

5 Tips for Delivering an Engaging Virtual Presentation

Due to COVID-19, many conferences and learning opportunities have shifted to virtual events, which requires new ways of delivering research. Below are practical tips on how to effectively deliver research science to a virtual audience, the best way to use stories and images for maximum impact, and how to create buzz for your session using social media.



1 Focus on Content Delivery

Your content is the meal and your delivery is the plate.

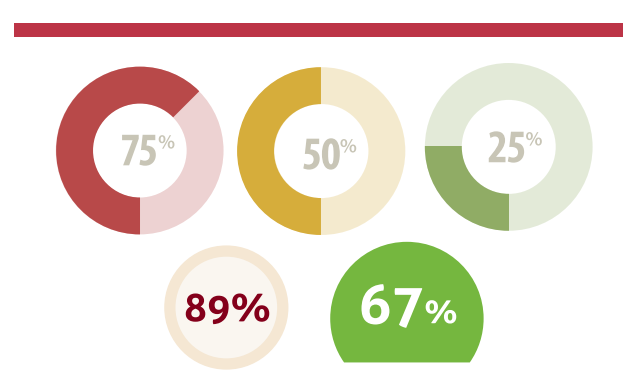
- Tell a story in your presentation—balance scriptedness and genuine delivery
- Create an agenda and stick to it
- Sprinkle in anecdotes and real-life examples
- Use verbal (e.g., “As you can see on this slide...”) and non-verbal (e.g., looking at the camera) cues to grab attention



2 Do the Prep Work in Advance

Every audience is different so every presentation should be too.

- Tailor different slides to different presentations
- Set up your camera and test how your background and lighting look, as well as how the audio sounds
- Practice, practice, practice
- Silence any distractions or notifications before you start presenting



3 Use Visuals to Reinforce Your Message

Use plenty of images and limited text to highlight the main points you want to make.

- Use simple & consistent design
- Include only one concept per slide, with a limited amount of text
- Limit use of clip art & ensure that any charts, graphs, or visuals are readable
- Use consistent fonts and text placement

4 Plan Opportunities for Interaction

We are all dealing with video fatigue these days—and sometimes people multitask during online presentations—keep people engaged by creating opportunities for active participation.

- Ask precise questions that make it easy for attendees to respond
- Don't fear silence as it takes longer than you think for people to respond
- Use what you get. When people offer a reaction or answer, respond thoughtfully to encourage more
- Various platforms offer different options for audience engagement so be thoughtful about what will work best for your audience

5 Use Social Media to Your Advantage

Social media is a great way to promote your presentation.

- Use the relevant hashtag for the conference or event
- Tag any related organizations or team members on Twitter
- Include any related conference or event links
- Use pictures to draw more attention to your post



Learn More

Check out AcademyHealth's blog for more tips on operating in a virtual environment:

- [How to Create Meaningful Connections at the 2020 Virtual Annual Research Meeting](#)
- [Four Tips to Increase Audience Engagement When Presenting Virtually](#)

About AcademyHealth

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