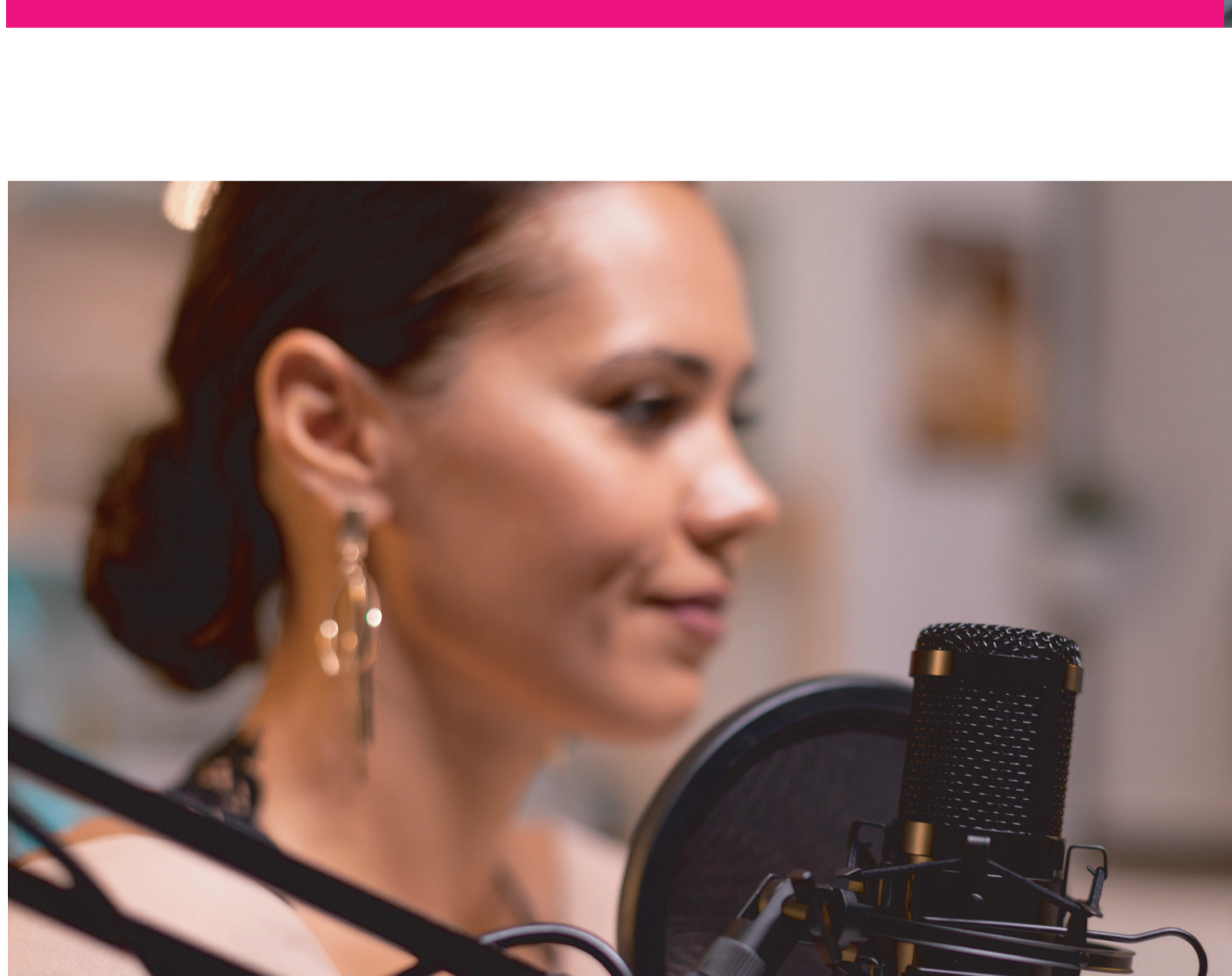
Pro tip: Keep a glass of water close-by. Talking more than a few minutes will make you parched.

Keep it simple

For the most engagement, one idea per slide. It's better to have more slides with few bullet points rather than have fewer slides with dense bullets.

If you need you use bullets:

- Be concise.
- Use graphics or icons.
- No more than 3 bullets.



All the world's a stage.

Framing and performance tips.

Leave some "head-room." Don't cut off your forehead.

Smile, seriously. People love enthusiasm.

Communicate with your hands and body.

Line your face up with the top third.

If you can, try to include your elbows.

Keep it simple, direct and not too overwhelming.

Have a conversation. Don't talk at them but to them

Involve your audience and interact. Have a call-to-action.

We can help with your content strategy, creative and production needs.

Let's get started. freeman.com