EYEFUL'S GUIDE TO REMOTE PRESENTATIONS

eyefulpresentations

1 CONNECT

AUDIENCE FIRST

Take time to think about your audience. Use Audience Heatmapping as a first step...but also picture them as people and not just distant voices!

EMBRACE (& TAME) TECHNOLOGY

We're blessed with amazing tech...so get to know it and then use it! Use your webcam (and politely ask your audience to do the same). Seeing your audiences' face(s) hugely increases connection and engagement

Use a headset rather than relying on your PC's microphone – clarity is key!

ENGAGE, ENGAGE, ENGAGE

You need to give your audience the opportunity to engage so ask questions (rhetorical and direct) Also let them know how to engage with you. Using the technology to raise their hands, ask questions and, when dealing with large audiences, vote is an important part of engagement.

THE POWER OF THE PAUSE

Don't be afraid to pause throughout your presentation, especially if you feel you're 'losing' the audience.

Us human beings are finely tuned to respond to something out of the ordinary so don't be afraid to use this to keep the audience on the straight and narrow

YOUR ENVIRONMENT

It's simple common sense but take a moment to look behind you. Will your audience being looking over your webcam shoulder at a pile of washing, an exercise bike or worse?!

Also keep other distractions (pets, mobile phones and children) on mute

2 COMMUNICATE

STRUCTURE IS YOUR FRIEND

Think carefully about your presentation structure. Using story formats like Audience Pathway Model grabs your audience's attention early on.

Case studies are also invaluable in keeping your audience engaged (but then again, same goes for face-to-face presentations!)

MAKE IT A CONVERSATION

Just because you're presenting remotely doesn't mean you can't make it a conversation.

By building interaction into your slide deck, you immediately move your presentation from a one-way lecture to a consultative engagement.

This, coupled with webcams, is a powerful way to get your message across.

MINIMISE THE MOVEMENT

Your fancy slide animations and transitions might cause chaos on the screen of someone with a slow connection.

Keep it simple (and focus on the story, not the slides!)

HAVE A PLAN B (C... & D)

Murphy's Law is alive and well in remote presentations so do everything you can to preserve your sanity:
Rehearse (obviously)
Check your slides (again, obviously)
Check connections prior to the call (Firewalls are a minefield)
Have a back up plan (like moving to an old fashioned phone call!)

LESS IS MORE

Don't outstay your welcome.

No one ever complained about a presentation being too short (especially when delivered remotely) so keep it short and sweet

3 SUSTAIN

PRESS RECORD

One of the advantages of remote presenting is that you can record your presentation for posterity – hurrah!

This means you can follow up your meeting with an EDITED highlights video of the meeting. We'd recommend not sending the entire meeting (no one wants to sit through 10 mins of rapport building)

REMEMBER THE HIDDEN STAKEHOLDERS

Your recording can be used to share your story with those stakeholders who may not have been able to attend the original meeting.

Use tools like Eyeful Lens to share great content directly into the hands of the people you want to engage with.

DO NOT SEND SLIDES

Avoid the temptation to simply send a copy of your slides via email.

Great presentable slide decks make little sense if not delivered by a presenter. If you feel that your slides work without a presenter, you have yourself a document, not a presentation (and we really need to talk!)

DON'T FORGET YOUR CTA

Agree next steps with your audience and then ensure you follow them up.

From a follow up discussion document through to setting up a site visit, you need to maintain the momentum and keep the engagement alive