The Presenter's Guide to Internet Broadcasting

If you are asked to deliver a presentation at a conference then the chances are nowadays that your presentation will be broadcast live on the internet and archived for access by those unable to attend or view on the day.
A few simple guidelines will help make the experience less daunting for the presenter and more enjoyable and engaging for the viewer.

1. The old adage "Out of Sight, Out of Mind" perfectly sums up many presenters when dealing with Internet Broadcastings. Be courteous and acknowledge your online audience as well as the delegates in the conference hall.

2. Be sure that your microphone is turned off or way down prior to commencing your presentation. Often inadvertent comments can be made with embarrassing consequences.

3. If you are using a microphone on a lectern please remember not to look away or move away when speaking as this will cause the volume to drop significantly.

4. Remember to look at the camera occasionally just as you would maintain eye contact with your audience.

5. If you can try and submit an abstract of your presentation prior to the conference. This helps make the conference programme more informative and helps when creating the presentation descriptor.

6. It is imperative that you supply your PowerPoint slides at least 24 hours prior to the conference. If these are only made available at the very last minute and are a substantial size, we may not be able to get them uploaded in time resulting in a poor viewing experience for the online delegate.

7. Please make sure that you have permission to use the slides in your presentation and do not use copyright images unless you have the right to use those images.

8. If you are a Mac user please export your presentation to PowerPoint.

9. If you intend to use video clips or DVDs please inform the organiser well before the conference so that they can be incorporated into the Internet Broadcasting.

10. If some of your slides / graphics are of a confidential or sensitive nature please make the organiser aware of this so that they can advise the Internet Broadcasting company not to include them in the broadcast.

11. Try to avoid standing in front of the projection screen as having text displayed on your body or forehead can affect your credibility. It also makes the camera operator's job very difficult.

12. Where possible try to stand with the projection screen to your left as this provides a nicely balanced picture for the Internet Broadcasting.

13. When taking questions from the audience please insist on waiting until they have a microphone. Even if the audience in the conference hall can hear the question, rest assured that the online viewer won't unless the questioner has a microphone.

14. If you can, repeat the question both for the benefit of the conference delegates and the online viewers.