



The Loop Head Peninsula
Digital Academy

Zucca Films



WEEK 7

Presenting

This project receives
financial support from:



Session Contents

- Scripting
- Performance
- Technical

SCRIPTING

Scripting

Structure what you want to say:

Beginning - Middle - End

For Example:

Introduce Yourself

Explain what your business/organisation does (logical order)

Sum-up/Call to action

Scripting

- Use spoken rather than written language (say it aloud as you go to make sure it sounds natural).
- Try to bring your authentic voice to it- how would you say it to a friend?
- Be succinct - write and re-write, removing any excess.
- Avoid jargon (unless your video specifically addressed to an audience who will understand it) and corporate-speak.
- 3 words per second is the normal guideline for script length.

Write your Script

Come up with a short idea to present

Introduction

Content

Sum-up/Call to Action

Write it up

Quickly film yourself presenting it on your phone.



Breakout Room

PERFORMANCE

What Makes a Good Presenter?

Warmth

Authority

Sincerity

Passion

Clarity

Authenticity



Feeling Awkward on Camera

- We don't know how we really sound.
- Not accustomed to seeing ourselves on camera.
- Self-confidence and the lack of human interaction all change our performance.
- The tips are to help get over the awkwardness of what you're doing.

Delivery

Umms and ahhs.

- Its natural when we're trying to recall a story or a script that we umm and ahh to fill the silence while we think.
- Get used to this silence, embrace it, you are the only one to hear it.
- The audience don't mind waiting as long as its not too long and it will make you sound much more confident.

Delivery

- Emphasis - our words don't have the same weight of meaning if we deliver them all in the same monotone.
- Slow down and breathe - when we're nervous we naturally speed up. By just slowing down we'll sound more confident - it's easy to forget to just breath.
- Power of the pause (don't over do it).
- Overall try to vary your pitch, tone and speed of delivery.
- Slow down when you get to something important.

Delivery

- Enunciate- practice hard words.
- Performance - the panto method - this doesn't need to mean you aren't being yourself - just that the camera will reduce the impact of your words so you need to compensate a little.
- Passionate.
- Be yourself - play to your strengths.

Being More Relaxed

- Mindful breathing - 4 secs in, 8 secs out - regulate your heart beat.
- Smile.
- Imagine you are talking to a friend (or get a friend to stand in for real).
- Your vocal pitch will rise and fall naturally and your head will move - allow this movement to happen.
- Give yourself permission to be yourself and allow that that's good enough.

Your Style

What is your authentic voice?

What are your strengths - your personality - what makes you unique?

Practice delivering your material to the other person.



Breakout Room

TECHNICAL

Setting up your Camera

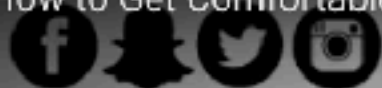
- The camera on the back of your phone is usually better than the one on the front.
- Use a mirror to see the screen.



Setting up your Camera

- Try to film in natural light (daylight).
- Don't be too far from the camera
- Height - try to get the camera to eye-level if possible.
- Look directly down the lens.
- Airplane mode, turn off notifications.

How to Get Comfortable on Camera



/SunnyLenarduzzi



0:09 / 5:08





649 x 365



Getting a Better Result

- Pick the right location
- What's in the background - declutter.
- Can you set dress?

How Can We Look Better?

- Consider your appearance - can you add a splash of colour?
- Standing v's sitting.
- Eyeline.
- Parental smile
- Hands!

Prepping the Script to Record

Break your script into blocks so you can work from block to block and just need to remember one block at a time.

Practice until you are really familiar with the content - helps with nerves.

Make notes of the key points and the key phrases of your script to refer to and check-off on the day.

If pre-recording, you can always stop and start, just capture a chunk at a time.



Breakout Room

FILMING & PRESENTING LIVE

Presenting Live

Be prepared - rehearse and watch back.

Breathing.

Mindfulness.

Be yourself.

Remember: It's not the end of the world if you do something wrong - everybody messes up - it's how you carry it off.



Q&A



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THANK YOU!

See you on the next session...

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