

Guidelines and Tips for Recording Your Presentation for the A'20 MN Virtual Conference

General expectations for speakers

- You may wear clothing branded with your company's logo, but you must refrain from making an overt pitch for your company's services or products.
- If making references to political figures or candidates, AIA Minnesota expects that speakers will do so using respectful, unbiased language.
- AIA Minnesota expects speakers to abide by the organization's [core values](#) of Integrity, Passion, Inclusion and Empathy in their behavior as a speaker and in the content of their presentation.
- AIA Minnesota will review all recorded presentations in advance of the conference and reserves the right to ask speakers to make changes to or re-record their presentation when deemed necessary.

Preparing to deliver and record your presentation

- Write a script or talking points before you record your presentation.
- Practice your presentation once or twice before recording so you can feel certain about what you are going to say.
- Do a practice recording of your presentation and review it (or send it to a trusted friend to review) so you can make any tweaks or improvements before you record it a final time.
- Use visual aids that are a supplement to, not a replacement for, the verbal presentation (don't read your slides verbatim).
- Use visual aids that rely more on images than text whenever possible.
- Use your regular presentation language and style; try not to read from a script, or to use jargon or technical language where it is not needed.
- Try having someone sit behind your screen that you can "present" to in order for the recording to feel natural, if that is helpful.

Your appearance on video

- Consider your lighting – having bright lights or a window behind or directly above you can negatively impact the quality of your image. For best results, use soft lighting from behind the camera.

- If using a laptop with built-in webcam, consider raising the height of your laptop using boxes so that the camera is at your eye level or a bit higher.
- Wear clothing that is either without pattern or with minimal pattern to avoid distraction. If you wear jewelry, make sure it does not make significant noise as you present.
- Try to avoid obvious distraction (looking at a phone, responding to background noise, etc.) during your recording.
- Try to also keep your background free of distractions (people or animals moving through the frame, clutter or high-interest items behind you, including photos).
- If you naturally talk with your hands, you should do so in the video—just be mindful of how it appears on screen (or if it is out of view). Try not to cover your face.
- If you are more comfortable presenting from a standing position, set your laptop up to capture you as if you were sitting (but be aware that movements tend to be more significant when standing and may be disruptive for viewers).

Preserving the quality of your sound

- Use a microphone or a headset with a microphone, if you have access to one.
- Eliminate ambient noise around you before recording (close windows, turn off fans, etc.).
- When reviewing your recording, make sure your audio is clear and that your words can be heard throughout.
- Avoid loud page turns or rustling pages if reading from a paper script. Instead, consider using an iPad or other device as a teleprompter (here is a free [Teleprompter app](#)) or stick your talking points to a wall in front of you at eye level.

Special consideration for panelists

- Be attentive while others are speaking, but try to avoid distracting behaviors (i.e., moving notes around, significant posture shifts, eating and drinking, etc.). If you feel your video feed will be distracting, turn it off when not presenting. Make sure you are muted when not speaking.
- Practice any dialogue portion of your presentation to ensure that all speakers understand each other's cues and the way you will transition between presenters.

Questions? Please contact one of these AIA Minnesota staff members:

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