Presenter Recording Guidelines and Best Practices for the Virtual ADCES20 Annual Conference

RECORDING GUIDELINES

Prior to Session Recording:

➢ Your slides must be submitted into Harvester for ADCES to review by Tuesday, June 30th.
➢ The following tasks should be completed in the Speaker Management Site (Harvester)
  o Complete you Bio
  o Complete Conflict of Interest and Disclosures
  o Upload your headshot
  o Agree to the Policies
  o Sign new Speaker Agreement
➢ Visit the speaker presentation guidelines for more information and resources.
➢ Make sure that you have all your co-presenter’s, moderator and assigned ADCES staff cell phone numbers.
➢ PRACTICE, PRACTICE, PRACTICE! Practice your session with your co-presenter and moderator in the setting you will utilize, prior to your scheduled recording with your ADCES staff member. It is imperative that before your session recording date that you feel comfortable by practicing your presentation / timing, etc. That way, you can make the most of your timeslot with the group.
➢ Test your connectivity and internet speed using a website such as https://speedof.me/
➢ Check your internet speed multiple times during the same day of the week and time your remote recording session is scheduled to confirm consistent performance.
➢ Be sure to test and re-test all links or videos embedded or attached to your presentation BEFORE the session recording to ensure you can access all of them smoothly.

During Session Recording:

➢ Setup a clock or timer for yourself in a viewable distance so that you know to stay on time.
➢ Have your notes taped either to the top of your computer or on the wall in front of you to avoid losing eye contact with the camera and looking down.
➢ When the recording begins, be sure that your video and microphone are muted for the moderator to do introductions.
➢ Do not forget to unmute yourself when you are ready to begin.
➢ Make notes for yourself for when you need to mute your video and audio if you are presenting with someone (s) else and it is not your time to speak.
➢ Try to avoid playing with noisy objects that might distract from your presentation (ex. clicking pens, fidget toys, etc.).
➢ Ensure your computer, alarm, and device notifications/ring tones are turned off (silent) throughout your session.
➢ Limit internet usage from others in your location while you are presenting.
➢ Close all other programs and applications that could interrupt your presentation.
➢ Recording times – plan your session accordingly
  o 15 minute session = 12 minutes record time (this includes intro from moderator)
  o 30 minute sessions = 25 minutes record time (this includes intro from moderator and any questions the moderator may ask)
  o 60 minute session = 50 record time (this includes intro from moderator and any questions the moderator may ask)

Broadcast Day:
➢ Check in with your ADCES Staff person, co-presenter(s), and Moderator via text or email.
➢ Log into the virtual platform using the link that was sent to the email you registered with.
➢ Find your session and be present for the viewing of your entire your broadcast.
➢ Using the chat box,
  o Announce you are in the chat ready to interact with attendees
  o Respond to questions
  o Engage attendees by asking questions or asking their thoughts on a specific item
  o At the end, thank attendees for attending your session
➢ The chat will be recorded and be part of the session on demand recording.

Panels/multiple presenters:
➢ Slides should be managed by 1 presenter
  o When another presenter needs to switch slides, incorporate the request within your statements.
  o Ex. “On the next slide you will see...”
  o Ex. “As we move forward to the next slide...”
  o Avoid saying “Next slide”.
➢ Do your best not to speak over one another.
➢ Speak beforehand about the flow and outline of your presentation.
  o Who will primarily speak on specific slides or topics?
➢ Be sure to engage in conversations throughout, as to keep the presentation light and fluid.
  o Attendees respond to the group’s energy.
  o The more relaxed your group presentation feels, the more relaxed your attendees feel.

BEST PRACTICES AND TIPS

Appearance:
➢ Work appropriate attire is recommended.
➢ It is best to wear solid colors and jewel tones. Navy suits are better than black ones and if possible, avoid stripes or wild patterns.
➢ Contacts are preferred over glasses to help avoid glaring for the viewer. However, we understand that contacts may not be an option and want the speaker to be comfortable.
If you plan to wear earrings, we recommend studs. Hanging earrings can often distract due to movement and occasionally bump against microphones and effect the audio.

Please have clean and neat hair.

Background:

Try to choose a background that enhances your professional image and is aligned with your message, as well as one where you can control the lighting, ambient sounds, and limit interruptions.

Clean, neutral, solid backgrounds are best and allows for the fewest distractions.

Be sure your desk and background are organized and clear of distracting clutter or objects.

Initiate a “closed door” policy during the time of your recording to avoid disruptions from family members or pets.

Lighting:

Make sure you have good front lighting. Do not place the strongest light behind you. The lighting should be forward facing but not directly in your face.

Consider all light sources. Natural lighting is usually the best choice. Please avoid having your window blinds cast a shadow on your face.

If the room you are utilizing to record does not have natural light consider using supplemental lighting, including the lighting emitting from your device.

Audio:

Your microphone should be placed as close to your face as possible.

It is best to avoid using computer speakers and keyboard microphones to record because they pick up a lot of ambient noise around you.

If possible, try using a headset with a mic, earbuds with a mic that plug into your laptop, or Bluetooth earbuds with a mic, or if there is a call-in number, you can call in and turn off your computer speakers and use a headset with your phone.

Video:

Position the camera on your computer so that you do not have it too far above or below you. You want the camera to frame your face, neck, and shoulders. Please avoid angling the camera up at your face or looking down towards your camera.

Practice your positioning and distance.

If you have multiple monitors, make sure you are primarily using and looking at the display with the camera.

Presentation:
➢ Choose a position that you feel is most comfortable and natural to you, whether it is sitting or standing. Standing up provides a higher energy level and forces you to put your body in a more presentation like mode. If you would rather be seated, lean forward as you would if you were presenting at a live meeting or as if you were on a TV news anchor.

➢ Be animated. Just like in a live presentation, you want to present with a little energy and animation. The tone of your voice will go A LONG WAY to engaging content. I’m exciting the attendees. Be sure to speak up and have energy while presenting. Do not worry, if you make a joke, even though it is silent in your space, people will laugh along with you.

➢ Look directly into the computer’s camera, not yourself. Try not to let your eyes wander to other parts of the screen. If need be, turn off your self-view on the camera so that you are not distracted by your own image.

➢ The camera is your audience – present to the camera as you would a live audience.

➢ Avoid only reading from your PowerPoint - much like a live session, people want to hear what you have to ADD to the presentation.

➢ Be aware of your body movements and positions while on camera. A lot of communication is processed non-verbally

➢ Place notes around your computer to remind you to smile and slow down!

➢ Remember to speak slowly, clearly and enunciate your words.