

## 28 Best Practices for Presenting Online

1. Keep your slides simple! Use a build to bring your points in one by one
2. Always use a headset and avoid talking over a speaker or cell phone if possible
3. Be sure to ask your audience up front if they can hear you okay
4. Focus entirely on what is most important to your audience
5. Use the annotation tools often to draw attention
6. Tell stories to support your points
7. Add engaging photos to tell your story
8. Have an agenda and follow it throughout the entire meeting
9. Speak with enthusiasm. And smile. It will always come through
10. Make the most of your voice. Speak with volume, clarity and articulation
11. Interact often! Ask questions, field questions, take polls, have conversation, etc.
12. Address individuals by their first name early with smaller groups
13. Have a second computer logged into your meeting so you can see what they see
14. Start your meeting and load your documents at least 30-60 minutes in advance
15. Rehearse and do a dry run ahead of time with someone or your second computer
16. Include photos of yourself, any other presenters, and your audience if appropriate
17. Have a clear structure for your presentation. A beginning, middle and end
18. Begin your presentation with a “grabber opening” to get their attention
19. Add some “Hollywood” to your presentation. Stories, video, graphics, etc.
20. Limit your presentation to 60 minutes if possible, especially if selling
21. Eliminate background distractions, such as kids, barking dogs, dishes, etc.
22. Stand and deliver when you have the opportunity
23. Take great care of your voice – avoid dairy, smoking, caffeine and alcohol beforehand
24. Give incentives to stick around until the end of your presentation, like a free handout
25. Have a co-host or a moderator when possible to make it more entertaining
26. Practice presenting as much as possible. It takes practice to learn the tools
27. Print your notes, but it's best not to “script” your presentation. Work from an outline
28. Know your presentation tool (WebEx, Live Meeting, etc.) inside and out

