ATTENTION, SPEAKERS

3 steps for online

Presentation Perfection

An opportunity to share your authentic voice and expertise?
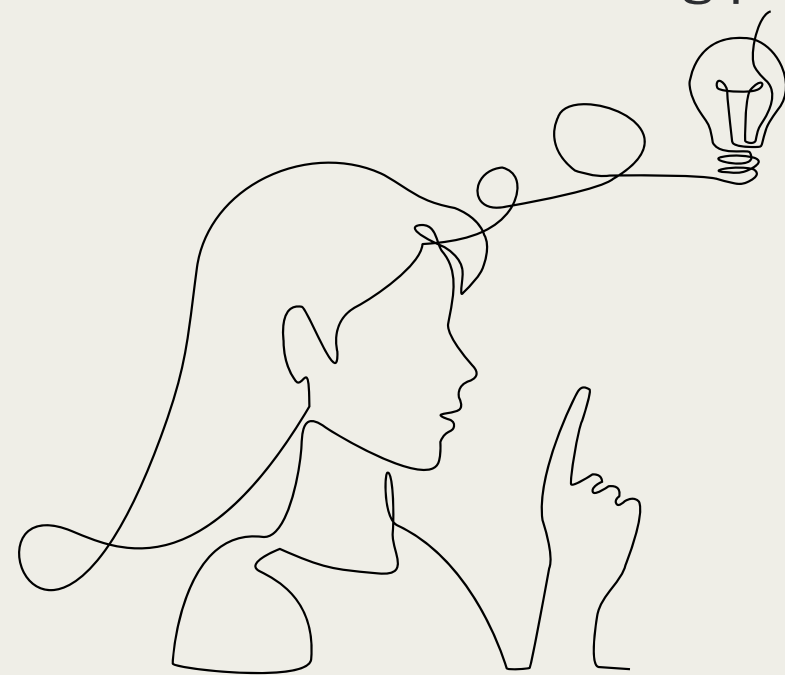
You're an expert in your field

It's your name, your image, your time to captivate the audience from the first slide to the last.

Here are some tips to create impact, not just a presentation. ⬇

THE 3 INGREDIENTS OF IRRESISTIBLE PRESENTATIONS

Blend expertise with enchantment

• Identify the 3-5 key takeaways you want attendees to remember

• Craft compelling stories that illustrate each point in a memorable way

• Use analogies, examples, and personal anecdotes to make concepts relatable

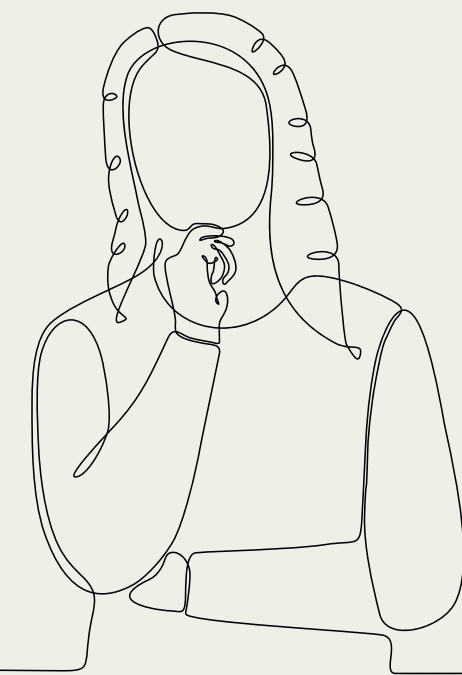• Aim to "edutain" by delivering valuable information in an entertaining package

Ignite dialogue, not monologues

• Strategically incorporate polls, Q&A, chat prompts, and breakout rooms

• Encourage attendees to share their own experiences and perspectives

• Respond to audience questions and comments in real-time

• Make your presentation feel like an engaging conversation, not a lecture

Bring your authentic Presenter Presence

• Identify your unique personality traits and communication style

• Lean into your quirks, humor, and passion to connect on a human level

• Avoid stuffy, robotic personas - let your true self shine through

• Imagine you're chatting with a friend to keep things natural and relatable

THE PRESENTATION

1. Use a clean, consistent layout with plenty of space
2. Limit each slide to 1-2 key points or ideas
3. Use short, concise bullet points
4. Choose impactful images, graphs, and diagrams that support your message
5. Use a font size of at least 30pt for body text
6. Avoid ALL CAPS or excessive bolding, italics, or underlining
7. Use subtle animations to guide attention and reveal content
8. Use real-world examples to illustrate key points
9. Tie examples back to the webinar topic
10. Include slides with questions, polls, or activities to engage attendees

Presentation are communication tools that can be used as demonstrations, lectures, reports, and more.

Structure of a presentation

+ introduction and objectives
+ background and context
+ methodology
+ results and findings
+ discussion and implications
+ conclusion and future directions

(01/10)

Structure your content into a cohesive story with a clear beginning, middle, and end.

THE SPEECH

1. Use the "Problem, Agitate, Solve" framework to create tension and resolution
2. Identify a common challenge or pain point your audience faces
3. Agitate the problem by highlighting its negative consequences
4. Provide your solution and demonstrate how it alleviates the pain
5. Incorporate a "hero's journey" arc to inspire and motivate attendees
6. Share personal stories and experiences to make your message resonate
7. Use vivid language and imagery to paint a picture in their minds
8. Aim to educate, entertain, and ultimately transform your audience

Treat your slides as talking points, not complete sentences (do not read the slide content): elaborate on the slide content with your own words, stories, and insights that bring the information to life.

THE LOOK

1. Adjust your camera angle to be at or slightly above eye level - a shoulder-up view for attendees
2. Ensure you're well-lit, with soft, even lighting on your face
3. Choose a clean, uncluttered background or use the event's virtual background
4. Use expressive hand gestures and subtle body movements
5. Maintain steady, friendly eye contact with the camera
6. Smile, nod, and react naturally to connect with attendees
7. Infuse your voice with energy, enthusiasm, and conviction
8. Lean into your quirks and personal flair - don't be a robot!

SHORT EVENT NAME

Remember, you're not just presenting information - you're captivating an audience. So own that virtual stage and give them a performance they'll remember long after the webinar ends.

CAPTIVATE YOUR AUDIENCE, ELEVATE YOUR INFLUENCE

Your role as a speaker is to educate, entertain, and ultimately transform your audience. When you bring your brilliance to life with passion, humour, and genuine connection, the results are pure magic.

THE WORLD DESERVES TO HEAR YOUR VOICE.