



WORKTANK



**How To Set the Scene
for an Impactful
Virtual Presentation**

Create Engagement From On-Screen

The Recipe for an Impactful Virtual Presentation Relies on Three Key Ingredients: Preparation—Equipment—Connection

Public speaking is stressful for most of us—whether your audience is visible or not. And if you're one of those who thrive in front of a live audience, virtual presentations might throw you for a loop. Worktank is here to help. With our simple guide, you'll be a champ at connecting with your audience from the screen.

We have tens of thousands of live, virtual, and streaming events under our belt—helping senior executives and business groups connect in multiple locations around the globe. We can't wait to help you present an engaging and memorable event.

Preparation



Look good,
feel good



Choose an environment
free of noise
and distractions



Create an even
distribution of light



Frame your face,
neck, and shoulders
(aka: rule of thirds)

Pre-Flight



Test your
connection and
equipment



Rehearse then
rehearse and
rehearse again

Go Live



You got this!

Wardrobe

When you look good, you feel good—and when you feel good, you deliver. Wear comfortable clothing to keep you from constant adjustments and be sure your choices are an appropriate extension of your company's brand.

What To Wear:

- Simple and fitted clothing looks better on screen than loose, flowing, or multi-layered
- Solid colors
- Blues, soft grays, and earth tones are a great choice
- White shirts are ok if worn under a darker jacket or sweater
- Jewel tones like sapphire, emerald, turquoise, and topaz are flattering on everyone
- Simple jewelry

What Not To Wear:

- Baggy, boxy, or linen clothing
- Close, high-contrast pinstripes
- Herringbone, corduroy, busy plaids, or bold patterns
- Bright red, orange/reddish-orange, neon tones
- Logos or trademarked images—unless it's your company's approved logo and relevant to the presentation
- Jewelry that will make noise when moving or hitting surfaces

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Environment

Selecting the appropriate environment is as important as the equipment you are using. Your location should be quiet, distraction free, and provide the best possible background.

Location:

- Find a space with the least amount of activity as possible.
- Minimize distractions.
- Listen for unwanted noise such as electronics, appliances, traffic, and other people.
- Look behind you to see your audience's point-of-view. Your background is a piece of the stage.
- Convey your brand through the artifacts in view. These items should match the tone of your message.
- Consider creating a branded backdrop or hang drapes to hide a distracting background.
- Ensure there are no moving elements on camera; spinning fans are notorious for undue strain on video quality.
- Choose a location with a flat even surface behind you for virtual environments or when using an image for the background.

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Lighting

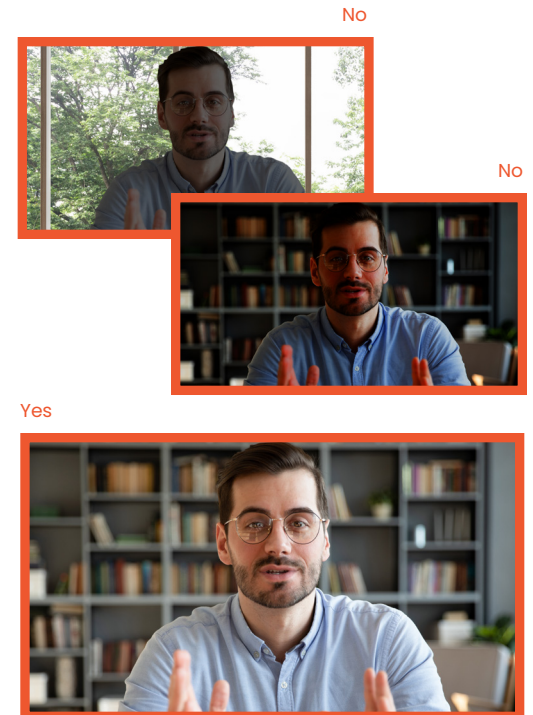
You want to be heard...and seen! An even distribution of light is the goal; best achieved by using multiple light sources from different angles. Webcams will automatically adjust to the brightest source of light and relying on overhead lighting will leave you in the dark.

Do's

- Do place a light source directly behind the camera at eye level.
- Do use additional light sources at different angles to balance light.
- Do utilize desk lamps.

Don'ts

- Don't rely on your monitor or overhead lighting.
- Don't use a single source of light behind you.
- Don't stand in front of, or next to, a window.



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Framing

Just like a picture frame, your shot composition is how you place yourself in the video window. Positioning yourself too high, or too low, within the frame can be distracting and unflattering.

Shot Composition:

- Place your camera slightly above eye level—eye contact is key!
- Use a tripod, or stack of books, to raise your camera to the appropriate height.
- Raise the monitor to a similar height to avoid looking down while presenting.
- Play around with the distance between you and the camera. A moderate distance will give enough space to frame your face, neck, and shoulders. This is called the “rule of thirds.” See an example to the right.
- Stand up while presenting if at all possible. You’ll feel the energy to connect and engage with your audience.
- In a virtual environment or if using an image for the background, avoid moving too close or too far back, and avoid any fast movements.



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Technical Readiness

A strong network connection and hardware that meets the requirements for the virtual presentation platform are crucial to the success of a live virtual event.

Network Connection:

- Recommended 10mpbs upload and download speed (minimum 5mbps upload and download)
- Disable the use of any VPNs
- Disable or remove any devices that compete for network connections (e.g. gaming systems, security cameras)
- Close all non-important programs on your computer
- Ensure no system updates will occur during your presentation

Computer Hardware / System Spec Recommendations:

Follow the hardware requirements for the platform:
[Microsoft Teams](#), [Zoom](#), [WebRTC](#) (Riverside, vMix calls).

Global recommended specs:

- Windows 10+
- Google Chrome or Microsoft Edge (most recent version)
- Dual Core, 2Ghz Processor
- 8GB RAM

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Technical Readiness

When your video is sharp and well-lit with clear audio, you can improve collaboration, content retention, and engagement from your audience. Rather than relying on your computer's integrated options, consider our recommended upgrades on this trio of devices:

External Webcam

Recommendations:

- Logitech Brio
- Razer Kiyo Pro
- Logitech C920 / C922

External Microphone

Recommendations:

- Rode VideoMic NTG
- Sony ECMCS3
- Samson XPD2 Lavalier USB
Digital Wireless System

Lighting Equipment

Recommendations:

- Godox
- UBeesize Halo Ring Light
- Neewer RL LED Ring Light
- LED Cubes
- Lume Cube AIR LED Light
- ULANZ@ L1 Pro Mini LED Light

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Practice Makes Perfect

Just because you live and breath your subject matter, doesn't mean you don't need to do a dry run before the live event. Even those with an Oscar on their mantle rehearse.

Rehearsal Tips:

- Schedule a meeting with yourself on camera and run through the presentation.
- Practice in your chosen location with the lighting and other equipment in use.
- Rehearse several times before materials are due so that you can make adjustments as needed.
- Rehearse again after you've submitted materials for any last minute notes for yourself.
- Have a backup plan if suddenly the construction site next door ramps up, a light blows, or your quick yogurt snack spills all over your shirt.

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The Finishing Touches

Event day is here. You look good, your environment is quiet and well lit, and you've tested everything. You're a trained professional—you got this! There are just a few last details to consider:

Prep Your Computer:

- Ensure network and hardware requirements are met
- Ensure camera position and lighting follow guidance
- Set computer to do-not-disturb mode
- Close and stop syncing non-essential applications
- Open presentation materials to full-screen mode and video(s) cued

Remember To:

- Find a quiet place to present from
- Silence all phones and alarms
- Relax and play to the camera
- Look directly at the webcam to make eye contact and engage with audience
- Speak strongly and clearly for good audio levels



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Questions? Let's Connect.

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