

GBWS Pre-Recorded Presentation Guidelines

Thank you for contributing your expertise to our May virtual conference, *Grow Your Biz without Social*. To make the experience valuable, consistent, and high-quality for attendees, we've outlined a few simple expectations and helpful guidelines for your pre-recorded session.

Presentation Overview

- **Length:** 20–30 minutes
- **Style:** Workshop-style, practical teaching (not a pitch)
- **Slides:** Optional (if you use, feel free to share the slides with the presentation)
- **Free resource:** You may share 1 relevant downloadable or action-oriented resource for attendees (this is the resource you included in the speaker intake form)

Video & Audio Quality Requirements

To ensure a smooth and cohesive viewing experience:

- Record in a quiet space with minimal background noise
- Use clear audio (external microphone or good earbuds preferred)
- Ensure good lighting (face should be well-lit and visible)
- Record in horizontal (landscape) format, ideally HD (720p or 1080p)
- Speak clearly, with energy and presence — be yourself!

Suggested Presentation Structure

This structure is meant to guide you, not restrict you! Use your unique personality and expertise to make it your own while keeping it practical and focused.

- 1. Intro (2–3 minutes)**
 - a. Briefly introduce yourself and your business
 - b. What is the main topic you'll be covering?
 - c. Why does it matter to entrepreneurs who are starting, scaling, or trying to succeed?
- 2. Workshop Content (15–25 minutes)** - Use a step-by-step approach or framework that fits your topic. Some optional guiding questions:
 - a. What common mistake or myth do you want to debunk?
 - b. What's the strategy or system you're teaching?
 - c. What are 2–3 key takeaways or action steps attendees can implement right away?
 - d. Any examples, visuals, or stories that make it practical?
- 3. Wrap-Up (2–3 minutes)**
 - a. Recap the key points

- b. Encourage attendees to take the next step
- c. Mention your free resource and how it ties into your workshop

File Delivery

- Please upload your final video file and a PDF version of your slides to [our shared folder](#)
- **Deadline:**
 - Preferred: March 20, 2026
 - Hard deadline: April 1, 2026

More speaker information: <https://gillianperkins.com/speaker-portal>