

Recording Tips & Tricks

For Educating Leaders 2023, all poster and on-demand presentations must have a pre-recorded (MP4 or MP3) presentation uploaded by **March 21, 2023**. Please follow these tips when recording your presentation.

Creating Your Presentation

Your **introduction** is more important than ever when recording a virtual session. A good introduction will:

- Capture the audience's attention.
- Motivate the audience to listen by relating the topic to their frame of reference.
- Establish your credibility on the topic.
- Present your purpose.
- Preview your main points (today, I will talk about...).

Designing Your Slides

- **Keep it simple.** Use color sparingly and to make an impact. Avoid visual aids with too much detail. Remember that not every image will mean the same thing to every viewer. Avoid unnecessary animations, fancy borders, ornate fonts and vertical text.
- **Use layouts that enhance your content and message.** Spreading your content out over more slides provides more frequent on-screen change for the audience and is more engaging than one, very complex slide.
- **Use large fonts, maintain adequate spacing,** and keep the edges of your slides clear. Design your slides as if you are creating them for viewers in the back of a large auditorium and assume that many will be viewing your online presentation from smaller laptop screens or even on mobile devices.
- **Assume that people are multitasking** during an online presentation. Make sure the titles on your slides are descriptive and capture the main point of the slide. To retain audience attention, reference your slides often by using phrases like, "What do you see below the picture of the woman on this slide?" or "Look at the data on the right-hand portion of the slide."

Creating Accessible Content

- Please reference Microsoft's [guide to creating accessible PowerPoint presentations](#) for best practices to ensure those with disabilities can engage effectively with your content.

A/V and Technology

- Find a quiet place. Mute or suppress background noise as much as possible so you do not distract yourself or the audience.
- Close any applications or browser windows you are not using during the recording.
- Wear a headset to avoid audio feedback.

- Using a hardline Internet connection is strongly encouraged. If you do not have one, use a high-speed Internet connection. If you live in a very remote area with spotty internet, please let us know by emailing annualconf@aacom.org so we can assist you as necessary.
- If you will be using a laptop to record your session, plug it in.
- If you are using speaker notes, this [video tutorial](#) is a helpful way to ensure you can see your notes while the audience sees only your slides.
- If you are incorporating audio and video into your presentation, ensure that you are using the “Optimize Screen Sharing for Video Clip” and “Share Computer Sound” settings while sharing this content in Zoom. Please reference [this guide](#) for more information. These settings should only be enabled when sharing video or audio. Disable them when sharing regular PowerPoint content with text and images.

Webcam Visuals

- **Adjust your laptop or webcam** so that your head and shoulders take up most of the frame. If you need to, put the computer on a phone book or close the cover of your laptop just enough to fill the frame. Ideally, the camera will be capturing you straight-on or will be slightly above you. This creates the illusion that you are talking directly to the person watching and provides a more personal connection. If the camera is underneath you, the angle will be unflattering.
- **Your main light source**, ideally natural light, should come from behind your webcam and should illuminate your face. If the light is coming from behind you, you will appear silhouetted on camera.
- **Check for visual distractions** on the wall or bookcases behind you and ensure that everything in the camera’s view is neat, presentable and professional. If you are using a virtual background, ensure your real-life background is a plain solid color with uniform lighting. To achieve the best virtual background effect, use a green screen.

During Your Recording

- Be comfortable and be yourself!
- **Avoid wearing busy patterns** that look distracting on camera. Solid colors, especially jewel tones, work well. If you will be part of a live Q&A session, wear the same clothes as you did during your recording.
- Stand up as if you are talking to a full house.
- No matter what is happening on screen, when you are “listening” **look directly into the camera**, rather than at the screen. Otherwise, it will look like you’re not paying attention. *If it helps, close out the window that shows your video so you avoid looking at yourself.*
- **Use your voice to guide viewer attention.** Vary your intonation to keep attendees engaged.
- **Speak in a way everyone can understand.** Try to avoid long words when short ones would do. Use active voice rather than passive. Try not to use a foreign phrase, scientific word or jargon when a plain language equivalent is available.
- Don’t rely only on slide pointers or annotation tools provided on web conferencing platforms.
- Encourage your attendees to share what they are learning on social media.

Watch the recording before you submit it to AACOM

- Double check! Was your presentation recorded?
- Is it the right length?
- Is your voice clear?
- How is the lighting?
- Re-record if necessary.