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# MASTERING VIRTUAL PRESENTATIONS & LIVE STREAMING

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# ABOUT PAC

OUR MISSION IS TO ADVANCE THE FIELD OF PUBLIC AFFAIRS AND TO PROVIDE MEMBERS WITH THE EXECUTIVE EDUCATION AND EXPERTISE THEY NEED TO SUCCEED WHILE MAINTAINING THE HIGHEST ETHICAL STANDARDS, SINCE 1954.

THE LEADING INTERNATIONAL ASSOCIATION FOR PUBLIC AFFAIRS PROFESSIONALS

700+ MEMBER ORGANIZATIONS GLOBALLY

NONPARTISAN & NONPOLITICAL

WASHINGTON D.C | BRUSSELS

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# VIRTUAL DIALOGUE: SIGN OF THE TIMES



# POLL: WHAT'S YOUR #1 CHALLENGE IN VIRTUAL MEETINGS?

- A. Getting participants to join
- B. Keeping participants engaged throughout the event
- C. Making sure the web conferencing technology works
- D. All of the above

## QUESTIONS TO ASK... ...BEFORE YOUR ONLINE EVENT

How high is  
participants'  
motivation?

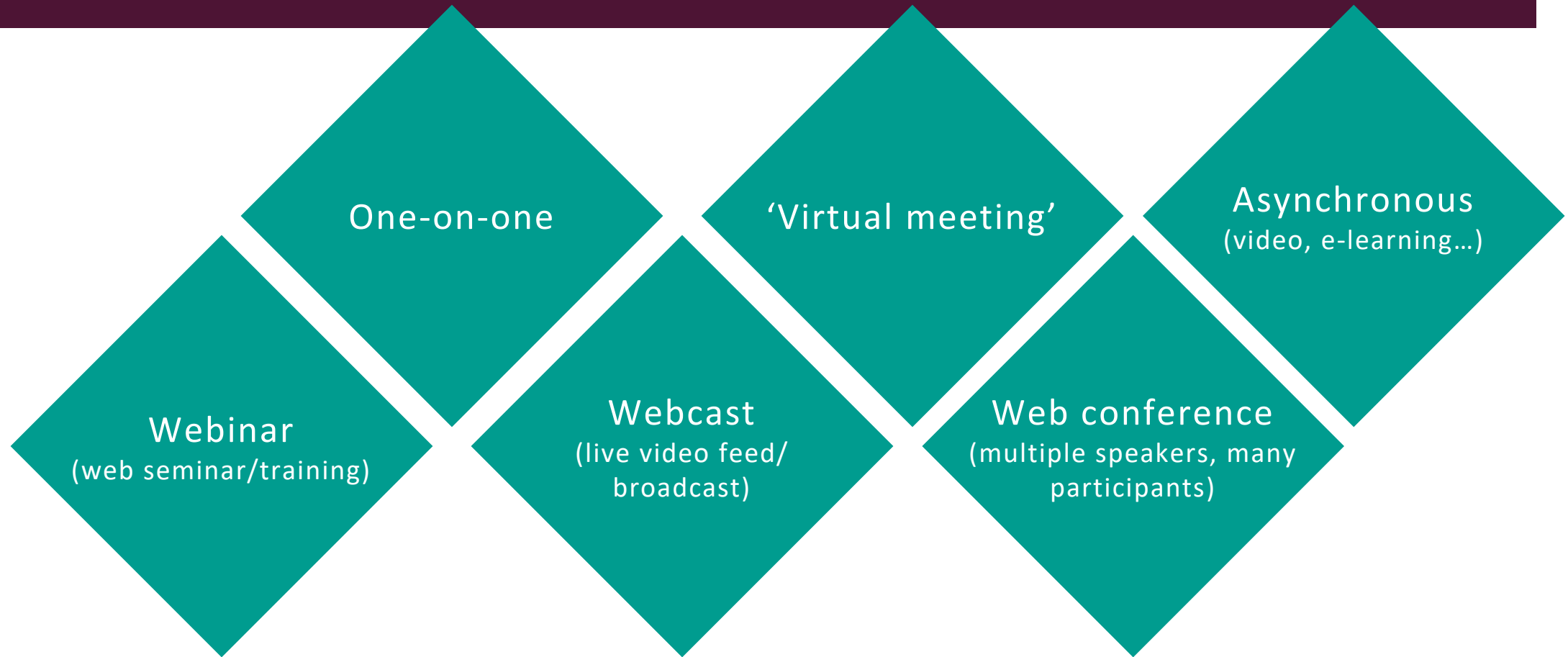
Manage  
expectations  
re: turnout,  
drop-offs

What level  
of interactivity  
will be  
required?

Where will  
the interaction  
happen?  
(voice, chat, ...)

Clarify roles:  
speakers, moderators,  
participants

# VIRTUAL DIALOGUE: WHICH GENRE?



# SETTING UP THE SPACE





# Framing Your Video Shot

Headroom

Eye Height

Angle

Distance (arms length)

Center vs. Rule of Thirds

Hands





## SETUP

1. LIGHT YOUR FACE
2. CAMERA EYE LEVEL
3. HEADPHONE MIC



# COMPREHENSIVE WEBINAR CHECKLIST

- ☐ Pick your topic.
- ☐ Pick a date.
- ☐ Pick speakers and/or hosts and co-hosts.
- ☐ Set your goals and metrics for the webinar.

**6 WEEKS BEFORE**

- ☐ Select webinar platform
- ☐ Decide whether you want to
  - link directly to webinar platform from the registration
  - email them with sign-in details
  - do both
- ☐ Create registration landing page
 

*Make sure to include:*

  - ☐ Title of the webinar
  - ☐ Description of the topic and benefits
  - ☐ Date/time with timezone converter
  - ☐ Sign-in information and/or contact info
  - ☐ Speaker bios, headshots and description of their topic
  - ☐ Hashtag and social links

**4 WEEKS BEFORE**

- ☐ 2 hours before:
  - ☐ Promote on all your social media platforms
  - ☐ Send out a reminder email including all the information
- ☐ 30 minutes before: Have both the host and your speakers call in.
- ☐ 10 minutes before: repost on social media

**DAY OF YOUR WEBINAR**

- ☐ Make sure to record webinar for later downloading.
- ☐ You or the host: give an introduction to the webinar:
  - ☐ Remind the attendees of the hashtag
  - ☐ Explain how the Q+A will work (Chatbox/Twitter/etc.)
  - ☐ Introduce the host or speaker
- ☐ Tweet quotes and slides
- ☐ Gather questions
- ☐ Ask the speakers the questions from the Q&A.
- ☐ Use the hashtag you created and answer questions from Twitter, as well as in the webinar platform.
- ☐ Conclude the webinar
  - ☐ Thank the audience
  - ☐ Let them know what will happen after the webinar
  - ☐ Share your contact info

**DURING THE WEBINAR**

- ☐ Work with your speakers to outline of the webinar
- ☐ Create first draft of webinar slide deck
- ☐ Promote the webinar through
  - ☐ Social Media
  - ☐ Blog post
  - ☐ Email List
  - ☐ Website pop-up or banners
  - ☐ Online advertising
  - ☐ PR

**3 WEEKS BEFORE**

- ☐ Upload slide deck into webinar platform
- ☐ Do a dry run of webinar with your hosts and speakers
- ☐ Test audio, visuals, videos and slides
- ☐ Make any final changes to the set up or slide deck.
- ☐ Set up 4-5 Tweets (slides + quotes) that you can post during the webinar

**2 WEEKS BEFORE**

- ☐ Send out a reminder email to all attendees.
 

*Include:*

  - ☐ Sign-in information or link
  - ☐ Date and time with timezone converter
  - ☐ The benefits of attending
  - ☐ The webinar hashtag
  - ☐ Alternatives if they cannot attend
- ☐ Speaker/Host/Co-Hosts: Set the physical location.
 

Check the:

  - ☐ Internet connection
  - ☐ background and lighting
  - ☐ external noise level

**3 DAYS BEFORE**

- ☐ Adjust landing page copy, or close the landing page down.
- ☐ Create a blog posting or landing page about the webinar.
 

*Include:*

  - ☐ Upload the video recording online
  - ☐ Slides: upload slide deck to SlideShare.
  - ☐ Transcription: only include the relevant content from the webinar
  - ☐ Helpful links (books, referenced material)
  - ☐ Contact details
- ☐ Send link in follow-up email to attendees
- ☐ Send link in follow-up email to absentees

**3 DAYS AFTER THE WEBINAR**

**ADDITIONAL NOTES**

**GET MORE SPEAKING OPPORTUNITIES WITH speakerhub**

## THE CHALLENGE

# ATTENTION SPANS: VERY DIFFERENT FROM IN-PERSON EVENTS

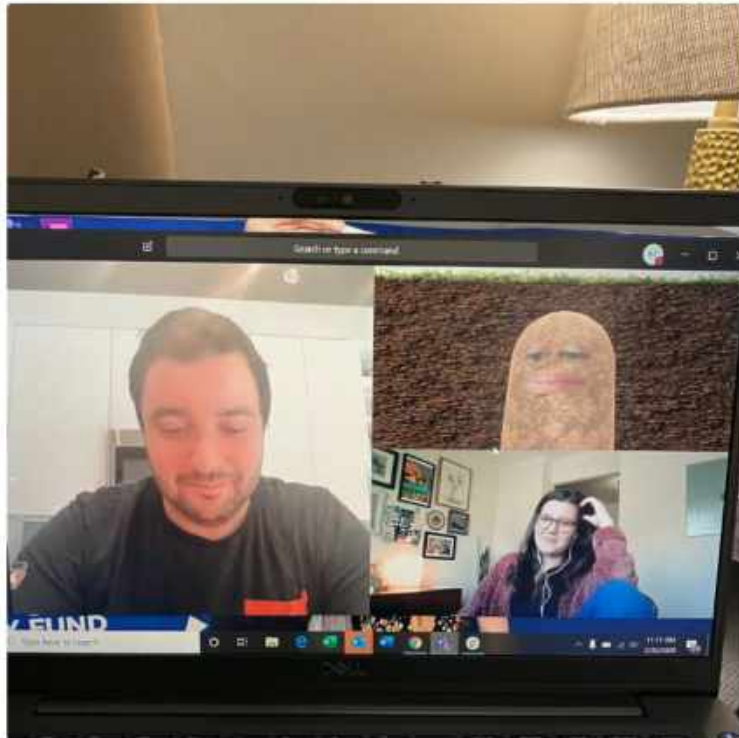
“It’s not you... it’s your slides”  
(and there is still a lot more you can do)



Rach  
@PettyClegg



my boss turned herself into a potato on our Microsoft teams meeting and can't figure out how to turn the setting off, so she was just stuck like this the entire meeting



♥ 841K 3:35 PM - Mar 30, 2020

💬 198K people are talking about this

[boredpanda.com](https://www.boredpanda.com)

# THE CHALLENGE



## THE CHALLENGE

# HOW DO YOU KEEP ENERGY LEVELS UP ONLINE?

Let's discuss.

Please turn your cameras on  
and raise your hand if you'd like to speak.

# PLATFORMS & SPONSORSHIP

Which webinar / web  
conferencing platform should you  
use?



- What are the core features that you need?
- What level of branding / sponsorship is required?
- How many participants and which format will you have?
- Security issues or downloading an app important?

# HOW TO KEEP ENERGY LEVELS UP ONLINE

Play with  
your voice

Make it  
interactive  
(questions,  
chat, polls)

Shorter  
intervention  
per person

Pauses  
and breaks

“Read the  
[virtual] room”

Consider using  
co-presenters







DO YOU HAVE ANY IDEAS & BEST  
PRACTICES TO SHARE ?

LET'S DISCUSS (WITH VIDEO)

# SLIDES: WHAT TO DO (AND DON'T)



**MAKE YOUR SLIDES** *interesting*



**Limited (or no) animation**



Split bullets into multiple slides



**Minimal on-screen text (or annotate)**



**Send as pre-reading handout**



**ON-SCREEN & POST-EVENT VERSION**

BEFORE COVID-19, THIS WAS FUNNY



# VIDEO & AUDIO



# “ZOOM FATIGUE”

Hard to decode  
non-verbal  
communication

Your face only:  
always smiling?

Silence isn't  
golden

Schedule  
no-screen-time  
periods



# CONTENT REPURPOSING

- Once the recording is done, you can:
  - Have it transcribed and published (if marketing is the goal)
  - Cut it into smaller pieces and put it on your website or social media
  - Share the slides on Slideshare or Scribd
  - Turn the audio into a podcast
  - Write a memo with key take-aways
  - Create an infographic from the content
  - Sell it (if the guests also agreed)



Have cabled internet (not wireless)  
+ 4G in case the cabled fails



If multiple presenters, make sure  
everyone has all the slides  
(so they can display/advance it  
from their end if needed)



If your internet fails, have the dial-  
in number ready



Consider pre-recording critical  
parts or speeches to use as a  
backup

## PLANNING, CONTINGENCY



# VIRTUAL MEETINGS MANTRA



Be flexible  
& forgiving

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# ANY FINAL QUESTIONS, COMMENTS?

Connect with me:  
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