



 SMARTERGIES

Remote Interview/Presentation Best Practices

With the rise of virtual meetings and virtual interviews, we have put together a list of best practices to help our clients make a positive impression on screen.

Inform, Influence and Entertain

Whether you are presenting in person or on screen, our “golden rule” still applies. All presentations should do 3 things:

1. **Inform** - What do you want your audience to know?
2. **Influence** - What do you want your audience to think or do?
3. **Entertain** - How do you keep your audience engaged?

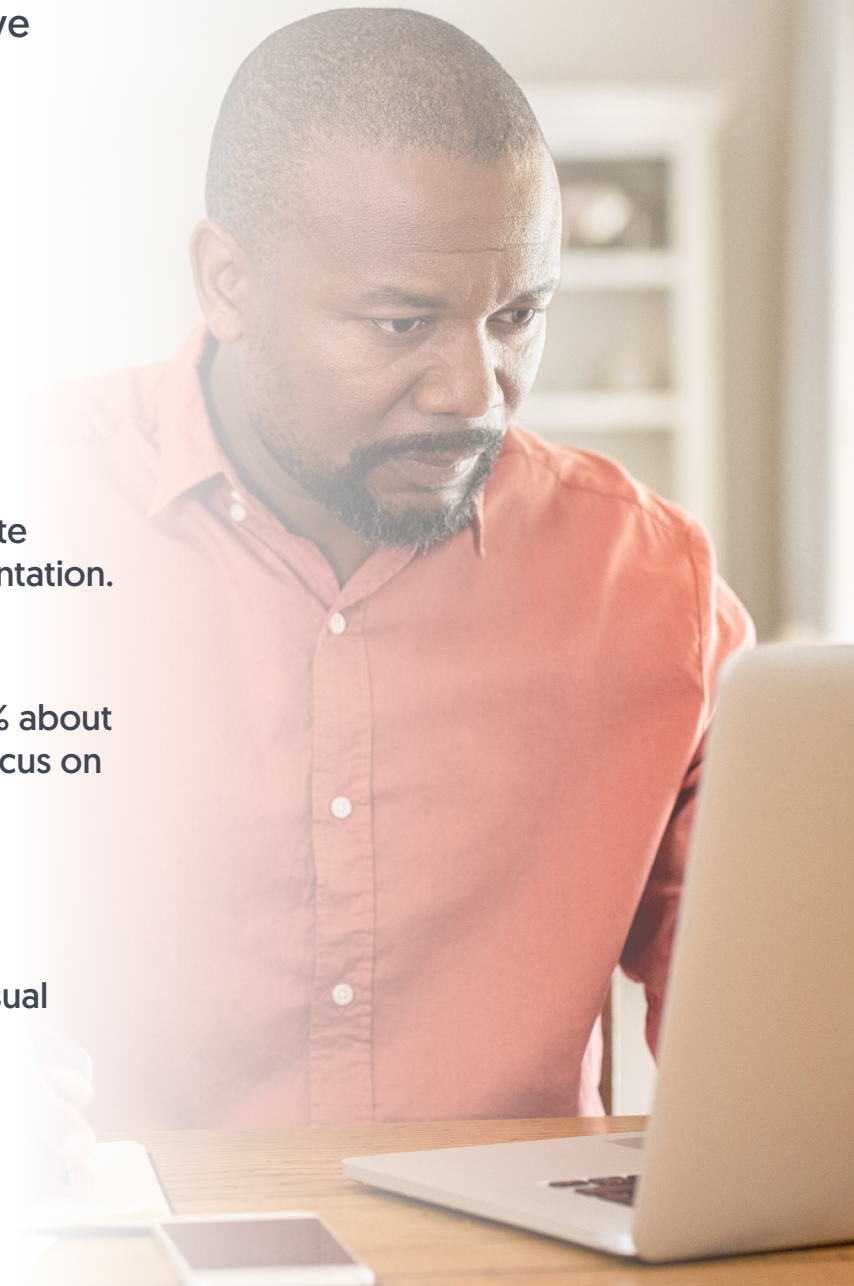
Be sure to let your expertise AND personality shine through the camera. Remember, people are most likely to be influenced by stories that illustrate your point. Be sure to include at least one memorable story in your presentation.

80/20 Rule

Presentations should be 80% about the client and his/her project and 20% about you and your company’s features. (Unless you were specifically told to focus on your qualification.)

Video Chat

Your “default” position should always be to have your camera on. This is especially true if the client you are presenting to has their cameras on. Visual connectivity boosts engagement.



Think About Your Backdrop

Prepare a custom branded backdrop to make your presentation look more professional. If you have multiple presenters on screen at the same time, consider having a consistent branded backdrop for your entire team.

Determine the Technology and Test it Ahead of Time

Choose the best and most up-to-date platform. Make sure it's functioning and your team is proficient in its usage.

Rehearse

Whether you are presenting solo or with a team, take time to prepare and run through the content ahead of time. If you are participating in a formal project interview with a selection committee, you should plan to rehearse just as you would if you were presenting in person.

Dress the Part

If you are going to be on camera, make sure you wear professional attire and are well-groomed.

Test Run

Conduct a practice round with someone from your team to verify all equipment is working properly and information makes sense.



Prepare Your Surroundings

Designate a space that is organized, clutter-free, and offers good sound quality and lighting. Light yourself from above if possible.

Close Other Programs

Avoid getting notifications during the interview by making sure that all other windows are closed on your computer.

Print Hard-Copies

Print a copy of your presentation materials so you can access information in case the virtual connection is impeded.

Look into the Camera

Look at the camera, not the screen. Looking directly at the camera will make the interviewer feel as if you are speaking directly to him/her.

Select an Assistant

Dedicate a team member to support you if any technical issues arise so that you can continue to engage your audience and resolve problems more quickly.

