

## Preparing to record your presentation

Thanks for your involvement in our upcoming conference. We are aiming to produce a high quality experience that will keep delegates engaged during the live event, and wanting to come back to watch your presentation for 3-6 months afterwards. All content will be available after the live event is finished.

We are aiming for an international-standard conference presentation, which is a 'notch-up' from a virtual meeting or catch up with your on-line team. We will achieve this if you invest some time to rehearse your talk, use a written script and have a well-structured presentation.

To help meet our desired high-standards, we have prepared the following guidelines to assist you in creating a video talk. Using video allows you to get a lot of information across quickly. You can include demonstration or project site footage or film on location. This will make your talk more engaging and interesting. It will also give you the opportunity to practise and polish your presentation to a high standard.

Please get your recording or powerpoint slides to us by **Tuesday 21<sup>st</sup> September**.

## Preparing your PowerPoint presentation

There are lots of guides on preparing PowerPoint presentations, and it is worth brushing up on these.

Adhere to all the usual tips for great presentations - keep your PowerPoint slides clear and concise, present one overarching point with one take-home message per slide, ensure all graphs and tables are labelled and explained, and don't use 'walls of text'. Your font should be at least 24pt. With everything being so busy and rushed these days, it is all-too-easy to fall into some of the old traps and be under-prepared.

A couple of useful resources are:

[Creating a 10-15 Minute Scientific Presentation](#)

[How To Write A Great PowerPoint Presentation](#)

[How to give a good scientific talk](#)



## Live Presentation

You may choose to give a live presentation. You will be given a link to dial in and join the platform at your allotted time. As with a recorded session, you will also need to have pre-prepared your sound, video, set up and presentation content. It is also important that you take time to practise. When speaking, consider the following things:

- Speak at a moderate pace, you don't want to be too fast, or so slow that people become disengaged
- Include variation in your vocal modulation - speaking in a monotone fashion is not appealing
- Be expressive, in both your voice, face and the language you use. This includes having good examples and stories that will capture people's attention.
- Think about what to do with your hands beforehand. Plan relevant and sporadic gestures. This will help you use your hands more effectively and avoid waving them incessantly.
- As with anything, proper prior preparation prevents poor performance.

Some other guides that we have found useful include:

[12 Tips to Give an Amazing Online Presentation](#)

[9 Tips for Giving Engaging Virtual Presentations](#)

## Practise

Take time to run through your presentation, assess it and make improvements. Treat it like a live event - keep the audience engaged through eye-contact, modulating your voice and being expressive.

One approach is to video yourself standing up and presenting your PowerPoint slides as if you were on stage. You can then add your slides into the recording during a simple edit. (There is more information under Editing.) You can be on screen the whole time, or switch between slides and yourself presenting.

The conference team is here to help you create a great presentation - please get in touch and we can step you through the process.

## Camera

You don't need a fancy camera. Chances are you will be able to capture good quality video on your phone. Particularly if you have an iPhone. Even older phones will capture high quality video. If you use a phone, use a small tripod, stand or have someone hold the phone for you. Set your camera setting to the highest setting. It is always easier to downsize later if needed. **N.B.** Make sure you film in landscape, not portrait, i.e. hold the camera on its side. If you intend to move the camera or pan, do so slowly and evenly to avoid the footage feeling rushed or jerky. A useful guide is at [Handheld Shooting Tips on iPhone 11 for Beginners](#).

If you have access to a camera with video capability, feel free to use it. Download footage from your phone or camera by plugging it into your laptop or PC.





Another option is to use the web-cam on your PC or laptop. You may choose to just record a voiceover on your powerpoint presentation, (there is a simple explanation [here](#) or from [Microsoft](#)) or record through Zoom, Teams or other on-line meeting platforms when presenting live to colleagues. You can also arrange to present to us before the conference for us to record and be ready to roll. You could also use third party software such as [Camtasia](#), or [Vimeo](#).

If you are filming yourself talking, make sure you are well framed and that the camera is around eye height. You don't want your head to be partially cut out of the image or make your face a funny shape because the camera is too low. Having the webcam angled upwards and looking up your nose is especially unflattering! It is preferable to be off centre, place yourself a third into the frame. A useful guide is [How to Frame Your Webcam Video Like a Pro](#).

When you are reading from a script or notes (which we do recommend) locate them next to your camera so that you will be looking at the virtual audience, maintaining eye contact and keeping them engaged.

## Sound

It is important that you can be heard clearly so the sound you put into your recording is vitally important. Be as close to your microphone as possible, but no closer than 3cm for a headset mic and around 30cm for built-in computer mic. You don't want any hissing or popping. If you are filming outside, make sure there is no wind as your microphone will pick this up and obscure your talking.

If you have access to an add-on microphone or lapel microphone, these are a great option. If you are using your PC microphone, make sure there are no distracting noises like the neighbour mowing their lawn, dogs barking or your budgie squawking. A small room is preferred with not too many hard surfaces. Close the windows and doors to further cut down on distracting sound. A number of people have told us that sitting in the cab of your car with the windows up and radio off makes for a great makeshift studio!

More tips can be found at [How to Record Great Audio In Any Environment](#).

## Background

If you are inside or speaking live, please try and remove as much as possible from your background. You may choose to use a virtual background, if you do, please use something clean and simple. It may relate to your talk. Virtual backgrounds will work best if you have a solid background and wear a contrasting colour. Please dress appropriately, you are attending an international-standard conference, it just happens to be from your home. Please avoid highly patterned clothing, checks or stripes. A solid colour is best that contrasts with your virtual and actual background.

## Lighting

Being well-lit is important for a good presentation. Don't have a direct light source in the shot. If you have a window, position yourself so it can't be seen or is in front of you. If your face isn't well lit, try getting lamps or other sources of light to light it up but be careful not to introduce really dark shadows. If you are filming outside, try and do





it early in the morning or late in the afternoon if you are in direct light. Otherwise try and find somewhere like under a tree (good luck with that in some of our rangelands!) where light is diffused. In any situation, don't have the light coming directly from above. It will cast shadows on your face. This is particularly important if you are outside in the middle of the day with a hat on.

## Images

Photographs can be included in your presentation to add visual interest. There are lots of ways to include these when editing or just add them to a powerpoint presentation. Use high resolution images and if you have to change the shape, keep them in proportion.

## Editing

The simplest approach is to practise your talk and film it in one shoot. If you want to go further, there are many different editing platforms available including iMovie and other similar apps. You can use this to join or edit together your video content if you can. There is some basic information on using iMovie [here](#). You may like to call on specialists and get them to do it for you. Please don't overlay titles and lower-third text as we will add that for you.

## File format

While your video recording camera or phone might record your video files at full HD resolution (even 4K!), this level of quality is not needed for online display. Using too much bandwidth could make it difficult for some to view.

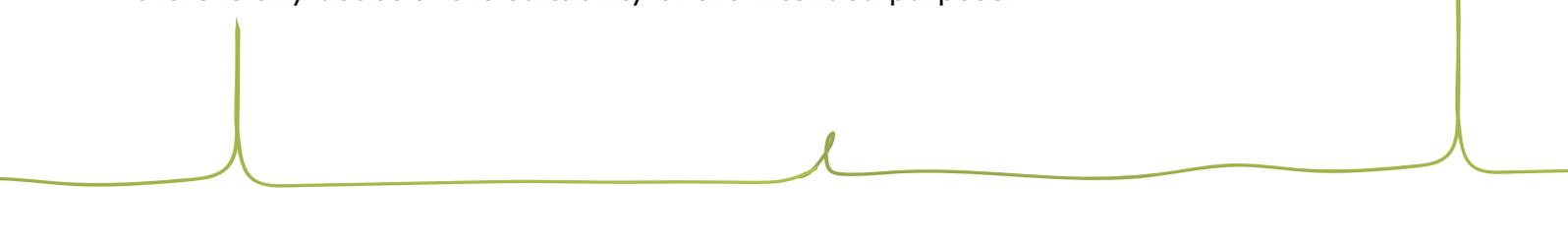
We are striving for the best possible quality video and audio for a virtual, web-based event, not a show watched on a 65-inch TV! The good thing is that there's a free software called HandBrake that will re-encode and optimise your videos, making them much leaner and without losing any quality at all. You can learn about that [here](#).

We recommend filming at a high quality and then resize to these settings:

- MP4 format
- 720p resolution at 30 frames per second
- Web optimized option ticked ON
- Audio bitrate set at 128

## Copyright

You should have permissions to include the content you use in your video. Content such as graphs, data, photographs, graphics and videos in your presentation remains the copyright of the original holder. The conference convenors (Desert Channels Queensland and the Australian Rangeland Society) share non-exclusive copyright of your submission with you, the author. This allows us to use your video, in whole or in part, for promotional and educational purposes before, during and after the conference. This includes on paid platforms in relation to the conference, but not for any other commercial purposes without the authors' written permission. You may use your video, in whole or in part, for promotional and educational purposes before, during and after the conference but not for commercial purposes nor in any way contrary to the stated or perceived goals and values of the conference convenors. A party will seek written advice from the other parties prior to using the copyrighted material in all instances where there is any doubt of the suitability of the intended purpose.



## Examples from other events

There have been a number of relevant virtual events held recently. If you skim through some of these recorded meetings, you will be able to quickly see for yourself what does and what does not work, examples of the high standard that we are aiming for, and also many examples of what we are trying to avoid. Keep your eye out for cluttered backgrounds, unprofessional attire, poor lighting, webcams angled up towards people's noses etc. to see what we are trying to avoid.

### **Australian Landcare conference**

[Recorded Sessions - National Landcare Conference](#)

You will see from these examples, both what works well and what is distracting. For example, some people's virtual backgrounds work really well, whilst some presenters have dressed in a colour that fades them into their background. These are some of the things that are really easy to miss as a presenter, especially with technology changing all the time!

### **Graham Livestock centre conference (New South Wales)**

[Welcome and opening session](#)

[Beef concurrent session](#)

[Sheep concurrent session](#)

[Final session](#)

There is some really good PowerPoint content in this conference, and everyone attending would have learnt so much! There are some examples of light reflecting off windows or other objects, making the presenter hard to see. These are easy to fix if you know what to look for.

### **International Year Rangelands and Pastoralists UN sessions and resources**

[Mobile Pastoralism Valuing Rangeland Variability-UNFSS pre-summit, Rome 2021 07 26.](#)

There is a great video of Italian sheep production that starts at 1:05:10. We know that most of you will not have this level of video production experience - but it's worth watching to see what is possible.

## In summary

- Proper prior preparation prevents poor performance - take the time to practise
- Ensure you have good audio
- Your camera can be as simple as a webcam - make sure you are well framed and that the camera is around eye height rather than angled upwards
- Lighting should be even - being well lit is important for a good presentation
- Backgrounds should be free from clutter
- Make your presentation interesting and engaging
- Enjoy the conference



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