# 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.

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

Get your audience to

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

a maximum of messages, given constraints

What?   So what?

Information   ▶   Message

Interpretation

Oral presentations convey credibility through nonverbal communication

Verbal

Nonverbal   Vocal
            Visual

Text

Figures   Nonverbal
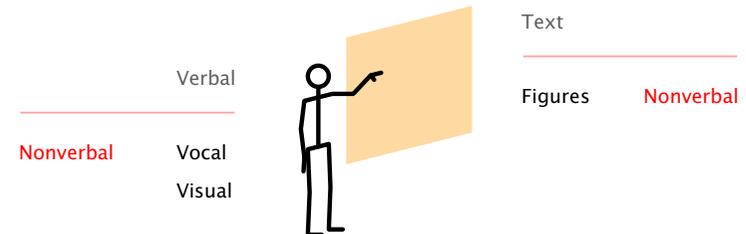
Remote-meeting platforms show
speaker and slides disconnected

Speaker and slides alternating
Speaker controls what is displayed when

Large slides
well readable
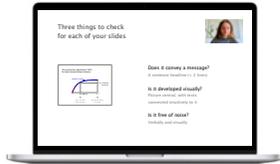
Tiny speaker
looking down

Alternative 3

Recording

Record yourself delivering
(perhaps with your smartphone)

then

mix in slides when useful
with a video-editing application

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

Live session

Start/stop share screen
(relies on audience settings)

or

Share video through screen
Reliable, faster, and more natural

Alternative 1

Alternative 2

Match camera and slides
to shared (portion of) screen

Speaker only

Slides only

Camera stream

Slides

If done right, it is…

■ more natural
■ more credible
■ more engaging
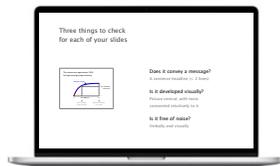
Not turning on the video…

■ avoids visual noise
■ requires less bandwith
■ is easier for the speaker
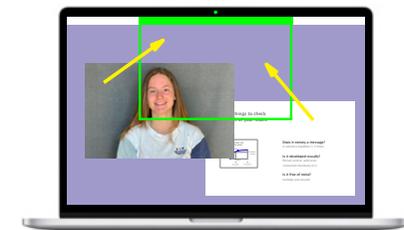
Simply switch applications
to alternate speaker with slides

Workspaces are suboptimal
for remote presentations

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

Laptop
Table
Chair

Suboptimal camera shot

## Set your camera at eye level
by propping up your laptop

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

Further away

Higher
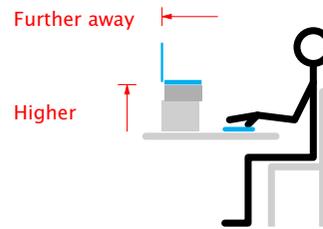
Better

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

Camera
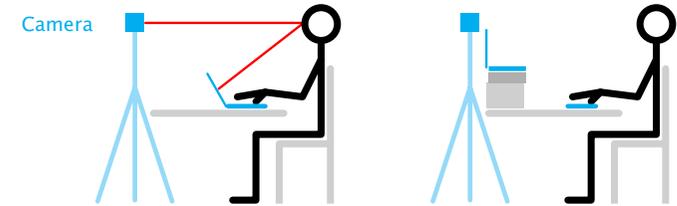
Suboptimal to maintain eye contact

Better

Further optimized

Tilt the laptop

for easier access
to the keyboard
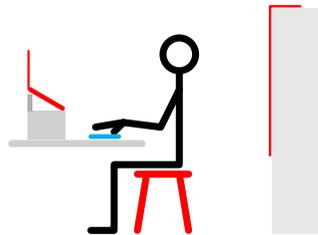
Sit on a stool, not a chair

to sit straight, as if standing

Consider backdrop and light

for a higher signal-to-noise ratio

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

Remote interaction is possible, but easily distracts

Attendees' videos
Chat
Polls
'Raise hand' and related

shift attention away from speaker and onto others

distract less, but might hurt the momentum

are probably the least obtrusive option

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
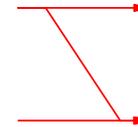
Voice quality is affected
by transmission technology

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

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.