



Contributing Speakers Notes and Preparation

Getting Started

You've got this! Most people have sat in on virtual meetings and some have attended virtual events. A few things to keep in mind before you get started.

1. **Plan your presentation** – Delivering a virtual presentation is different than an in-person session. People's attention has many other directions it can swerve to... checking email, social media, working while watching. It's important that a virtual presentation allows and plans for engagement. Reflect on presentations that have held your attention and think about that as you are developing your presentation.
 - Your presentation slides/videos etc. should compliment and support what you verbalize. Do not narrate what is on the slide deck.
 - Are there ways you can engage you audience during your presentation? Do you want to poll them on something, ask specific questions, show them something and give a hat tip or shout out to?
2. **Dress the part** - This is a professional environment and we want you to have your best foot (or shirt as it were) forward. Here are a few tips to help make you look your best.
 - Solid colours, primarily neutrals, browns and soft blues are the best and most visually appealing. Reds, whites, and blacks (high contrast) can play strange tricks with lighting and digital delivery.
 - No patterns or stripes as they can appear to waver which can be distracting.
 - Avoid logos and writing on them. These can be distracting and if there is editing, it complicates the process.
 - Refrain from over accessorizing, be it jewellery, hair accessories, noisy bracelets, chiming or pinging watches etc.
3. **Prepare your space** – Make sure you have everything you need. There are some specific tips on video, sound and lighting below but keep the following in mind as well
 - Get rid of distractions! You want your audience to give their full attention, please do the same. Here are some tips
 - Avoid having TV (event muted) on,
 - Ensure others that share your space (including pets) are aware that you are in privacy mode,
 - Are windows open? Can we hear birds, chimes, cars, kids? Please close them.
 - Close all unnecessary programs and apps that are open on your computer/phone as well as notifications hidden and review any virtual assistant audio.
4. **Practice** -
 - Do not be afraid of the camera - When you're speaking, look directly into your computer's camera, not on another screen, your phone etc. This may take some practice, but it makes those attending feel like you are speaking directly to them.
 - Know your comfort zone – If you are more comfortable standing, do so! Some people feel more official when they stand. It is really what is best for you. If you choose to sit, watch your posture. Imagine how news anchors sit straight and slightly leaning forward.
 - You can be animated, use props, bring clips... how can you best get your points across in this environment?
 - Timing – With virtual events, there is a tight schedule. Be sure to run through your presentation a couple of times, and time it. If you are a part of a panel discussion, please ensure all are aware of time constraints.

Whether you are pre-recording or join live, here are some tips to help you through the process.

Guidelines for a Successful SmartPhone Video Recording

In your pocket you hold, by way of your SmartPhone, a powerful high definition video camera, one that will allow you to record your presentation and facilitate us helping you tell your story.

This document is designed to give you a few simple tips to maximize the production values of that video, and to avoid common mistakes that can make your presentation look amateurish.

1. **Orientation & Background:** Make the recording with your phone sideways (landscape orientation)
 - The end viewer will watch your presentation on a device with a 16:9 aspect ratio screen so recording with your phone vertical will make the image very small on that screen. Your video may also be mixed with slides so vertical video will make for a jarring transition.
 - Pick your recording location so the background is not too busy or distracting. Items in the background give your video depth but do not go overboard. Also check positioning so there is not a flowerpot growing out of your head.
 - If you are going to consider an artificial backdrop, please make sure it doesn't compete with your presentation and presence!



2. **Setup:** Rest the phone on the table in front of you, or use a tripod designed for a SmartPhone. Do not hold the phone in your hand. Ideally you will be seated 3' in front of the phone with it pointed towards your head and shoulders.



3. **Lighting:** Proper lighting is fundamental to good video. Contrary to popular opinion, outdoor light is not suitable. Shoot your video after sunset, in a room without windows, if windows are unavoidable, ones with good blinds. You can use standard household lighting such as floor or table lamps, just remember the light should be:

- In **front** of you, illuminating your face and shoulders, but **behind** the camera
- Diffused, not direct light, warm white (more orange) bulbs makes more pleasing skin tones than cool white ones (more blue).



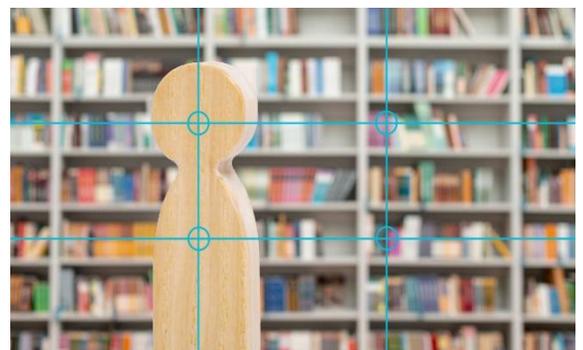
4. **Sound:** Although it has been said a picture is worth 1000 words good audio is crucial to your presentation.
 - If you are set up as outlined above, you will be correctly positioned in front of your device's microphone.
 - Speak in a clear direct voice towards the device. Avoid looking down or away from camera.
 - Consider turning off your heating, air-conditioning system or fans for the duration of the recording as the air movement will be picked up by the microphone. (As can open windows)
 - Do not touch the desk or tripod as contact may be captured as audio by the device.
 - Avoid moving around as the rustle of clothing will be recorded by the camera.
 - Turn off televisions or radios in adjoining rooms, ask others in the household to avoid speaking in loud tones.
 - The human ear can filter out background noises and focus on specific audio. A microphone does not have this ability and indiscriminate as to what it records. You may think you are in a quiet setting only to find the recording is very noisy.

You may consider purchasing a SmartPhone Lavalier Microphone for best results. Amazon has them available for a variety of devices for under \$50.00.

5. **Composition:** Having mastered the basics you can also devote some time to advanced compositing techniques.
 - **Headroom;** you should position yourself within the video frame of the camera so we can see your whole face and your upper body down to mid chest. There should be some space between the top of your head and the top of the video frame.



- **Rule of Thirds;** the human eye finds images composed asymmetrically more pleasing. Proponents of the technique claim that aligning a subject with these points creates more tension, energy and interest in the composition than simply centering the subject.
- The guideline proposes that an image should be imagined as divided into nine equal parts by two equally spaced horizontal lines and two equally spaced vertical lines, and that important compositional elements should be placed along these lines or their intersections.



6. **Sharing your video on an iPhone (iOS12 or greater):** The easiest way to share your finished video is to send an iCloud Link. Please complete the following steps:
 - Confirm your iPhone is using iOS 12 or greater
 - Settings>General>Software Update
 - Update to the current iOS if required
 - Confirm iCloud Photos is enabled
 - Settings>Apple ID>iCloud>Photos, ensure iCloud Photos is toggled ON

- With iCloud Photos enabled, you'll see a new option on the share sheet in the photo/video app
- Select the video you wish to share, and you will see a button in the bottom row of Black & White buttons title Copy iCloud Link
- Tap this button and a link will be copied to your clipboard. You can then paste this link into an email and send it the person compiling all the presentations.
- The person receiving that iCloud Link will be able to download a copy of the video.

7. **Sharing your video on an Android Device:** The easiest way to share your finished video is to send a Google Drive link. Please complete the following steps:

- Find the file you just recorded, typically it will be in your Photos folder.
- Select the file and using the sharing menu send it to Google Drive
 - The upload will happen in the background and depending on the file size and your internet connection this may take some time. It will happen in the background so you can continue to do other things in the meantime.
- When the upload is complete open the Google Drive app and select the file. Using the Info Panel for the file select 'Share Link'.
- Tap this button and a link will be copied to your clipboard. You can then paste this link into an email and send it the person compiling all the presentations.
- The person receiving that iCloud Link will be able to download a copy of the video.

We are happy to work with speakers and contributors to ensure they have the support needed to contribute to this event.

If you have any questions, don't hesitate to reach out to execdir@CRHNet.ca