

# Speaker Tips and Guidelines: Presenting to a Virtual Audience

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1. Attire/Appearance:
  - *Don't wear stripes, plaid or highly detailed patterns.*
  - *Solid colors in warm tones are best. Avoid white and light blue.*
  - *Refrain from wearing distracting trims like large bows or numerous ruffles. Remove pens and eyeglasses from pockets. But if you'd like to dress up an outfit, solid basics can be paired with a colorful tie or scarf.*
  - *Makeup: Be sure to blend jawline/hairline well. Choose fleshy tones and use a bit more color on cheeks than usual (just a bit). Soft, bright and medium are best for lip color, and should closely match lip liner. Avoid shimmer, matte is a safe and effective choice.*
  - *For Men - Shave before appearing if you have "5 o'clock shadow" or use a powder close to your skin color to lessen the appearance of your beard. A light powdering on balding heads can prevent shiny spots as well.*
  - *When in a panel, remember that cameras are sometimes placed at low levels. Slacks, knee length or longer skirts are recommended over short skirts.*
  
2. Engagement with Virtual Audience
  - **(At all times) AWARENESS:** *Remember that you are speaking to a remote audience who wants to interact and engage with the physical audience and you.*
  - *Speak to the camera as if it were one additional face in the room - the person you would like to reach the most - rather than a recording device.*
  - *Avoid walking too fast or walking too much, the camera will be tracking your movements. It can be difficult to follow, translating to a jerky, choppy image onscreen. We will predefine a walking area that is within the camera range.*
  - *Great questions to keep asking are "Can our global audience hear me/see me okay?" It will help to keep them feeling engaged. And if*

*you have any hands-on activities, be sure to encourage the remote audience to participate.*

- *When referring to handouts, be sure that these were made available to the remote audience.*
- *If not using formal polling systems, do feel free to integrate any impromptu polling. Generally your virtual audience will readily participate in supplying feedback.*

### 3. Q&A

- *A Tech Moderator will field questions from the virtual audience and feed those via microphone/Voice of God.*
- *A live TwitterFeed will be on display in the room. This is a visual representation of all the commentary coming from Twitter.*
- *The Twitter backchannel will largely be a general discussion, questions and observations of the content being presented, along with networking and conversation. A transcript of this conversation will be captured after the event.*
- *Be sure to repeat back any questions that are not captured by microphone.*