

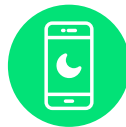
# Online Presentation Checklist

Think of this as an online event.  
The preparation, professionalism and structure of the meeting,  
as well as the content of the presentation, influence how the audience perceives you.



## Tech Check 15-30 Mins in Advance

Camera and Mic work, your internet connection is good, screen sharing works, everything is as expected.



## Turn off all notifications and close all apps

Ensure there are no distractions, so that you can focus on your message and the audience.



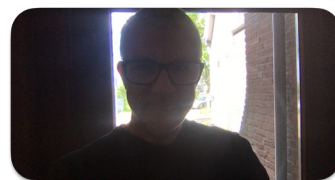
## Use Laptop/desktop computer, not phone

Less likely to go wrong!  
Portrait/landscape and background problems often occur with phones.



## Don't look down on your audience

Adjust the camera so that you look directly into the camera.  
This creates a feeling of eye contact.



## Have good lighting: make your face visible

Set up a desk lamp to light up your face.  
Avoid heavy backlight: draw the curtains or change location.



## Turn your video on, and ask them to switch it on too

Seeing each other creates a bond.  
In meetings with a few people, ask them to switch on too.



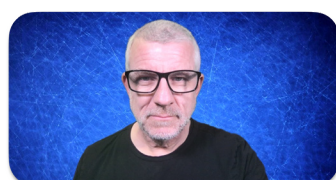
## Make sure your face is not too big on camera!

A big face can cause subconscious anxiety.  
Target a simple 'head and shoulders' look.



## Tidy up your background: put focus on you

Have a neutral background, remove all distractions,  
and use a virtual background if possible.



## Buy a Pop-Up Green Screen for an instant tidy-up of your setup

Also ensures virtual backgrounds work effectively. Costs around €30-€50, and commonly available.

# Online Presentation FAQ



## How do I connect with my audience?

Ensure you don't just broadcast what you think is important. Connect with the audience every 8–10 minutes.



### Welcome them on arrival

We all love to hear our own name! Say their name and welcome them to the meeting or event.



### Run Polls

Simple is best; Multiple Choice (max 5 options), Yes/No questions, and 'What's your biggest challenge with...'



### Q&A

The most effective way to connect with your audience. See below for how and when to deal with questions.

## How do I manage questions?

Questions give the audience a chance to re-set their attention, ask what's on their mind and get new energy.



### Inform how and when they can ask questions

Tell at the start to ask questions during or at the end of the presentation. Regular Q&A connects more with the audience.



### Take questions by chat rather than by voice

When speaking, people sometimes ramble. If they have to type it into the chat, usually they keep it short.



### Come out of the presentation to answer questions

Exit the screen share, so they can focus on you while you answer questions. This creates more of a personal bond with you.

## How to put energy in when presenting to a computer!

Your voice has a big impact on how much energy they feel from you, and how focused their attention will be.



### Get connected to the story and your content

Remind yourself: why does this matter to you? What is your message? What do you want people to walk away with at the end?



### Record yourself. Listen out for energy and emphasis

Which words or key messages really matter? What do you think and feel? Are you conveying that? Now try again!



### Practice the opening 2–3 minutes out loud

Saying things out loud in advance helps you to find out if the story in your head sounds the same when you speak!

## How do I know if they like the presentation?

When face to face, we can 'sense' the audience and how they are reacting to the presentation.

It's harder online – and honestly, there's no easy answer! Online communication creates a barrier between you and the audience.

The best way to break through that barrier is to do what's been mentioned here in this checklist; video on, create Q&A moments, exit screen sharing for questions, mention attendees by name, and speak with energy and passion.