![American Heart Association Resuscitation Science logo]

Resuscitation Science Symposium 2020

Tips to help you become a better presenter at home

Check to make sure you have everything before you get started

- Windows or Mac computer
- Built-in or stand-alone web camera and microphone
- Internet connection
- A source of light
- A presentation recording program (We recommend PowerPoint)
- Headphones (optional)
- Your presentation
- Timer (smartphone is fine)

What to Wear

Wear something comfortable but appropriate for your audience. Dress like you would when giving a live presentation at an in-person event. Professional attire suggested.

- Do not wear all black
- Do not wear all white
- Do not wear stripes
- Avoid busy patterns

Your Background Matters

Picking out just one important thing to be in the frame, like a painting or a photo, should be enough to say who you are without interfering with the delivery of your message.

- Clear your background of clutter like stacked papers
- While backgrounds can be clear, use this as an opportunity to showcase your character

Lighting is Everything
Avoid sitting with a bright light source like the sun (a window) or lamp *behind you*. You want to use the light rather than fight against it.

If using a natural source of light
- Sit facing a window with a bright, soft light window

If using a lamp
- Take a tall lamp with a soft, diffused light and set it next to the computer on the side of your face you feel is best. The lamp should be in line with and slightly behind the computer so the light falls nicely on your face.
- Ring lights that attach to desks are the best option. The bigger the ring, the softer the light.

Equipment

Camera
Experiment with your camera to see what lighting works best. All cameras are a little different. Record your introduction a few times and watch it to see the quality — and that will also help you practice for your presentation!
- Both built-in and external webcams will work for recording your presentation
- Test your camera according to manufacturer's instructions

Microphone
Microphone and audio levels must be controlled in your computer settings not the recording program
- Both built-in and external microphones will work for recording your presentation
- Test your microphone according to manufacturer's instructions
- Whether you're on Windows or macOS, you'll want to access the audio device settings and set your default microphone

You can check your connection speed by going to www.fast.com. This page will show you both your upload and download speeds.
- When possible, use a hardwire (Ethernet) connection rather a wireless connection
- Disconnect other devices from your WiFi to maximize bandwidth

Presentation Deck

Windows
If you are on a Windows machine, PowerPoint program (2016-2020) is the preferred choice for designing and recording your presentation.

Mac
If you are on a Mac machine, PowerPoint program (2016-2020) is the preferred choice for designing. However, the recoding of your presentation should be done in Zoom.

Storytelling Makes a Difference
- Know what the key take-away is for your presentation. Does your take way match what your audience heard?
- Use simple words that capture people's attention.
- Your cadence and intonation add to the story – use them to your advantage!

One Idea Per Slide
- Increase engagement by keeping it simple. One idea per slide.
- It is better to have _more_ slides with fewer bullet points rather than have fewer slides with dense bullets.
- If you need to use bullets, we suggest you try to…
  - Be concise
  - Make them short
  - Use graphs or icons
  - No more than 3 bullets

Assume People Cannot See Your Deck
- Some people will only hear the audio. Talk clearly, explain visuals on your deck.
- Use headphones to improve audio quality.
- If you have a mic, use it.
- Provide a few seconds warning before playing a video or sound effect. It may play at a different level than your voice and could be an unpleasant surprise.
- Repeat questions in full, before answering them. Name the asker if you can as listeners cannot read the comments section.

Do not Forget Your Mobile Audience
Do not make your text too small, too light or too dense.

Presenting

Keep it Simple
- Timing is everything
- Remove distractions
- Have a conversation. Do not talk at your audience about it
- Be mindful of timing — stick to your allotted time

Maintaining Eye Contact
- Position your webcam at eye level. Stack books or a box under your laptop if needed.
- Pick a point near the camera on which to focus your eyes. It helps to put a piece of tape as a visual reference near the lens.
- If you are using notes, outlines, or timers, position them around camera to avoid breaking eye contact with the camera.

Frame Yourself and Smile
- Smile. People love Enthusiasm.
- Communicate with your hands and body.
- Leave some "headroom". Do not cut off your forehead.
- If you can, try to include your elbows.

Compliance
- Please do not use trade names in your presentation and recording
- Please inform the audience when discussing unapproved indications

Rehearse the Content
Practice. Practice. Practice.
- Record and review.
- Does your audio track to the visuals on your slides?
- Practice without slides so story resonates.
- Use facial expressions and hand gestures as appropriate.
- Present to a person and ask them what 1 thing they learned – does it match your key message?
- Have water available, practice taking a drink, while on camera.

Rehearse the Flow
Do a Tech Run
- Record yourself to see how you are framed in the screen. Check that smile.
- Confirm lighting works so people can see your face and expressions.
- Make sure audio is clear and limit background noise.

- View your presentation from laptop. Tablet. Phone. Do your visuals work for all formats?
- Is your background appropriate for your audience and your message?

Tips & Tricks for Remote Presentations

Tech Connections
- Ethernet - when possible use a hardwire connection. Bandwidth issues?
- Join meeting on your laptop. Join audio from your phone.
- Start in mute. Go to mute when you are done presenting.

Speaker Feedback
- ID designated speaker support person.
- Pre-event rehearse with them and do your tech checks.
  During presentation, designate them as "listener".
- Give them a way to contact you (text, etc.)
- If the mic goes off, video goes down or there are other tech issues, they can let you know.
- Turn off all notifications except designated "listener." Silence your phone.
- Set up 2nd screen (tablet, phone) to track slides and see how fast they advance for the audience.