Virtual Events Speaker Best Practice

AMI Virtual Events Speaker Best Practice

Thank you for giving a presentation at our virtual event. We are looking forward to working with you.

Preparing to participate in a virtual event needs a little preplanning. To help we've pulled together best practices for virtual speakers.

This document includes:

✔ Preparing your PowerPoint

✔ Setting up your virtual presentation 'studio'

✔ Recording your presentation

✔ Taking part in live Q&A's and Panels

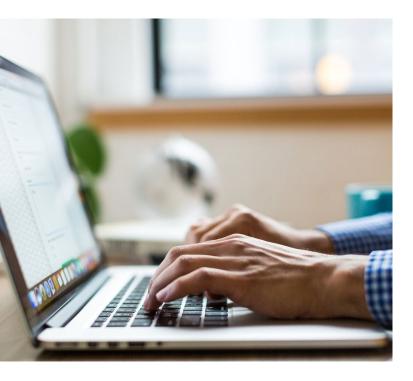✔ Technical checks

IMPORTANT INFORMATION

- You must submit your presentation 5 weeks before the event. This is to enable editing, testing and uploading prior to the event

- Any presentations received within 5 weeks may be subject to express editing charges

- Presentation recordings must be submitted via 'WeTransfer' or similar file transfer facility in MP4 format

- Presentation PowerPoint files need to be sent to the event organiser

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Preparing your PowerPoint

Preparing to participate in a virtual event needs a little preplanning.
To help we've pulled together best practices for virtual speakers.

Note: please ensure your presentation is in English.

If you are using PowerPoint, please ensure your presentation...

- is no more than 15 slides (remember you have 15 minutes to present them)

- has a maximum of two slides to introduce your company

- is legible; do not overcrowd your slides or use complex graphs/charts/diagrams and use a minimum font size of 20

- is not overly commercial; sales pitches are not well received by viewers

- does not name your competitors or their products

- is clear and engaging

Presentation considerations:

- **Who is the audience?**
  Primarily plastic industry professionals, producers, materials suppliers and equipment suppliers as well as end-users, from all over the world

- **What is the message you want to put across?**
  This depends on your topic but should generally address current developments and future trends affecting or benefiting the global plastics industry

- **What does the audience already know?**
  The audience is diverse; try to balance technical content with commercial considerations

- **Are you including videos?**
  Make sure these are tested before your recording and included in your recorded content. Please also provide these as separate files to aid video editing

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Setting up your virtual presentation 'studio'

Audio best practice

- Present from a room with minimal echo

- Make sure nothing is happening around you

- Look our for: AC, refrigerator, children and pets, traffic, TV's etc

- We recommend using USB mics or headset mics; laptop mics are okay; while earbud mics are poor

- Ensure your mic is adjusted and working

- Switch off notifications (Outlook, Teams etc.)

- Close all non-related programs/applications

Visual best practice

- Natural lighting is best

- Sit facing the light (behind your laptop / monitor)

- Reduce any clutter in the frame, consider a branded background (banner etc)

- Avoid using virtual backgrounds as visual quality can be reduced

- If you have a webcam, use it

- Set the camera at eye level; you should be centre of the frame, edge of both shoulder visible and eyes in the top third

- When recording, please make sure you are spotlighted within Zoom / Teams

- Remember: bad preview = bad presentation

Video recording service: contact us to find out more events@ami.international

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Recording your presentation

Recording your slides:

- We recommend using Zoom for recording your slides but check with your own IT and Marketing Teams to see if they have additional facilities to assist with your recording

- You can use software like iMovie for making any small edits to your recording, so there is no need to re-record your entire presentation. Again, check with your own IT and Marketing Teams to see if they can assist

- We can make final small edits on your recording, so there is no need to re-record your entire presentation if there are small errors

- When you start recording, count to 10 before you start speaking and count another 10 when you finish before you stop recording – this is really useful when it comes to editing

- Remember, you can pause recording at any time and restart. We recommend doing this every so often to keep the webinar energetic!

- Please provide your video recording in the following file specification:

  - The maximum file size for videos is 5GB

  - 720 P resolution works best

  - Aspect ratio is 16'9

- Please ensure any music used is royalty free

Presenting your slides:

- Your presentation should be focused on your slides (if using) not your face; you may want to show your face in your introduction, but you should mostly be talking over your slides

- When you do show your face, set yourself up so you are looking into the camera when presenting

- Avoid simply reading through the text on your slides; instead, use your slides as notes to expand on by speaking to your audience, you engage them and hold their attention

- Keep an eye on the clock; you have only 15 minutes to present your slides

- Make sure you include a 'thank you for listening' slide with your contact details

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Taking part in a live Q&A and panel discussion

Pre-session:

- Set up your 'studio' as above

- You must have the Zoom app downloaded for full functionality of features

- Download any materials you think you may need to your desktop

Live session:

- Camera height is also very important, please try to ensure the webcam is eye level - you may need to put your laptop on a few books

- Don't get too close. Position yourself so the camera is seeing you from the chest or waist up, instead of just seeing your face. This is more natural for the viewer; it is especially beneficial if you tend to gesture a lot

- Enjoy and engage with your audience and the moderator!

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Technical Checks
Using Zoom

Internet connection

- Make sure you are using a fast stable internet connection for Zoom

- The minimum speed 6Mbps or higher is recommended

- If your connection speed is less than the minimum, Zoom will not run properly

- To determine your internet speed please use one of the following sites:

    https://www.speedtest.net/
    https://www.broadbandspeedtest.org.uk/

General system requirements

- Before installation please make sure your computer meets the minimum system requirements which can be found **here**

Company firewall

- If you are connecting via a corporate network, please check that Zoom use is permitted and the appropriate ports needed to run Zoom are open on the company firewall

- You may need to contact your IT Team to verify if they are open

- All information about ports and IPs that may need whitelisting can be found **here**

Security policy

- Check with your IT Team that you have the appropriate rights on the computer to install the desktop application

- It is possible to run Zoom through the web browser, however we strongly recommend downloading the app for best performance

Browser

- We recommend using Google Chrome for our virtual events. Note: Internet Explorer is not supported

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Technical checks
Hardware

Audio drivers

- Make sure your hardware audio drivers are up to date and working
- These will vary dependent on your computer manufacturer, your IT Team can help you with this
- Test your speakers and microphone before the event

Speaker / Microphone sound test

To install a new microphone, follow these steps:

- Make sure your microphone is connected to your PC
- Select Start > Settings > System > Sound
- In Sound settings, go to Input > Choose your input device, and then select the microphone or recording device you want to use

To test a microphone that has already been installed:

- Make sure your headset / microphone is connected to your PC
- Select Start > Settings > System > Sound
- In Sound settings, go to Input > Test your microphone and look for the blue bar that rises and falls as you speak into your microphone. If the bar is moving, your microphone is working properly
- If you aren't seeing the bar move, select Troubleshoot to fix your microphone

If multiple audio output devices are available, check that you have the appropriate one selected:

- Select the Speakers icon on the taskbar
- Next, select the arrow to open a list of audio devices connected to your computer
- Check that your audio is playing to the audio device you prefer, such as a speaker or headphones

OR the audio trouble-shooter might be able to fix audio problems automatically:

- In the search box on the taskbar, type audio trouble-shooter, select Fix and find problems with playing sound from the results, then select Next. Select the device you want to troubleshoot and then continue through the trouble-shooter
- You can also launch the trouble-shooter from audio Settings. Select Start > Settings > System > Sound > Troubleshoot

For further information on how to troubleshoot sound settings
on a Windows 10 computer please follow this **link**

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