Slide Tips:

Best Practices:

- Keep slides **clear and simple**. Slides should support your words, not repeat the message, containing only the essential information or main discussion points.
- Limit the amount of text on each slide as well as the number of fonts and colors to ensure everything is **legible**.
- Avoid overly complex graphics but do include **dynamic imagery**. Short videos are great to show, not tell or sell.

Slide Requirements:

- **Format**: Use one of the following to design and prepare your slides: PowerPoint, Google Slides or Keynote (see templates in portal)
- **Size**: Use the 16:9 layout
- **Fonts**: Use either Century Gothic or Calibri
- **Required Slides**: All presentations must include the following slides:
    - Slide 1: **Title Slide** - Session title + name, job title, organization and company logo for each speaker
    - Slide 2: **Learning Objectives** - A summary of learning objectives and key takeaways attendees can expect from the session
    - Last slide: **Closing Slide for Q&A** - Include ways to connect with the speaker(s) following the session (may include company logo, as well)
- **Naming**: Save your slide deck using the following naming convention: **First and Last Name**. If there is more than one speaker, use the first and last name of just one of the speakers (doesn't matter which one).

Presentation Tips:

Content:

- Keep in mind that attendees are looking for **tangible takeaways** they can implement when they return to the office. People attend EWTS to learn about the opportunities/applications and challenges of XR and wearables in the workplace.
- **Focus on the How, not the Why**: Don't spend your time talking about why your session topic is important but rather how you did what you did as an end user. Ex. How did you get the funding, find a partner, develop content for the application, work with IT and other departments, overcome specific challenges, train employees on the tech, etc.

- Remember that EWTS caters to a **wide range of industries and business areas**. Make sure your presentation includes enough background material and helpful information to be understood/valuable to professionals even outside your specialty/sector.

Delivery:
- **Do not read slide material verbatim**, unless for particular emphasis.
- Prepare for your session in the **same manner you will deliver it**. In the case of virtual events, this includes the technology you will use and the actual space in which you will record your talk.
- **Room/environment**: Find a quiet area free of clutter and with plenty of natural light (if possible). Light sources should be in front of you (i.e. do not sit with your back to a sunny window). Keep in mind that microphones can pick up the sounds of typing, papers shuffling, and even jewelry.
- Practice until you can **speak from notes and memory** rather than reading from a script, and to ensure you can complete your presentation (and say everything you want to say) within the allotted amount of time. Determine how much time you will spend on key slides (2-3 minutes per slide is recommended).
- **Don't spend too much time on introductions**. Attendees can always look at your profile or reach out to you directly via the online platform following your session. Use the time to communicate your message and share practical advice.

Crafting the Shot:

It would be helpful for you to consider your recording space before your appointment: Think about where the laptop/camera will be placed, what the natural lighting conditions are at the time of day you'll be recording, etc. Don't know much about webcam and lighting optimization? Here's some advice:

- **Eye level**: Whether standing or sitting, the camera should be at eye level. Try a stand or stack of books to elevate your laptop or webcam if necessary.
- **Eye contact**: Look directly at the camera when presenting, not at yourself!
- **Framing**: Make sure there's adequate headroom
- **Backdrop**: Explore potential backgrounds. Wherever you are - at your desk, in front of a bookcase, in your home office, for example - **organize/de-clutter the background** to keep the focus on you. Remove any mirrors or reflective surfaces. It's okay to let some of your personality shine through!
- **Lighting**: Natural light is ideal so, if possible, position yourself facing a window. Use what's around you: What lights do you have (desk, floor lamps, etc.)? Having **one light in front of you and another to the side** will create a fuller light profile.

Try different things (ex. Remove the lamp shade, move your laptop a few inches this way or that) and record yourself using Zoom or another tool to get the look 'just right.' Avoid a backlight or harsh light to one side of your face.

- **Attire & body language**: Wear distraction-free clothing (basic colors against a neutral background for best resolution) and maintain good posture. Slow down and don't sway when you speak.
- **Distractions**: Turn off all devices and apps (do not disturb mode is fine, too)
- **Zoom tricks**: Go to Preferences/Settings >> Video >> Select 'Adjust for low light.' You can also choose a level of background noise suppression under the Audio tab (see below). To enable HD video, go to Preferences >> Video and check the box for HD.

My Video

☐ Touch up my appearance

☐ Adjust for low light

Suppress background noise Learn More

⦿ Auto

◯ Low (faint background sound)

◯ Medium (computer fan, pen taps)

◯ High (typing, dog barks)

Camera

[FaceTime HD Camera (Built-in) ⌄]

☐ Original ratio ☑ HD ☑ Mirror my video

*There is a 1.5-hour block for each recording appointment, giving enough time for our team to evaluate your setup both technically and physically before you actually record.