

# ZOOMING INTO MEMBERSHIP



VIRTUAL EVENTS



INVEST

JOIN

ADVOCATE

CHAMPION

CONNECT

PROTECT

## Zooming into Membership: Beyond the Basics for Virtual Presenters

### The Advanced Control Panel

- **Always use your camera.** It will help you connect with participants. Learn to use your camera options and settings. During the event, remember the camera is always on, so be aware of your facial expressions and smile a lot.
- **Be aware of camera location.** What do your participants see? Ideally, you should be centered in the shot—head and shoulders. Adjust the camera location.
- **Experiment with lighting.** Find a place where you are lit from the front, preferably by one source of light only. You may need to move your device. Do not sit with a window or light source behind you because your face will be shadowed.
- **Check your background.** Avoid distractions like posters, signs, books—anything that takes attention away from you. If you use a virtual background, keep it simple and make sure it doesn't glitch, as that can be distracting.
- **Experiment with sound.** Where do you need to sit for your device to best pick up your voice? Will a headset help, or will it be uncomfortable or distracting? If you use a headset, find the mute button, and learn where to best position the microphone.
- **Test your tools.** If you plan to use them, practice using annotation tools and polls so you can build activity and fun into your Zooming into Membership event.

### Before and During the Presentation—Presenters

- **Silence devices you are not using.** If the silenced devices vibrate, move them away from you, preferably to another surface. Block pop ups if you plan to share your screen and have the presentation and/or videos cued up and ready to go.
- **Be enthusiastic and expressive.** Pretend you're on TV. Vary your tone and speed, share your excitement, and talk *directly to the camera*, not to the screen, when you present.
- **Watch the time.** Adjust if your presentation is running long.

### Before and During the Presentation—Host PTA

- **Be sure more than one person is ready to present** in case technology fails. Before you begin, make sure all presenters have the script or outline and know where they present.
- **Engage participants in activity every 10-12 minutes.** Adults need time to process. Give it to them. Ask questions, encourage chat box activity, add a poll, or use the whiteboard.
- **Assign official timing responsibility to one member of your team.** Charge that person with prompting presenters to move along. All presenters, especially the host, should be watching the time and adjusting accordingly. Plan for 45 minutes; do not exceed 60.
- **Start and end with a fun activity.**
- **Be sure participants know how to ask questions.** If you are using Zoom features like annotation, be sure to provide directions for participants at the start.