



# QN Presentation Checklist



## PUT IN THE PREP WORK

- Work with our Content Team to ensure the focus of your On-Demand Presentation is on point and relevant to our audience.
- Write a strong script to help you stay on track and on schedule.
- Make your presentation visual and exciting:
  - Keep it fresh, bright, concise, and entertaining.
  - Use how-tos, bullet points, and other easy-to-digest formats.
  - Add images, short videos, GIFs and other visually appealing content.
- Practice, practice, practice:
  - Practice presentation skills, tone of voice, transitions, hand gestures, etc.
  - Do a test recording to see how it looks on your computer and/or mobile device.

## TESTING, 1-2-3...

- Ensure great sound quality:
  - Sound check before recording
  - Using a headset, earbuds, or headphones with microphones are best.
  - Choose a quiet and/or sound-proof room.
  - Make sure you have a strong internet connection.
  - Turn off your phones, alarms, televisions, etc. that could distract or disrupt your presentation.

## ENGAGE YOUR AUDIENCE

- Be conversational:
  - Imagine you're talking one on one, rather than lecturing a group.
  - Be authentic in your delivery.
  - Use storytelling to keep the presentation engaging (Tell a story, not a sales pitch).
- Talk to your followers after the presentation in the discussion area.
- Keep talking! More than 3 seconds of silence leads to an unengaged audience.
- Keep your greeting generic so it appeals to every time zone. "Hello and welcome to \_\_\_" vs. "Good morning."
- Stay between the 20 to 45 minutes limit, think easy and digestible. Succinct is better.

## IT'S ALL IN THE DETAILS

- Make sure you have plenty of good lighting. For optimal natural lighting, you can sit in front of a window.
- Keep your computer plugged in and charging during your presentation.