

# ATP 2020 Global Conference: Speaker Presentation Guidelines

## Tips for Your Presentation for the Virtual Conference

- 1) **Signal versus Noise** - Virtual fatigue is something that every presenter needs to keep in mind when building their content and presentation. Signal is the meaningful information and content that you want the attendees to be completely focused on. Noise is anything that interferes with the signal. Examples of Noise - Too much data; busy slides; choppy flow; staying too long on a particular item; hard to hear; difficult to follow. Make it easy for the attendee.
- 2) **Audio before Video** - Invest in some kind of microphone for your recorded presentation. There are a number of options that work and are easy to use. Audio is actually more important than quality video.
- 3) **Flow** - spend your time making sure the message connects. It needs to be easy to follow while also building a compelling story that keeps the attendee engaged. The story or message flow is more important than the actual look and feel of the slides or supporting graphics.
- 4) **Hammock Effect** - Attendees will remember and engage with you at the beginning and the end. . Make sure you get to the point quickly and make a compelling case up front. You also want to make sure you give a high level review at the end. Also, create content that moves quickly to keep the attendee engaged.
- 5) **Picture Superiority Effect** - Pictures or Graphics of concepts are more memorable than using words to describe.
- 6) **Body Language** - Remember that you are as much of the presentation as anything. How you deliver the presentation needs to keep the attendee engaged.
- 7) **Energy** - Everything you deliver must be done with energy. Not over the top dramatic energy, but energy that gives a sense of focus and purpose.
- 8) **Voice** - along with the importance of audio (mic) and body language to connect, the voice is a critical element of delivering engagement.
- 9) **Practice** - Run through your presentation several times before recording. This will go a long way when you actually record your presentation. There is a big payoff for this effort.
- 10) **One point per slide** - Keeping the presentation moving is critical for engagement. Keeping one item or point per slide forces you to create a deck that keeps moving.



Welcome! Below are the technical requirements for recording your session for the ATP Global Conference. For this step by step guide we will be using zoom, as the recording software.

*If you have a preferred method of recording outside of zoom, just be sure to deliver a file that is at least 480p in resolution (1080p is best) and either .mp4 or .mov format.*

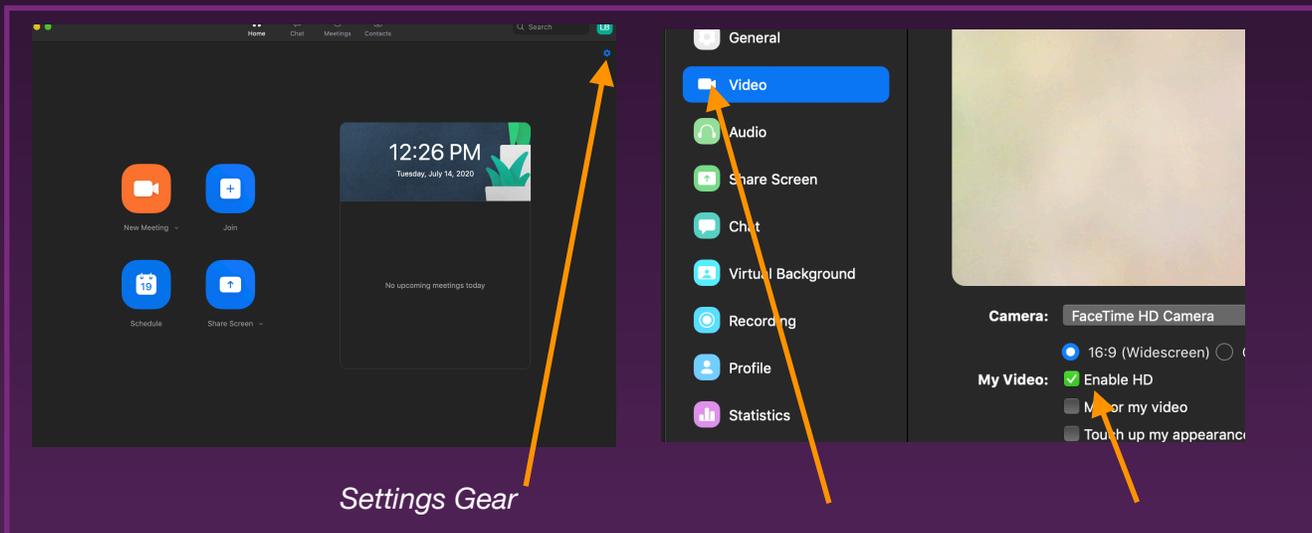
## Pre-Recording

### -STEP 1

Download the **Zoom application**. [LINK](#)  
*(if you use zoom, you likely already have this.)*

### -STEP 2

Launch Zoom. Click “Settings” — Click “Video” — Click “enable HD”



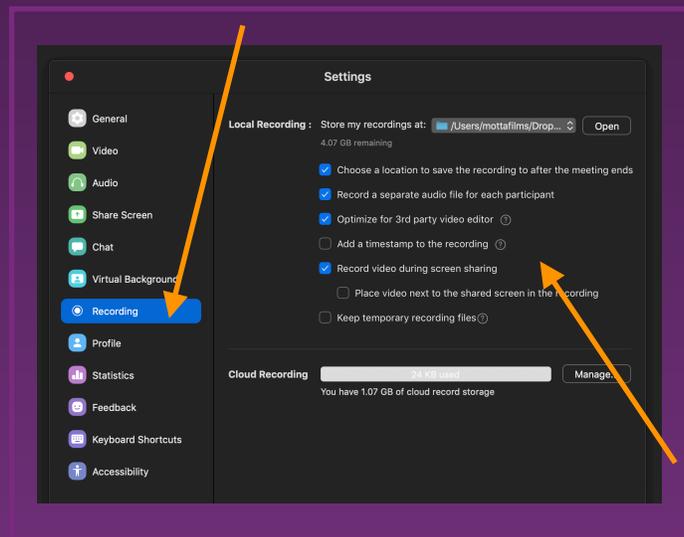
### -STEP 3

While in “Settings” — Click “Recording”  
Enable these features:

- Choose location to save recording...
- Optimize for 3rd earth video editor
- record video during screen sharing

Disable this feature:

- add timestamp to the recording





## **-STEP 4**

**Make sure your Harddrive has at least 1 GB of free space**

*(You can check this on the zoom recording settings tab from the previous step)*

## **-STEP 5**

**Make sure all presenters have stable internet. Wired is best.**

*( not a problem if you are solo)*

## **-STEP 6**

**Open any PowerPoint or Keynote file needed for the presentation prior to starting the Zoom call.**

*( this will make screen sharing more seamless)*

## **-STEP 7**

**Raise your laptop ,or web camera to eye level.**

*( this more flattering for you and a more natural way to present.*

*Using books is a quick way to raise your laptop)*



## **-STEP 8**

**A desk lamp works well or a window next to or behind your laptop.**

*( provides additional illumination and helps the focus be on you, the presenter)*



*If using a window to light yourself, avoid direct sunlight*



## **-STEP 9**

**Avoid bright windows in the background or any other distracting background elements.**

## **-STEP 10**

**If possible use an external usb mic for better quality than a laptop mic  
OR don't sit far from your laptop**

*( sound is actually more important than video quality, if you are looking to invest in gear, buy a good usb mic)*

*[Click here for Mic suggestions](#)*

## **-STEP 11**

**Avoid loud environments, make sure you are in a quiet space. Pets, Tv, people talking, even if in other rooms, can be picked up by the mic.**

*( using a a good usb mic can also help mediate this)*

## **Recording**

### **-STEP 1**

**Launch your zoom meeting.**

**Adjust your camera so there is not much space above your head.**



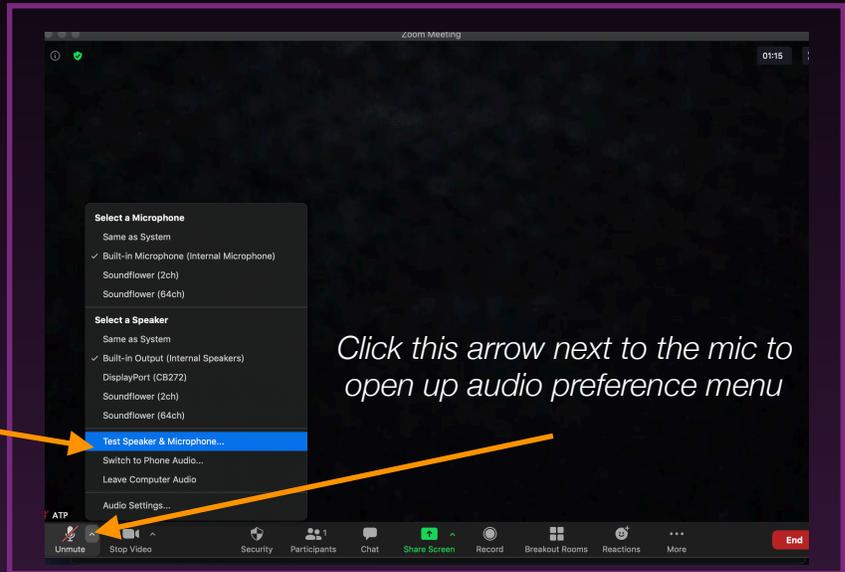


## **-STEP 2**

### **Test your mic and speakers**

*(zoom has this feature built in)*

*Click "test speakers and mic"  
And follow prompts*



## **-STEP 3**

### **Check Audio and video set up/quality of other speakers if applicable**

*(if you have a free zoom account, you'll be limited to 40min for the whole call, take your time setting up then start a new call when you are ready to record)*

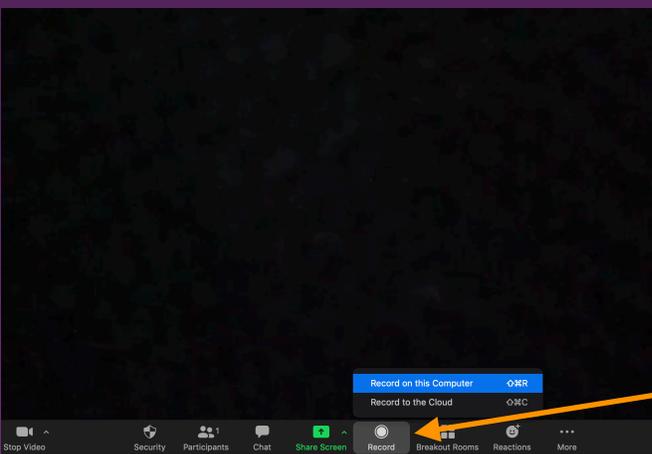
## **-STEP 4**

### **Press Record.**

#### **Select Record to this computer if you have the option.**

*( with multiple presenters the recording will mirror your screen, if you have grid view selected, it will record grid view, or speaker view if you have that selected.)*

*( The recording will not be edited, only the start and end will get trimmed for time, if there is a mistake/stumble while recording your presentation either power thorough it or start over. " )*



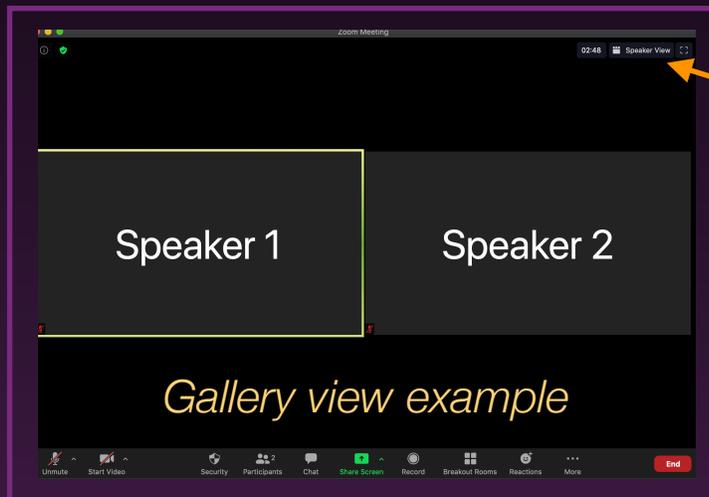


## **-STEP 5**

**Select the appropriate view for the recording.**

(zoom will record whatever view you have enabled.

Gallery view is best for multiple speakers)



*Click to switch between  
speaker and gallery view.*

## **-STEP 6**

**If sharing your screen for a Powerpoint, keep your video on so the recording can still see you.**

## **-STEP 7**

**Hit the record button again when you are done. This will stop the recording. Do not stop recording until the presentation is over.**

## **-STEP 8**

**End the meeting. Once you end the meeting, it will begin converting your recording and prompt you to save in your folder of choice.**

## **-STEP 9**

**Rename the file to the name of your breakout session. Place the file in a dropbox folder, google drive or your preferred method of large file sharing and email it to [atp@designingevents.com](mailto:atp@designingevents.com).**

# Thank you!