



UConn
COLLEGE OF AGRICULTURE,
HEALTH AND NATURAL
RESOURCES

EXTENSION

UConn 4-H Public Speaking 101

Presenting in Cyberspace

PLAN

If you want to have a successful presentation, you must have your **PLAN!** Consider everything that needs to be in place **before** you step in front of the camera to deliver your presentation. These can include:

- * Making sure the camera and microphone on your computer work properly.
- * Confirming the date and time of your presentation.
- * Checking to make sure the web link to the presentation site is correct and working.
- * Setting up the space where you will deliver your presentation.
 - * This includes the background that will be behind you on camera, ensuring there will be no sound interruptions, etc.
- * Adapting your presentation for delivery to a virtual audience.
 - * If you are using visual aids such as PowerPoint or Google Slides, are they able to be screen shared?
 - * If you are doing a demonstration, can it be seen clearly by the audience on camera?
- * Having your presentation notes in order.
- * Ensuring you have **PRACTICED, PRACTICED, PRACTICED!**

AUDIENCE

As difficult as it is to get up in front of a room full of people to deliver a speech it can be even more intimidating to speak to a series of small boxes on a computer screen. It is important to remember that those in front of you on the screen are the same people who would be watching you from an auditorium.

What do you need to keep in mind when addressing your virtual audience? Here are some tips to help you out.

- * Imagine you are speaking to your best friend as you look into the camera.
 - * If you are uncomfortable looking directly into the camera, place a picture of your best friend's face directly above the camera and present to that person. It will appear that you're looking at the audience.
- * If sharing your screen, ensure the audience can see the screen clearly and is able to follow along with your presentation.
- * Relax your face! If you appear relaxed, your audience will remain relaxed as well.
- * Deliver your presentation to a test audience several times before your actual speech.
 - * Ask for feedback. This will allow you to correct bad behaviors, tweak your materials and deal with any technical issues before the big day.
- * Assume that the camera is always on. Always be able to control when your camera/microphone are on or off.

CONTENT

In a live presentation you keep your audience's attention through the use of eye contact, body language and movement. In the virtual landscape, your content is the key factor. You must find other ways to keep your audience's attention focused on your presentation.

Here are some ways this can be achieved.

- * Keep your information clear, concise and visually appealing.
 - * If you are using electronic media, use compelling images and avoid excessive text.

- * If using other props, ensure that they appear fully and clearly on screen. Remember that you may see more in front of you than the camera and your audience does.
- * If not using supporting media content, make sure your background is not distracting from the audience's attention being focused on you as the presenter.
 - * Be sure your background is neat and uncluttered.
- * Avoid information overload. Just as you have distractions around you, so do your audience members, so keep them focused on you and what is displayed on screen.
- * Stay on point with a clear focus on your presentation.

ENGAGEMENT

How do you bring your best self to your virtual presentation? It is crucial to engage your audience. This means finding ways to make them feel like you are in the room with them even though you are in a separate location entirely.

Here are some ways to can increase engagement with your audience.

- * The enthusiasm you have for your topic is infectious.
 - * Your audience will get invested in your presentation if you are truly invested in it.
- * Dress to impress.
 - * You express yourself not just through your words but also by how you appear. Your attire should match the impression you are trying to make to the audience.
- * Raise your computer.
 - * Find the most flattering angle for your camera, to best relay your message.
- * Adjust your lighting.
 - * The light source should come from in front of you. If there is too much light behind you, your face will be washed out in shadow giving you a silhouette effect.
- * Take a deep breath before turning on your camera.
 - * Take a minute to center yourself. This will help ensure that you are fully organized for your presentation.
- * Talk through disruptions.
 - * Very often on video conferencing systems the video may slow down but your voice still comes through. Speak normally without going too fast.

SOCIALIZATION

As human beings, we are naturally social creatures. It is important that we don't let the camera become a barrier between us and our audience.

- * Make your audience feel like you are talking to them personally.
 - * Remember to keep eye contact with the camera so audience members feel like you are looking directly at each of them.
- * Have Fun
 - * Find ways to smile and connect with your audience.
 - * Don't take yourself too seriously.

If you put the steps outlined above into practice, you are sure to deliver a top notch virtual presentation. Your audience will be invested in what you have to say and hang on your words and the message you are trying to deliver.

Adapted from:

"10 Tips for Presenting Virtually" by Allison Shapiro, 2020, www.globalpublicspeaking.com

"9 Important Virtual Presentation Tips for You" by Peter Khoury, www.magneticspeaking.com

"7 Presentation Tips for Speaking Online in a Virtual World" by Gigi Rosenberg, www.qiqirosenberg.com

ZOOM TIPS & TRICKS

In 2020, video conferencing became a necessity of life. There are many virtual meeting platforms available such as Cisco WebEx, Microsoft Teams, Google Meets, Apple FaceTime, etc.

One of the most popular video meeting tools however is Zoom. Zoom has allowed students and teachers to go about the business of learning, families to gather from a distance and companies to meet from across the planet.

Here are some links to useful tips for using Zoom or other video meeting platforms to deliver a winning presentation.

How to Share the Screen on Zoom
www.filmora.wondershare.com

7 Zoom Screen Sharing Tips Everyone Should Know
youtube.com/watch?v=25Awq_v1Zms

How to Look Better on Video Calls/ FaceTime/Zoom
youtube.com/watch?v=7ppTAA-1tmO

Public Speaking for Beginners
youtube.com/watch?v=i5mYphUoOCs

Schooled by Kids: Presentation Skills - Part 1
youtube.com/watch?v=8IbheB2-ixM

For more information on the UConn 4-H Public Speaking program, contact your county Extension 4-H Office or the State 4-H Office at 4-H@uconn.edu.

UConn 4-H is an Equal Opportunity Program Provider

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