

# ICALEO 2020

Virtual Pre-Recording Presenter  
Best Practices

## General

Treat a pre-recorded presentation as you would a live presentation. **Practice** for a strong delivery!

DO:

- Practice your presentation, out loud and in front of a mirror, to practice pace, emphasis, annunciation, and general familiarity with the subject matter.
- Dress according to your industry standards, error on the side of business professional.
- Decrease distractions and notifications. Close all applications other than those needed for the presentation.
- Close any other services that may be running on your network to maximize your bandwidth.

## General

### DON'T:

- Rely heavily on notes.
- Use filler words (*i.e. uh, um, like, you know*)
- Use regional colloquialisms or outside references with which audience members outside of your region / organization are not familiar.
- Get frustrated – recording takes practice. Stopping and starting over is okay, and common.

## AUDIO

### DO:

- Wear headphones (wired or wireless).
- Turn off cell phone and device notifications (*eg: email, text, call, etc. Be aware of vibrating as well*).
- Utilize “Do Not Disturb” modes on your computer.
- If available, use an external USB microphone (instead of built-in computer microphone).

### DON'T:

- Record in a space with a lot of echo or external noises (*eg: garage, outdoors, etc.*).



# CAMERA SET UP

(Oral Video Presentations Only)

## DO:

- Use a neutral background. Busy backgrounds can cause distractions.
- Position camera at head height, relative to your position and aimed directly at you.
- Look directly into the camera and minimize looking at the screen or down at notes
- If available, use an external USB connected camera.
- If using a webcam, position it far enough away to capture your shoulders and your entire face with some room to spare.

## DON'T:

- Wear busy patterns (*eg: stripes, plaid, paisley, etc.*).



# LIGHTING

(Oral Video Presentations Only)

DO:

- Light yourself from the front with soft, indirect light, and minimize other lighting in the room.
- If available, use a ring light (or similar) pointed directly at your face.

DON'T:

- Sit below a large overhead light as this will cast a shadow on your face.
- Present with a window behind you as this can create a silhouette.