



Online Media Interviews and Presentations

I would like to acknowledge
the Traditional Custodians of
the land on which we meet
today and pay my respects
to Elders past, present, and
emerging.



Doug Weller and Corporate Media Services

Our Training Courses

- Media Spokesperson Training
- Executive Media Training
- Crisis Media Communications Training
- Presentation and Public Speaking Skills Training
- *Onsite f2f / Online*

Online Benefits

Instant

Flexible

Economical

Time Saver

Wider Reach



The Research

‘Presenters can bridge connections with technology - but they **risk a ‘Connection Gap.’**

Even though virtual presentations provide many opportunities and advantages, people are still **largely unsatisfied with their quality.**

*Source - The State of Communicating and Presenting Online
DUARTE*

Your Background

- Virtual or real?
- Both can work
- Branding is good
- Needs to be appropriate
- Needs to be tidy & professional





Appropriate Attire

- Plain top
- Nothing busy
- A head and shoulders look







Lighting

Front facing

- Face a window
- Add a light
- Subtle overhead lighting

No bright rear lights





Your Position

Seated or Standing

- Centre of the screen
- Fill the screen
- A small gap at the top of your head





Sound & Vision

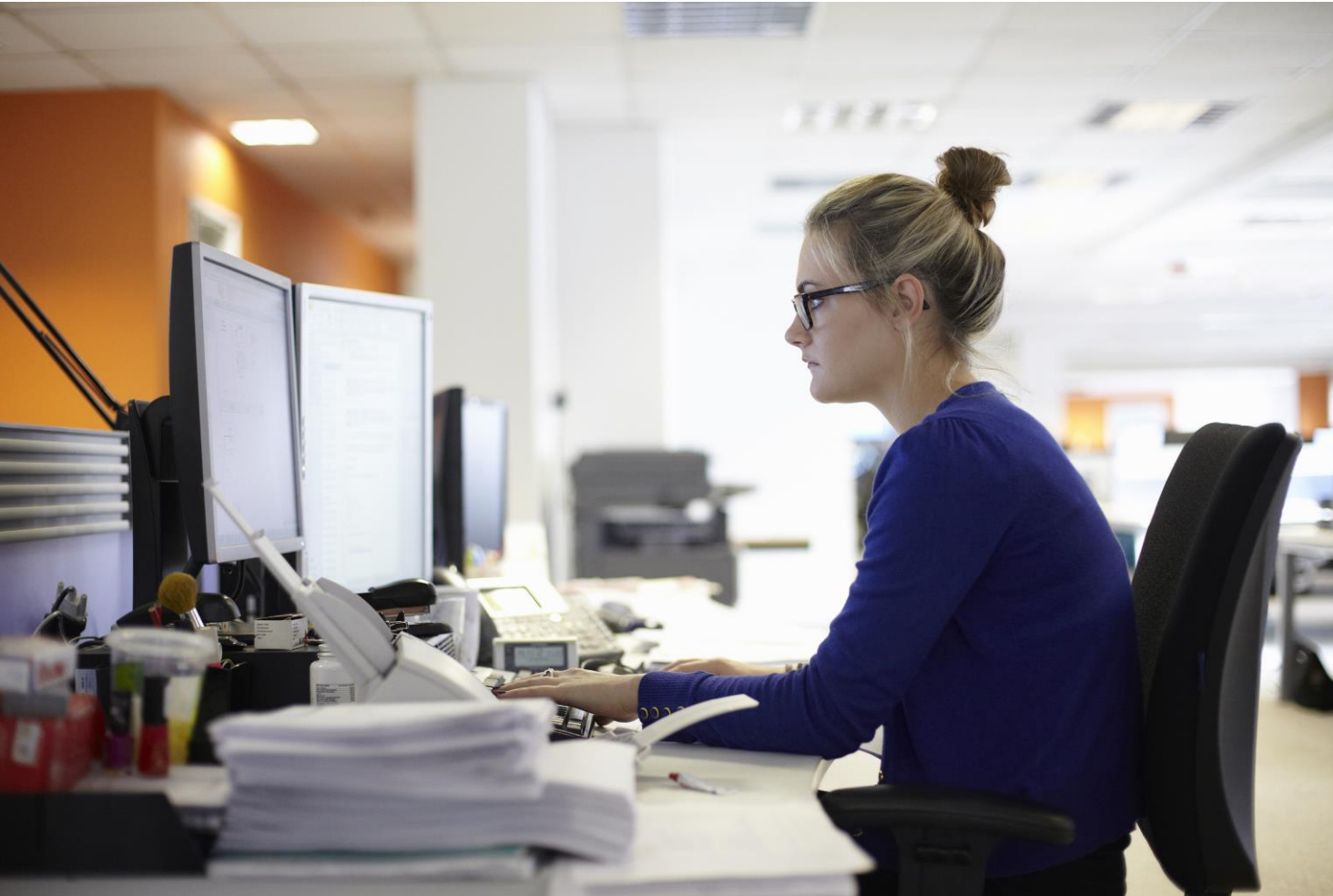
- Check your camera
- Check your microphone
- Consider purchasing an additional camera and/or microphone



Energy

- Come alive
- Be animated but be yourself
- Present standing
- Adjust your desk
- Insert yourself into the presentation





Where to Look

- Talk to the camera
- The camera is the audience
- If you look away, refocus
- Practice





Distractions

Tapping

Pens

Watches

Kids & pets



**KEEP
CALM
AND
GO
ONLINE!**

The Checklist

- Check equipment / rehearse
- Professional background
- Correct attire
- Correct lighting
- Correct position
- Good sound and vision
- Look at the camera
- Inject energy
- Avoid distractions

Training Courses

Media Spokesperson Training

Executive Media Training

Crisis Media Communications Training

Presentation Skills Training

Questions?

