

# Best Practice Guide for Virtual Speakers



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### Know Your Platform

- Practice in the same environment and same device that you be using when we record/go live.
- Test your connection and devices
- Turn off any cell phones, tablets, or desktop notifications
- Check the mic and webcam prior the session
- Connect to a strong and stable internet connection. If possible, connect your device directly into the router using an ethernet cable.
- Ensure you test any equipment you'll use on the day, e.g. headphones, microphones
- Laptop should be plugged to a power source
- We will schedule a test with you to check your connection and set up

### On the day

- Choose a well-lit, quiet space with a tidy background
- Mute every device including your mobile phones
- If you are using a laptop, ensure the charger is plugged in
- If you are sharing slides, have these open before the webinar begins so you are ready to share your screen
- Use the same audio/visual equipment as in your rehearsal. Use a plug-in headset if you have one
- Have a glass of water and your notes nearby
- Speak in a clear, positive, and enthusiastic tone of voice to ensure you keep your listeners engaged
- Maintain positioning of your video frame. Try not to move outside of your frame
- Be aware of your speaking volumes and proximity to mic if not wearable
- Be aware of the chat widget for questions asked and audience engagement
- All running unnecessary applications running in the laptop should be closed
- Disable any notifications to avoid any sound or pop-up alerts
- If you are delivering a live session, join the webinar 30-minutes before the session for a final connection test.
- Wear clothing that looks good on cameras such as solids, pastels, etc. Stay away from very bright colors, heavy design, patterns, or noisy jewellery.
- Don't forget to address the remote audience, say hello, and welcome them to the session. Recognize that they're part of the audience and encourage them to engage.
- Look at the camera every 1-2 minutes. The remote audience wants to feel connected and present, as they're in the room.
- Try to include supportive resources such as session presentation, handouts, and other recommended resources.
- If there are any problems, we'll call you. And – if it won't put you off, we can always text you a 'going well' message to your mobile to confirm were getting you loud and clear.

### Have any questions? Contact us

Please reach out to us should you have any queries by sending an email to [MLSpeakers@informa.com](mailto:MLSpeakers@informa.com).