

Professional Development Series
Public Speaking Part II: Online Events
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Reflection Activity



Activity

- What do you think are the differences between in-person speaking & online speaking?
- Which do you prefer? Why?
- If you have given a speech or recorded a video to be used online, how satisfied were you with the results?



Agenda:

- F2F and Online Speaking
- Types of Online Presentations
- Advantages and Disadvantages
- Audience
- Composing & Facilitating an Online Presentation
- Preparing for Technology Failures & Effective Tips on Presenting
- Final note about Public or Private



General Preparation for F2F & Online:

GET COMFORTABLE
WITH THE CONTENT

- Plan and Prepare:
 - Research the topic
 - Select the content (scope of the presentation)
 - Reflect on the location, technology, and audience characteristics
 - Write an outline or script

GET COMFORTABLE
WITH THE DELIVERY

- Practice:
 - Rehearse out loud and with the equipment and aids you plan on using
- Have good role models to emulate



Online Presentations:

- Broadcast on a computing device
- Includes:
 - Speeches
 - Podcasts
 - Videos
- Why deliver online?
 - Space limitations
 - Time and money constraints



Synchronous vs Asynchronous

- Synchronous
 - Live
 - Real time
- Asynchronous
 - Prerecorded
 - Viewed when recipient chooses



Synchronous Presentations

- Streaming video
 - Speaker addresses audience
 - Limited or no interaction
- Webinars
 - Online meetings
 - Deliberate use of interactive tools
 - Videocasting
 - Screencasting



Asynchronous Presentations

- Limitations
 - Unable to interact with audience
 - Inability to adjust based on feedback
- Advantages
 - Time to carefully prepare
 - Ability to edit and redo
- Formats
 - Videos
 - Podcasts
 - Vodcasts



Advantages of Online Presentations

- Saves time
- More flexibility
- Can be edited



Disadvantages of Online Presentations

- Technology failure
 - Loss of connection
 - Software glitch
 - Hardware failure
- Sensory limitations
 - Lack of audience feedback
- Delivery issues
 - Stiff presentation
 - Lack of vocal variation



The Amorphous Audience

- Unknown group
 - Shape
 - Size
 - Form
- Created by messages
 - Select a message that will attract your target audience



Speaking to an Amorphous Audience

- Primary goal: publicity
- Two main concepts
 - Circulation
 - Promotion



Composing & Facilitating Online Presentations



Goals

- Be seen
- Be heard
- Pay attention to aesthetics
- Prepare backups



Composing Online Video

- Lighting
- Color
- Composition
- Sound



Lighting

- Use a brighter-than-normal setting
 - Control for glare
 - Control for shadows
- Use three-point lighting
 - Key light
 - Backlight
 - Fill light



Color

- Color = information
- Coordinate colors
- Choose colors that show up well



Composition, Movement, and Background

- Composition
 - Visual field of your message
 - Typical orientation is toward the screen
- Movement of the camera
 - Keep steady
 - Position at eye level
- Background
 - Appropriate for the situation



Sound

- Ensure audibility
 - Speaking
 - Soundtracks
- Eliminate background noise
- Consider using a headset with a microphone



Preparing for Technology Failures

- Test equipment ahead of time
- Make backups
- Select a reliable Internet connection
- Avoid hyperlinks
- Practice with your technology



Tips for Effective Online Presentations

- Practice!
- Be energetic
- Maintain focus
- Keep the audience engaged



Non-Verbal Communication

- Body posture
- Eye contact – look at the camera lens
- Facial expressions
- Outfit – dress appropriately and comfortably



Public or Private?

- Face-to-face public speaking
 - What is shared is assumed to be open and subject to scrutiny
- Content on the Internet
 - Less clear
 - Once posted, it's out there
 - Cannot assume privacy for content you post



Questions?

