

Virtual Speaker Toolkit

Presenting to an audience of 5 to 10,000 is a daunting task as it is. But when it is done virtually (whether pre-recorded or live) and all you can see is your presentation and not the audience reaction, it can be even more overwhelming. We've put this Virtual Speaker Toolkit together to help you anticipate what to plan for while you prepare your presentation and deliver it, successfully.



But First... the Basics

VIRTUAL ENVIRONMENT: The 2020 Virtual Prosperity Summit will be hosted in a virtual environment through 6Connex. You will be able to access the virtual environment when the Summit opens via a unique weblink that will be sent to you. To log-in, you just have to use the email address you registered with. This environment will have in-person Summit elements including a Lobby, Exhibit Hall, Help Desk, and more. There will be a virtual guide available closer to the Summit that will give you more details and information.

VIRTUAL SESSION/CONTENT PLATFORM: All programming and content will be captured through Webinar.net. As a speaker, you will be sent a unique link and instructions before your dry run. This presenter link will be the same for the dry run, recording, and LIVE/day of.

GET FAMILIAR WITH WEBINAR.NET: [CLICK HERE](#) for Resources & FAQs.

SYSTEM REQUIREMENTS: Browser based*, no plug-ins. [CLICK HERE](#) to access system requirements for PC or Mac.
**Please make sure your web browser is up-to-date on the latest version.*



Simulive = simulated + live



- Simulive is an amalgamation of a pre-recorded session and a live interaction (**simulated+live = simulive**).
- A Simulive session comes across externally as a live digital event. Your session will not be available until the scheduled time of your session during the Summit.
- You will have the same interactive tools as those found with a live session, which enables you to respond to questions from attendees while they are viewing the session. Through the Q&A tool/feature, you can respond via text to questions from the audience in real-time. Or you can tell the moderator and/or your session manager that you'd like to save a certain question for the live Q&A segment. The live Q&A segment allows you to verbally respond to questions at the end of the presentation.
- Virtual sessions, like with any presentation, are unpredictable. Simulive offers more predictability, less room for technology error (knock on wood), and hopefully will ease any “stage”-fright you might be feeling. You don't have to worry about forgetting something during your presentation.
- The design (live vs prerecorded segments) of your session will be determined by your Prosperity Now Session Manager. Your Session Manager will discuss all of the ideas and ways to engage with the audience during your prep/planning calls.
- During the Summit, the entire simulive session will be recorded for on-demand purposes. For inclusivity, the platform will be designed to have a section for closed captioning. Please note that a live captioner will be present during your session on the event day. We ask that you speak in a clearly and at a moderate speed.
- If you make a mistake, you can keep going and re-do that segment of the session. The pre-recorded portion of your session will be edited by Prosperity Now's design team. We will make sure the polished version is the only version seen.



Preparing Your Content

Make sure to check in with your Prosperity Now Session Manager about your presentation and the design. Will it be offered “live” or will it be pre-recorded or both? How much time do you have and how will questions, and answers be managed?

Audience Engagement

Similar to an in-person event but virtually, think of ways to keep your audience engaged to discourage them from tuning out. Keep content simple, avoiding long-form talks.

Storytelling – Focus on Where, How and Why

Where: Open/close/ presentation structure.

How: Introduce the “hero” or “concept”, then the “adversity”, and then the “win.” People love the messy stuff, your pain points. Attention spans can be short, so intro story should not exceed 2-3 minutes. Including your personal experience is never a bad thing.

Why are you telling this story?

Being Mindful of Your Audience

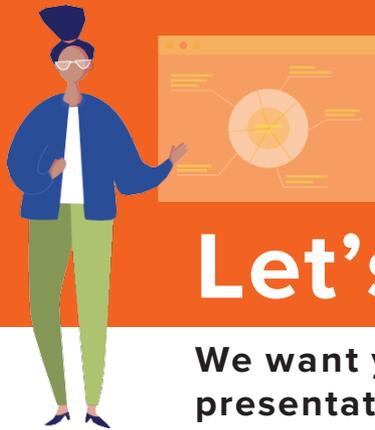
Speak to Everyone.

Embrace a National Mindset.

- ✓ Be sure to review your slides for any cultural sensitivities.
- ✓ If including photos with people in them, make sure to choose a photo that has diversity.
- ✓ Be sure that your presentation and materials (if applicable) are inclusive to all. More 508 compliant (ADA) information can be found in the Resources section of the Speaker Service Center.

Use of Expressions & Gestures

- ✓ Time zones/seasons: Avoid saying “good morning” or “good afternoon” or referring to the season. With a virtual event, your session can be seen at any time of the day or night.
- ✓ If you’re in a panel and another speaker is presenting, you will still be on the screen. Be mindful of your facial expressions.
- ✓ Be mindful of any physical gestures.



Let's Get Technical!

We want you to be as successful as possible when delivering your virtual presentation! Are you set-up with the most up-to-date equipment?

Laptop

- ✓ If you are using a company-issued laptop, company firewalls could be an issue.
- ✓ Make sure you have the optimal browser (latest version) for the virtual platform that will be used. (check system requirements section on page 2)
- ✓ [Click Here](#) for step-by-step instructions from Webinar.net.

Connectivity

- ✓ An Ethernet hardline is recommended over a Wi-Fi connection to provide more stability.
- ✓ Recommended internet speed: 10mbps up and down.

Using Wi-Fi?

- ✓ Boost your Wi-Fi strength – sit close to your router, have as few obstructions between you and your router as possible (i.e., walls, microwaves, TVs, etc.).
- ✓ Close everything on your computer that is not being used for the presentation.
- ✓ If sharing internet with other users, ask them to minimize their internet use during your presentation.
- ✓ Disconnect from your business VPN.

Microphone

Most computers have a built-in microphone. To ensure your voice sounds clear and external noises are kept to a minimum, consider the following:

- ✓ **External microphone** - you can use an external USB microphone that plugs into your laptop and place it closer to you for better audio.
- ✓ **Headset** - a headset with a built-in microphone can also be plugged into your computer. The proximity of the microphone to your mouth will help make your voice be clearer and cancel out unwanted noises.

Camera

Most computers come with a built-in webcam.

- ✓ Be sure to turn on the HD setting for your webcam.
- ✓ An external webcam can be used if your computer does not have one or if the computer webcam could be higher quality. (External webcams have been found to provide the best video.)
- ✓ [Click Here](#) for more tips!



Setting Yourself Up for Success!

Your environment or the location where you are presenting from is just as important as your equipment that you are using.

Location

- ✓ Identify a space where there is minimal to no background noise or distractions in the camera frame.
- ✓ How is the lighting in the room? Take note of the time of day when you will actually present. The natural sunlight could differ if you are presenting during the day or at night.

Your Speaking Position

- ✓ Standing up while presenting will help make this as real as possible. Consider a standing desk or placing your laptop at a higher position to allow you to stand like you are presenting in a room with attendees.
- ✓ If you are presenting on a panel, talk to the other speakers about being the same distance away from the webcam. If one speaker's shoulders are in the image, and you can only see the other speaker's face. This can be distracting. What ever is decided, sitting or standing, etc., all panelists need to be uniform.

Desk/Camera Angle

- ✓ Speak straight to your camera. Your webcam should always be at eye level.
- ✓ While your head and shoulders should dominate the screen, consider standing back a little further so that you can move around a little and not appear stiff like sitting in a chair.



The camera lens represents
Virtual Summit attendees
from across America.

Background & Lighting

- ✓ Keep your background neutral and free of distractions.
- ✓ Have the brightest source of light facing you so that you are clearly visible when speaking.
- ✓ Be sure to check lighting at the time of day when your presentation will be recorded.
- ✓ Avoid having a window in the frame. This will cause the background to be overexposed and you will not be able to see your face.



Rehearse, Rehearse, Rehearse.

While rehearsing your presentation is a must, be sure to account for the fact that you need to rehearse in your home or office setting now that you are presenting in a virtual event.

Your Prosperity Now Session Manager will reach out to you in advance to schedule a dry run, before the actual recording, to make sure you are well prepared too. There will be a production expert from the session platform during the dry run and recording to ensure your session is a success!

- ✓ Consider using a mirror so that you can see how you look while speaking. Position it by the camera of your laptop and play around with either standing up while presenting or sitting down.
- ✓ Use your laptop and record yourself delivering your presentation. Share your video with a colleague or family member to get some feedback.
- ✓ Take a look at how you are presenting; are you looking directly into the computer camera?





Ready, Set, Let's Go!

You've prepared a great presentation. You found the best spot with excellent lighting. You've kicked everyone off the Wi-Fi and your equipment is ready. You even rehearsed. You are officially ready for your time to shine online! Here are some final reminders:

Day of Recording & LIVE Session

- ✓ Log-in early to ensure you are set-up correctly and, test your connection and presenter link.
- ✓ Make sure you are comfortable with the platform + all tools & features.
- ✓ Ensure your computer audio and video are both working.
- ✓ Switch your laptop to "Do not disturb" mode (on Mac or on PC).
- ✓ Keep a small bottle of water next to you.

Remove Distractions

- ✓ Close any applications on your computer that are not needed.
- ✓ Turn off your cellphone, your email pop-ups, etc.
- ✓ Place a sign on your office door with "Presenting – Do Not Disturb."
- ✓ Not speaking? Mute your mic. But don't forget to unmute before you speak again.

Maintain a Strong Voice

- ✓ A strong, clear voice will not only be more audible, but it will also convey authority, credibility and confidence.
- ✓ Don't be afraid to use hand motions.
- ✓ Vary your pitch, speed, and volume.
- ✓ Be natural and enjoy your experience.

Attire: What to & Not to Wear

- ✓ Wear solid colors or jewel tones. Navy looks better than gray or black.
- ✓ Avoid wearing stripes, patterns, white, red, or a color similar to your background.
- ✓ Choose attire that you would wear if you were attending the in-person Summit.

THANK YOU FOR BEING A 2020 VIRTUAL PROSPERITY SUMMIT SPEAKER!

Please visit the [Speaker Service Center](#) for more information including, best practices, tips, deadlines, instructions (for uploading presentations and materials), submitting your speaker bio, and more.

If you have any questions, please reach out to your Prosperity Now Session Manager.

