The 4Ps of presenting online

Preparation

1. Make sure the technology is working 100% before you start e.g. your microphone is not on mute, you have a camera plugged in.
2. Check all those invited have the necessary access codes, web links etc. to join the meeting.
3. Think about the tools you intend to use e.g. just the mouse or other highlighter tools on the screen.
4. Decide how much information you are going to let your audience see at one time - keep them engaged (animate slides and use images rather than words, if possible).
5. As with any presentation, know your content inside out. Reading from your slides on video does not look good. You need to make eye contact and speak directly to your audience through the camera.

Purpose

1. Be clear from the beginning (when sending out invites) so that people know what to expect in terms of topic, timing, participation. Circulate an agenda, if necessary.

Process

1. Keeping a virtual audience engaged is challenging. People are more likely to multi task, put you on mute and begin a conversation with someone else or worse still, sneak off to make a coffee. Monitor your talking time and keep things interactive whenever possible.
2. Outline clearly how you intend to run the meeting - when people can ask questions etc. Try to be flexible and feed in interactive tasks.
3. Keep the pace upbeat and watch the time - you don't want to get a reputation for running over.

People

1. It's obvious really but, only invite those who really need to hear what you have to say.
2. Consider cultural differences in communication styles - direct/indirect, task/people focused.
3. Choose your language carefully. If you have non-native speakers in your audience avoid idioms and jokes which don't translate well.
4. Speak clearly and be ready to adjust the volume of your voice to compensate for poor quality sound transmission.

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