10 Tips To Improve Your Virtual Presentations
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How do you make your virtual presentation more engaging? Here are ten tips that I've learned from doing more than 50 virtual presentations and talks over the last two months:

1. Make It Shorter

What once worked as a 45 minute stage presentation feels longer virtually so cut your presentation time as much as possible and maybe add a longer Q&A.

2. Mix It Up

Use a combination of visuals, full screen video and perhaps even props to create more engagement. The more variety the better to keep people interested.

3. Double the Energy

In a virtual setting, you must work twice as hard to present with energy. Standing when you present is one good way to immediately give yourself more energy.

4. Look at the Camera, Not the People

When you look your screen, it seems you're looking down. Even though it feels unnatural, when presenting try to make eye contact with the camera instead so it looks like you are looking directly at your audience.

5. Start Straight to Camera

Even if your entire presentation involves using slides, start your presentation by sharing your video and letting your audience see you. Even if you don't stay on camera the whole time, this helps to create a bond.

6. Bring the Humanity

Don't be afraid to let the audience see your surroundings, even if it's an imperfect home office. These authentic personal details go a long way to helping make you more approachable.

7. Repeat Main Points

In a virtual presentation, your audience's attention may wander – so you may want to reiterate your key points more often than you might when presenting in person from the stage.
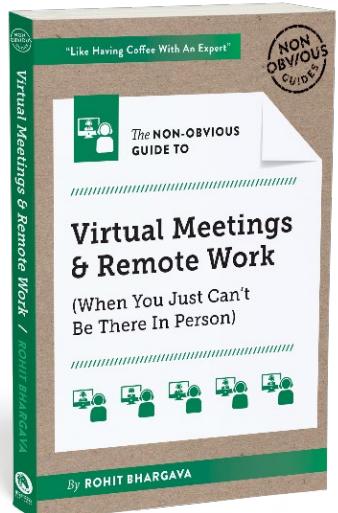
8. Use More Text

As long as your text is valuable, you can usually include more of it in your virtual presentation slides than you would otherwise because your audience is closer to the screens and can read them more easily.

9. Talk Slower (Or Pause More)

Most people speak faster when presenting and this effect can be even worse when doing it virtually. Pay attention to this and make yourself a note to either talk slower or pause more to help clarity and add interest.

10. Make It More Conversational

If you can, one format to consider for part (or all!) of your talk is to bring in a colleague or co-presenter and do it as a conversation instead. Not only can it be more engaging, but you can stand out for choosing an unusual and different format than others if you're part of a larger virtual event with multiple speakers.

Like these tips?
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