

Zoom Presentation Tips

The following information is compiled from several sources. The good news is that you do not need to learn a new set of skills to give an successful zoom presentation if you are already familiar with how to give an effective presentation. The same principles apply for an effective in-person presentation as for a zoom presentation, but with special attention given to the following elements.

- Know what your audience is expecting (audience analysis).
- Organization of ideas and the flow of information must be well designed.
- Avoid reading from a script. Extemporaneous style is still the best method of presentation even for a zoom presentation.
- Use an attention getter to connect with your audience early in your presentation.
- Check your lighting, virtual background, mic and speakers. Speak loud enough or use a microphone and eliminate background noise.
- Practice and conduct a “dry-run” of your presentation. Practice by recording yourself on zoom. Don’t be too harsh on yourself as you view your presentation—it can be difficult to watch yourself on video but the learning potential and fine-tuning opportunity is worth it. Your audience will thank you!
- PowerPoint slides should be simple and include images, diagrams, charts, etc. along with simple text explanations as appropriate. Your goal is to get the audience to listen with their ears and eyes (vocal and nonverbal communication). You don’t want them to “check-out” during your presentation due to text fatigue.
- Let the audience see you and the slides at the same time. You want to keep their attention by:
 - Sharing your enthusiasm, excitement, concerns, or other to connect with your audience. The impact that your non-verbal communication and vocal elements have in getting your message across to the audience is even more important in giving a zoom presentation. Your energy level is contagious!
 - Avoid using a monotone voice. No one wants to listen to a robotic voice.
 - Vary your voice inflections, articulate your words and don’t mumble.
 - Be purposeful in your gestures.
 - Sit up straight. Good posture is important in maximizing the volume of your voice.
 - Dress appropriately.
 - Maintain eye contact—yes—eye contact. Smile, nod, lean into the computer screen to show interest, etc.
- Sparingly use “Sparkle” techniques as appropriate.
- Engage your audience (as appropriate) by stopping and asking open-ended questions (not a yes or no question) which helps to keep the audience from losing interest. This also helps to re-energize yourself and the audience’s energy. Remember, you don’t know what other distractions are happening in their room.

Sources:

<https://blog.prezi.com/zoom-presentation-tips/> Zoom presentation tips to bring human connection into virtual meetings. November 01, 2021.

<https://virtualspeech.com/blog/tips-for-presenting-on-zoom> 11 Essential Tips for Presenting on Zoom, Dom Barnard. Jan 24, 2022.

<https://online.uhv.edu/articles/undergraduate-studies/ace-your-zoom-presentation.aspx> How to Ace Your Zoom Presentation. February 24, 2022.