

PART 1

LOOK AND SOUND YOUR BEST

- Face a window or turn on a desk lamp.
- Avoid upshots and ensure your full upper body is positioned in the frame.
- Ensure your backgrounds are clean and tidy. Digital backgrounds are not recommended over natural backgrounds unless it's a company branded one.
- Headphones with microphone built in are recommended than default laptop microphone.
- Feeling confident is key, and there are different styles of presentation to help you be at your best, including overhead cams and presenting while standing.

PART 2

GET INTO THE FLOW

- Every great presentation follows a clear structure and flow. Moxie recommends a classic narrative structure: Intro, Body, Conclusion.
- When building your structure, ask yourself 3 key questions: What do I want my audience to DO. What must they KNOW. How do I want them to FEEL.
- Having clear targets and discussion points allows you to adapt your virtual presentation and still meet its goals, even if you need to shrink a 50 minute presentation into a 5 minute pitch, or vice-versa.
- A great conclusion has two parts: A review, and a call to action.

PART 3

RUN THE SHOW

- Engaging and involving audiences over virtual is essential as "virtual fatigue" is a real thing. So include breaks, ask questions, and find ways to involve and engage your audience in interactions (comments, thumbs up, questions, etc).
- To connect through the screen, ensure you are making virtual eye contact. This means training yourself to look into the camera and not at where people's faces may be on your screen.
- You are the leader in the room. Speak confidently and bring the energy you want others to give back to you.