When delivering remotely, your main challenge is engaging your audience, which easily gets distracted. At each moment, give them something meaningful to look at and to listen to. In particular, control what the platform allows them to watch: yourself or your slides (perhaps alternating), but nothing else.

Get your audience to
- pay attention to,
- understand,
- (be able to) act upon

a maximum of messages, given constraints

To optimize your communication...

First law
Adapt to your audience

Adapting during the talk is hard: analyze the audience in advance.

Second law
Maximize the signal-to-noise ratio

To focus the audience’s attention on the message, don’t give them anything else to look at/listen to.

Third law
Use effective redundancy

Oral presentations convey credibility through nonverbal communication
Remote-meeting platforms show speaker and slides disconnected.

Three things to check for each of your slides:

- The conversion approaches 100% for high enough pump intensity.
- Max. available pump intensity.
- Damage threshold for crystal.

0 500 160 MW/cm²

0 1 0.75 obtained conversion

Adiabatic model.

Does it convey a message?

Is it developed visually?

Picture central, with texts connected intuitively to it.

Is it free of noise?

Verbally and visually.

Large slides well readable.

Tiny speaker looking down.

Audience controls what is displayed and where (and how large) it gets displayed.

Alternative 1
Alternative 2
Alternative 3

Speaker only

Slides only

If done right, it is...
- more natural
- more credible
- more engaging

Not turning on the video...
- avoids visual noise
- requires less bandwith
- is easier for the speaker

Speaker and slides alternating

Speaker controls what is displayed when:

Recording

Record yourself delivering (perhaps with your smartphone) then mix in slides when useful with a video-editing application.

Live session

Start/stop share screen (relies on audience settings) or Share video through screen Reliable, faster, and more natural.

Match camera and slides to shared (portion of) screen.

Camera stream

Simply switch applications to alternate speaker with slides.
Workspaces are suboptimal for remote presentations

The built-in camera is too close and at a poor angle (looking up)

Set your camera at eye level by propping up your laptop

Use a mouse or remote control (and, if needed, an external mic)

Alternatively, use an external camera (set at eye level) for a better image

To avoid visibly looking down when glancing at your screen, set your laptop as close as possible to the external camera

Suboptimal to maintain eye contact

Better

Further optimized

Consider backdrop and light for a higher signal-to-noise ratio

Tilt the laptop for easier access to the keyboard

Sit on a stool, not a chair to sit straight, as if standing
When you are showing slides only, writing a text is an option, but...

Typically, a written speech...

is a more polished speech
that is clear, accurate, concise

but

sounds like a written text
that is read out loud or recited

Write it as a spoken text
Capture what you would say

Learn to “say” your text
Typeset it for easier reading

Choose where to place it
for high signal-to-noise ratio

Work extra hard on your vocal delivery

You might not be visible
such as when showing slides

It affects your credibility
Now your voice is everything

Voice quality is affected
by transmission technology

It affects understanding
of your text by the audience

Use body language to establish
both credibility and presence

Impress with your body
Move only when meaningful

Make them believe you
by projecting self-confidence

Use deliberate gestures
reasonably close to the body

Make them pay attention
in meaningful, relevant ways

Make strong eye contact
with your (invisible) audience

Remote interaction is possible, but easily distracts

Attendees’ videos
shift attention away from speaker and onto others

Chat
distract less, but might hurt the momentum

Polls
are probably the least obtrusive option

‘Raise hand’ and related
For Q&A, rely on ‘raise hand’
so you can get the question firsthand—or have attendees send them to host privately.

Position close to the camera
whatever you might look at,
such as a timer—or perhaps even a friendly face to talk to:
it makes eye contact easier while boosting your energy.