

A woman with dark hair, wearing a white lab coat over a dark top, is seated at a wooden desk in profile, looking towards a computer monitor. The monitor displays a grid of many small video feeds, suggesting a large online meeting or lecture. On the desk, there are several books, papers, and a keyboard. To the left of the monitor is a large green plant in a glass vase. In the background, a calendar for the year 2020 is visible on the wall.

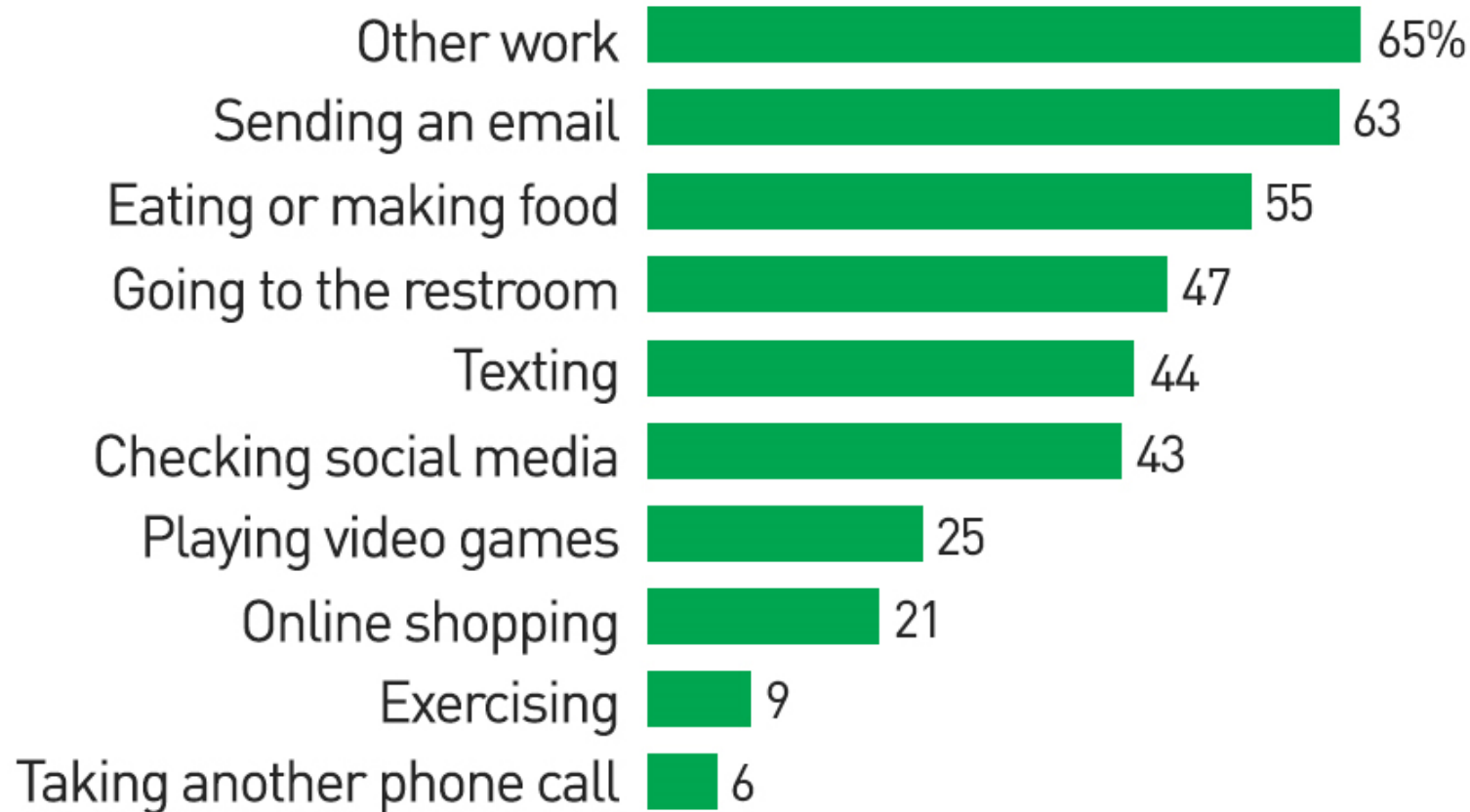
Best Practices for Hosting Online Synchronous Lectures

Ruthy Salomon, 2020

What do you
think your
listeners are
doing while you
are giving your
lecture?



WHAT ELSE ARE EMPLOYEES DOING DURING A CONFERENCE CALL?

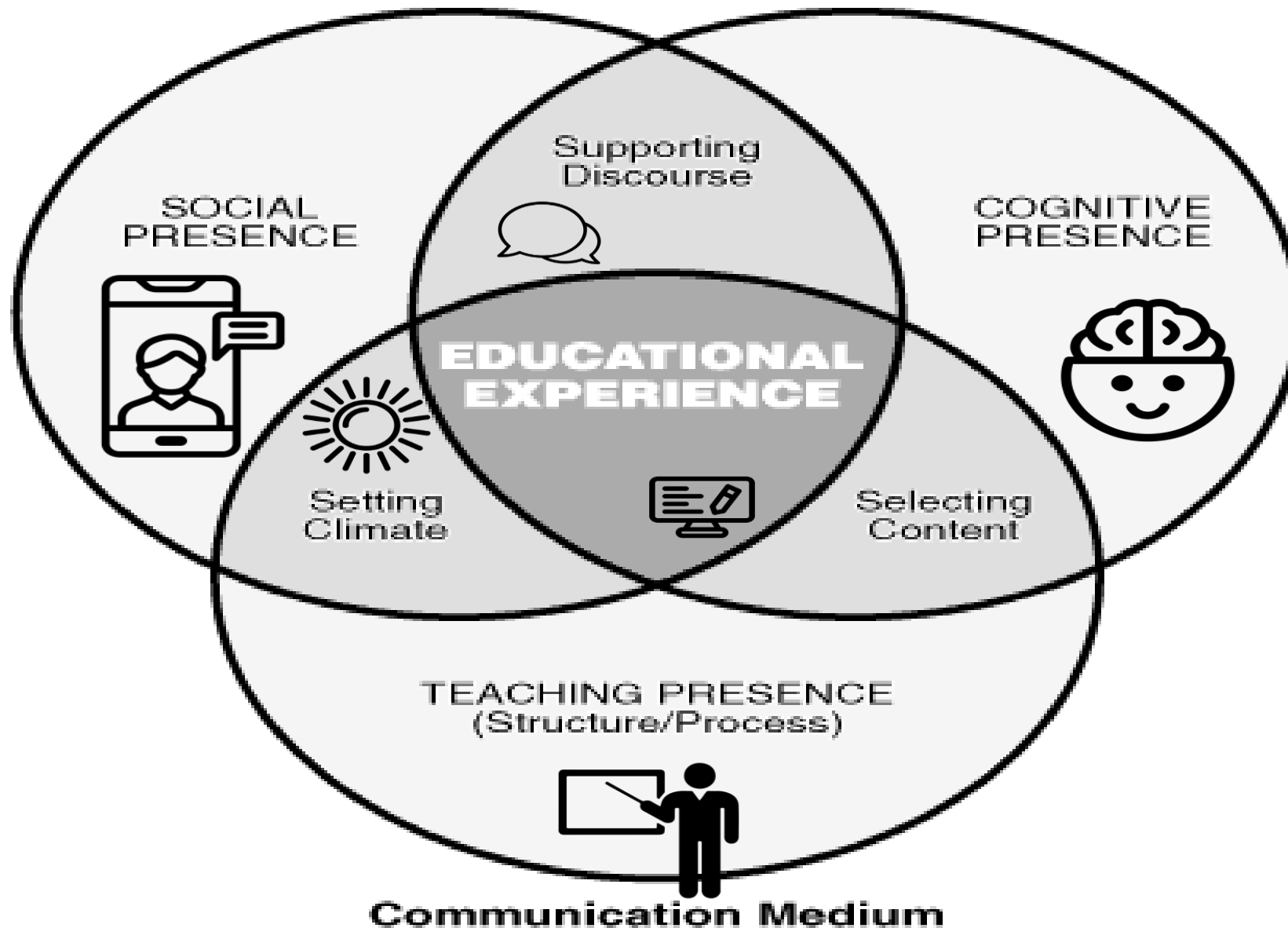


Source: Intercall - HBR.org

What are you
listeners
doing while
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your lecture?



Community of Inquiry



8

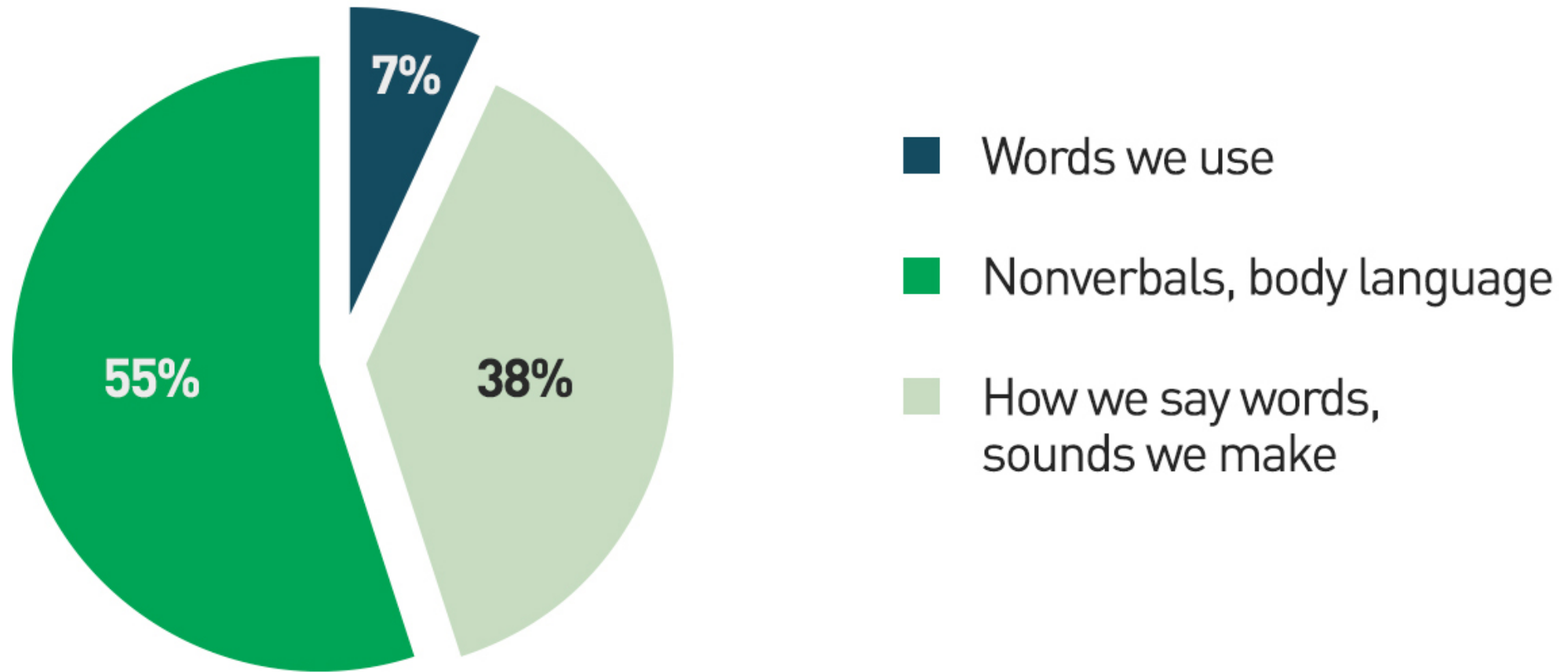
Tips to ensure your audience keeps their eyes on your web presentation, and off of their email.



1. Increase your visibility

- Many presenters complain that they can't see their audience. But the bigger problem is that (most of the time) they can't see you.

HOW WE COMMUNICATE



1a. Set the scene

- Reduce background noise as much as possible
- Arrange the desktop
- Look for a "relaxed" corner in the house
- Wear a shirt with a color that contrasts with your background color (not white on white)
- Put on some makeup

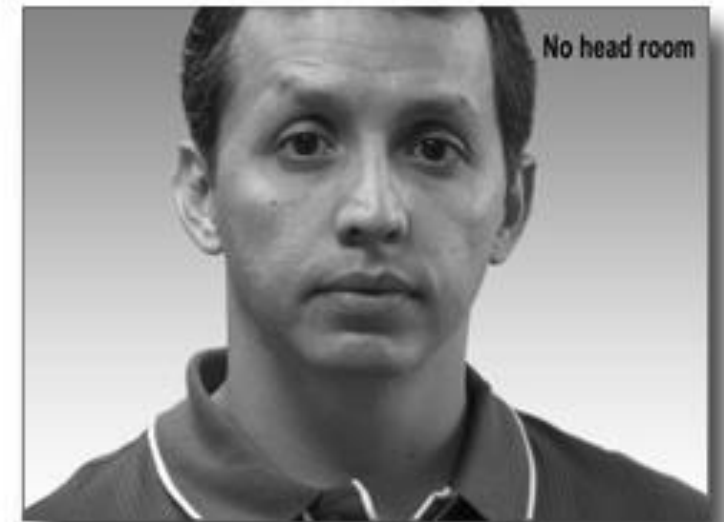




1b. Composition

- The Law of thirds
- Head room





1c. Lighting

- Daylight is better than nightlight
- Make sure the light is in front of you and not behind you
- When there is no daylight, use a small night light that will reflect light to the wall in front of you







2. Leverage your voice

- When you remove the physical component from your presentation, your voice carries a much larger load. As your primary communication tool, you need to make sure you are in your best possible voice.

2a. Sound

- Use headphones. Any headphones. With a microphone
- Speak close to the microphone
- Do not use the computer / phone built-in microphone



2b. Intonation



it is my house



it is my house



I am your father!



I am your father

W → **W** ↗ **W.** = Question

W → **W** → **W.** = Statement

W → **W** ↘ **W.** = Command

3. What is the benefit to the audience?

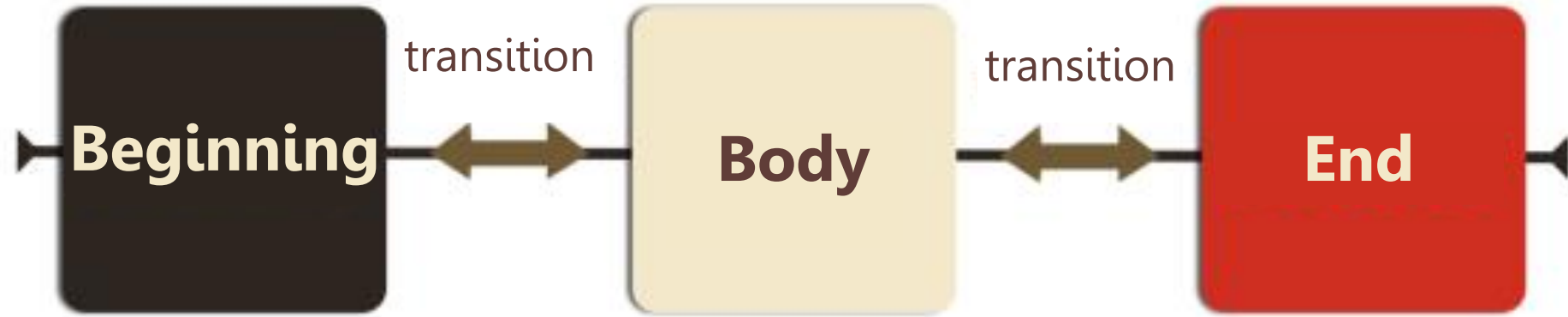
Indirect benefit

Direct Benefit





4. Break your lesson up into Chunks





Subject



1

Hook



2

Overview



3

Benefit



4

פתיחה



5. Hook the audience from the beginning

- Surprise the audience, Ask the audience a question, Tell a story, Define the problem dramatically



6. Prepare a good ending

- Call to Action, Revision and summary, short story, A thought-provoking sentence, Inspirational quote

7. Embrace the Pause

- It can be a great tool for giving your audience a chance to process what you've said, ask a question, or make a comment. There are other strategic uses for the pause as well. A pause before revealing something important can build anticipation, while one at the end of a sentence can reinforce a key point.



8. Regularly re-engage your audience's attention

- In order to keep your audience engaged, you need to build some interaction into your presentation. With the average focused attention span of humans hovering around 5 minutes, sporadic attempts at interaction are not going to cut it.

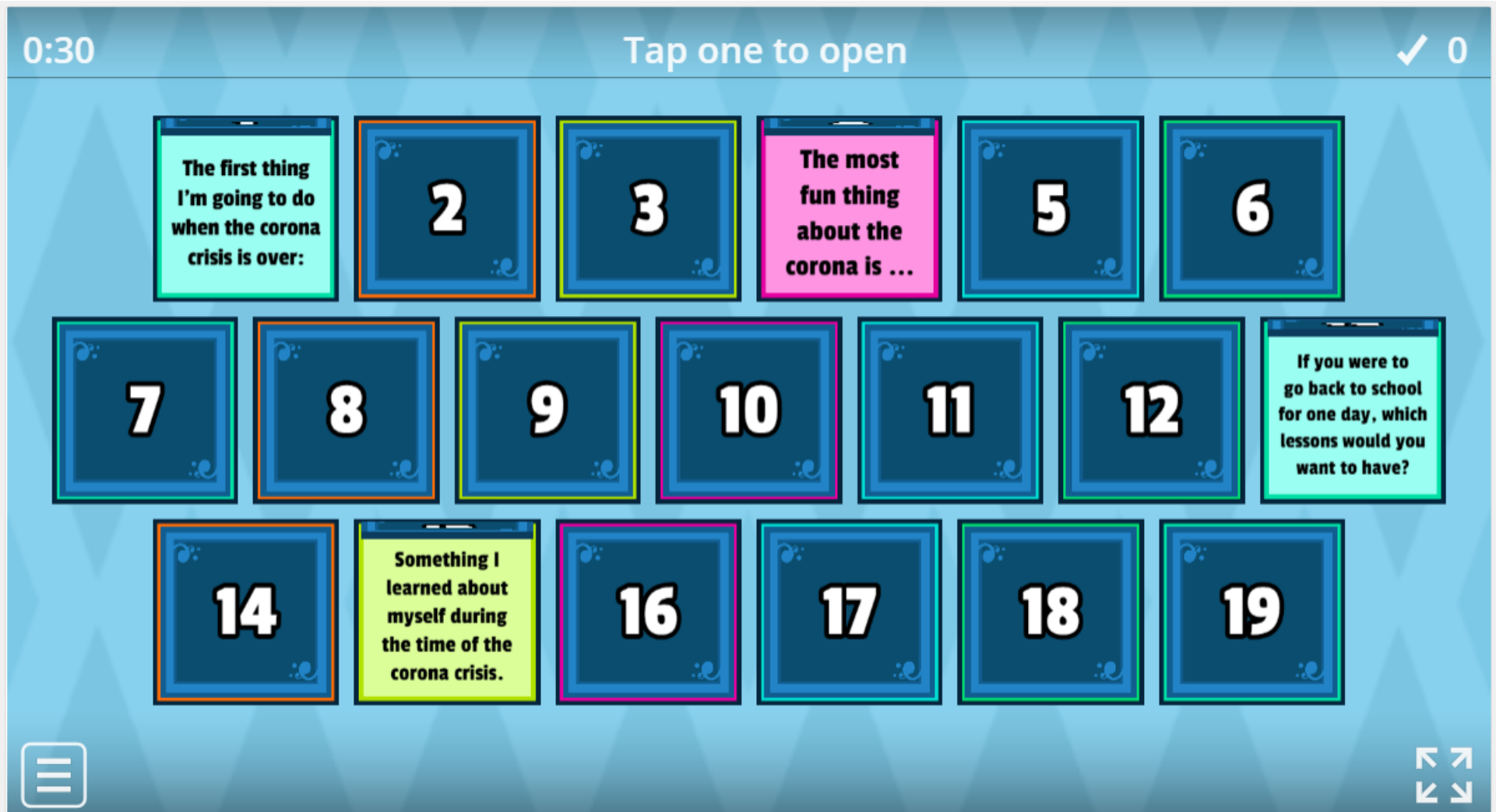


By:

- Asking a direct or rhetorical question,
- Soliciting feedback or comments,
- Using engaging images here and there,
- Telling an anecdote that illustrates your point,
- Providing an example to explain a point
- Showing a brief video clip that ties into your message.
- Use anything that's relevant and breaks up a monotonous pattern, and you'll come across as a more engaging presenter.



2 Tech Tools for online interaction
and 1 for recording videos





< Online Presentation

 **Overview**  Participants  Responses  Posts  Presentations



44 participants



50+ responses



0 posts



1 presentation

<https://www.zeetings.com/ruthyegap#100/0010-4675-0002>



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