Delivering your presentation remotely

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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

Text
Verbal
Nonverbal
Figures
Visual
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/cm

0

1

0.75 obtained conversion

Adiabatic model

Does it convey a message?

A sentence headline (≤1 2 lines)

Is it developed visually?

Picture central, with texts connected intuitively to it

Is it free of noise?

Verbally and visually

Smiley face

Large slides well readable

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

Alternative 1

Alternative 2

Alternative 3

Speaker only

Slides only

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

Slides

Simply switch applications to alternate speaker with slides

Speaker and slides alternating

Speaker controls what is displayed when

Not turning on the video...

more natural

more credible

more engaging

avoids visual noise

requires less bandwith

is easier for the speaker

If done right, it is...
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 camera shot

Better

Suboptimal to maintain eye contact

Better

Further optimized

Tilt the laptop for easier access to the keyboard

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

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

Voice quality is affected by transmission technology

It affects your credibility Now your voice is everything

It affects understanding of your text by the audience

Use body language to establish both credibility and presence

Make them believe you by projecting self-confidence

Make them pay attention in meaningful, relevant ways

Impress with your body Move only when meaningful

Use deliberate gestures reasonably close to the body

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.