SLIDER

PRESENTS

## The Three D's of Virtual Presentations

Simple steps to engaging remote audiences

Devise.
Design.
Deliver.

If you go to a gig you're unlikely to leave before the end of the first song; you'll give the artist a chance. However, if you stream them on Spotify they'll need to be great to keep your attention through even a single track. The same holds for face-to-face and virtual presentations.

Creating compelling virtual presentations takes some specific skills. It's different to preparing face-to-face content. Below we unpack the three steps to effectively presenting to remote audiences, and how we can help.
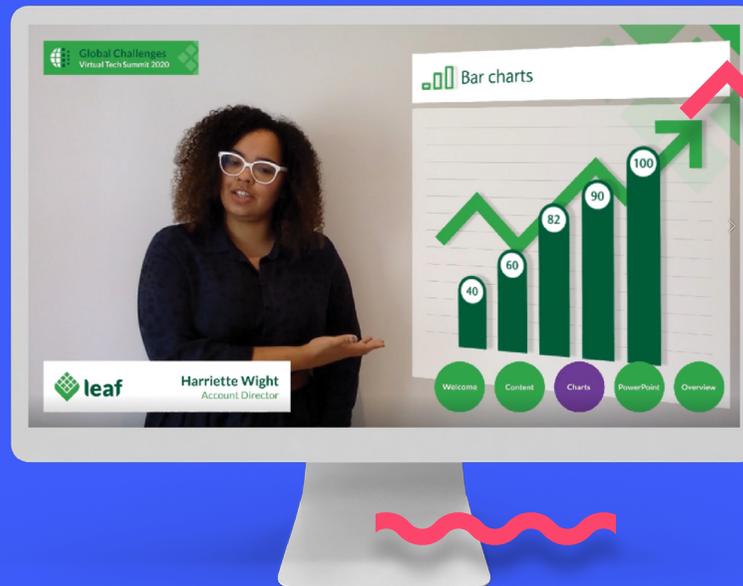
Devise

How are you going to tell your story in a way that takes full advantage of being in a digital space?

How are you going to ensure that rather than turning their attention to another window on their desktop, your audience are fully focussed on your presentation from beginning to end?

Planning your content

Attention

Devise a strong start. Straightaway grab your audience and make it clear why they should come on this journey with you.

Structure

Virtual presentations need a strong narrative backbone, map out a journey and build around it. Focus on sharing ideas not detailed information – point people elsewhere for this.

Conversation

The best way to keep your audience engaged is to get them involved. Virtual platforms provide lots of different ways to interact with the audience, what's right for your presentation?

Memorable

What are you doing to stand-out? Your audience are willing you to be entertaining, to try something different, to be creative.

Duration

TV chat show producers know exactly how long a guest will be interesting for and schedule them for not a second longer. Decide on your duration. The last thing any of us want to be is boring.

Whether it's helping you develop a structure, try out some new ideas or get to grips with the interactive opportunities of your virtual platform, our content experts can help.

Design

When it comes to virtual presentations, screen content has a different role to play.

Even more so than a face-to-face presentation, slides are central to gaining and holding attention.

8 Tips for Designing Virtual Decks

1
Gain attention

Do something eye-catching to gain attention

2
Signpost

Help people know where they are in your story, if they get distracted they can quickly reconnect

3
Be Bold & Clear

Remember you're not in control of the viewer experience

4
Drop the complex charts

Pull out the key points, point people elsewhere for detail

5
Drop the animations & fancy transitions

Animations judder and play at different speeds for people

6
Plan a journey

Use consistent design to draw people through your story

7
Keep it pacey

Don't leave your slides up for too long

8
Be creative

Do something different and interesting – no one wants to be boring!

Watch our 8 tips for designing presentations for virtual meetings **here**

Create your own Election Night Special

One of the biggest drawbacks of virtual presentations is that the presenter and the content are displayed in different frames. This doesn't have to be the case.

Augmented Graphics allow you and your content to appear in the same space. You can do this live or pre-record it.
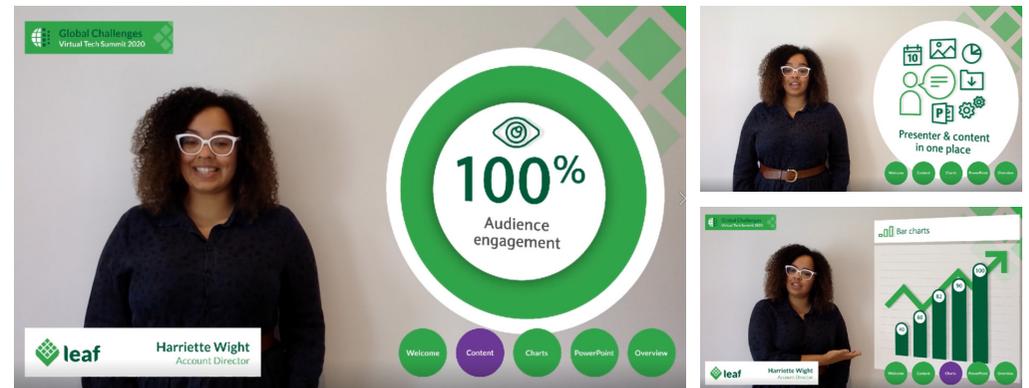
Watch Augmented Graphics in action **here**

Whether it's designing great PowerPoint or helping you add a different dynamic with Augmented Graphics, our specialist presentation designers can help.
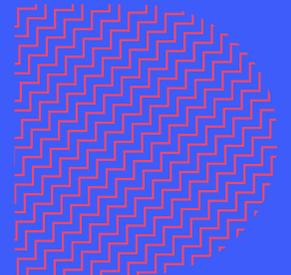
Deliver

In the same way that stage acting is different to film acting, virtual presentations require different skills to face-to-face ones.

Specialist virtual speaker coaching, coupled with plenty of rehearsal time, will help you deliver a presentation that grabs your audience and really makes a difference.

To help presenters master virtual meetings and events, we offer specialist speaker training.

This includes:

+ Achieving strong virtual presence: everything from voice to body language

+ Technology and environment: mastering your virtual platform and designing your setting

+ Audience engagement: facilitating conversation and hosting Q&A

Our speaker training modules can be delivered one-on-one or as workshops, and are supported by videos and tip sheets.
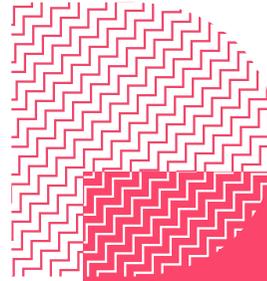
Whether you need help devising, designing or delivering virtual presentations, the Slider Presents team are here to help.

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