

**A POCKET
GUIDE TO
PUBLIC
SPEAKING
4TH EDITION**

Chapter 26

Preparing Online Presentations

Apply Your Knowledge of Face-to-Face Speaking

- Online presentations
 - ▶ Prepared/delivered like traditional presentations
 - ▶ Select a speech purpose.
 - ▶ Use careful audience analysis.
 - ▶ Offer credible supporting materials.
 - ▶ Continually engage the audience.

Understand the Unique Demands of Virtual Delivery

- Review the equipment.
 - ▶ Familiarize yourself with it.
 - ▶ Rehearse several times with it.
 - ▶ Preparation speeds recovery after technical failure.

Tools Used with Online Presentations

- Broadband Internet connection
- Hardware for recording audio/video
- Software for recording/editing audio/video
- Video capture software

Tools Used with Online Presentations (cont.)

- Web-based presentation software
- Podcasting software
- Popular commercial Web sites
- Online conferencing tools

Focus on Vocal Variety

- Vocal variety replaces body movements.
- Use alterations in
 - ▶ Volume, pitch, and speaking rate;
 - ▶ Pauses, pronunciation, and articulation.
- Replace vocal fillers (“umm”) with pauses.

Provide Superior Visual Aids

- Eye-catching text
- Photos
- Animations
- Video clips

Plan for the Delivery Mode

- Real-time presentations
 - ▶ Connect with your audience in real time.
 - ▶ Synchronous communication
 - ▶ Audience feedback allows you to adapt.
 - ▶ Conflicting time zones can be problematic.

Plan for the Delivery Mode (cont.)

- Recorded presentations
 - ▶ Transmission and reception at different times
 - ▶ Asynchronous communication
 - ▶ Viewed at audience's convenience
 - ▶ No direct interaction with the audience
 - ▶ Must work harder for polished production

Online Presentation Platforms

- Video

- ▶ Video capture software incorporates video clips.
- ▶ Screencast
 - ▶ Captures your computer screen display
 - ▶ Streamed in real time or recorded
 - ▶ Useful for training purposes

Podcasts and Vodcasts

- Podcast
 - ▶ Digital audio recording of a presentation
 - ▶ Made accessible for download online
- Vodcast (vidcast, video podcasting)
 - ▶ Podcast containing video clips

Podcasts and Vodcasts (cont.)

- Podcasts are available through
 - ▶ News sites;
 - ▶ Government sites (Library of Congress);
 - ▶ Commercial recording outlets (iTunes).
- Recording podcasts
 - ▶ Microphone, audio recording software, Web host

Webinars



- Real-time seminars/meetings/training sessions
- Typically include:
 - ▶ Video capture
 - ▶ Screencasting
 - ▶ Interactive functions (chat and polling)

Webinars (cont.)

- Select a title.
 - ▶ Indicates what Webinar does for audience
- Time each aspect; distribute to presenters:
 - ▶ Introduction of speaker(s) and purpose
 - ▶ Length/order of each speaker's remarks
 - ▶ Length of question-and-answer session

Webinars (cont.)

- Rehearse the Webinar.
- Check the meeting room for distractions.
- Check equipment.
- Have printouts on hand.
- Create a backup plan for technical problems.

Online Presentation Planning Checklist

- Be well organized.
- Have reasonable expectations.
- Design powerful presentation aids.
- Keep your audience engaged.

Online Presentation Planning Checklist (cont.)

- Prepare a contingency plan for technical glitches.
- Maintain ethical standards.
- Get in plenty of practice time.