
CLAUDIA RUIZ:

Good morning, good afternoon, and good evening to everyone. Welcome to the At-Large Capacity Building Webinar: Giving Better Presentations Online: Forming Old Habits in the New Reality on Monday, March 1st, 2021 at 19:00 UTC. We will not be doing a roll call as this is a webinar but attendance will be noted on the Wiki page. I would like to remind all participants on the phone bridge as well as in the Zoom room to please keep your microphones muted while not speaking to prevent any background noise and to please state your name on taking the floor, not only for the transcription purposes but also so the interpreters can identify you on the other language channels. Please speak slowly to allow for accurate interpretation. We have Spanish and French interpretation on today's webinar. Our Spanish interpreters are Paula and David and our French interpreters are Claire and Jacques. Once again, thank you all for joining and I will now hand it over to Jonathan Zuck.

JONATHAN ZUCK:

That's great. Could you stop sharing and pin my video? So, hopefully my video is the biggest thing that you're seeing on your screen right now. The way that I wanted to start this discussion, I'm going to divide the discussion into three parts. One is sort of designing better presentations. The second then is delivering them and then the third is we'll talk a little bit about some of the tools that are available to you to make it easier to design better presentations and deliver better presentations. So, if I go to my slides here and we look at section one, presentation design, right? The first thing I want to talk about is what's happened, right? We've

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gone very quickly from a keynote speech that looks like this to a keynote speech that looks like that, right?

And what's ironic about that, obviously, is that now more than ever, we need these presentations to be more dynamic, not less so because the same difficulties we're having at home doing all this work offline, etc., you have to imagine your viewers have it even worse, right? They're dealing with the same Zoom fatigue. They're dealing with distractions, etc. So, your ability to reach out and talk to them directly becomes that much more critical in an online world than an offline world. So, rather than relaxing our discipline with respect to our public speaking, we need to enhance it. We need to take things a step further even than we do when we're speaking live because of the situation our audience finds themselves in. So, that's where they really want to bring to you with it. I'm going to talk about a lot of different things but if you implement any of them, it'll still make a big difference.

Because if you make even just small changes, it'll help the perception of the speech by your audience. And I know that it seems like extra work and we're all volunteers and that that's difficult to do and to justify the time. But if we're actually delivering ineffective presentations, we're not communicating what we seek to communicate, then we've wasted all the time we are putting in. So, that's why we're having this webinar is to talk about what we can do to make our presentations a little bit more dynamic and a little easier to understand on the part of the viewer.

So, if you look at a slide like this, if we talk about what slides definitely look like, we can sometimes look at things like documentary film, for example, right? I mean, one of the most famous is the Civil War that

played for many, many hours on television around the world. And if you actually look at that, it's really just a slide presentation with a narration, very similar to what we're doing when we give presentations online, right? It's really just Zooming into photos, etc., and narrating them and yet they were able to keep us glued to the television sets for hours.

So, if we imagine that instead we were looking at a slide like this in that documentary with that same narration, would it have been as effective? And I suspect that it wouldn't be, right? And so we need to think in terms of how to add that same dynamism that we have in a documentary film type of context. If you look at another famous documentary, one called The Inconvenient Truth, it's essentially Al Gore running through a series of keynote slides. That's all it is. And it's an Academy Award Winning documentary.

And so if Al Gore can do it, we can do it too. It's just delivering slides but doing so in a dynamic way in which he's present and a part of the presentation. So, the important thing to remember in this context is that PowerPoint is an accessory to you, the speaker, not the other way around. You're not the accessory. You're not there to help your slides along, your slides are there to help you along which means there should be fewer of them and they should be simpler and that more often than not what you want is for people to be looking at you. They came to see you speak, and your slides are simply there to help them see specific topics, get a specific joke, look at a specific visual but more time should be spent on you than on your slides. And this is something that we've all really fallen down on in the ICANN context, right? We need to be talking to the audience. We need to be looking at the camera directly as much as we possibly can.

The other issue, so as we talk about creating the slides themselves though, we're going to talk about some of the problems and some of the challenges that we face in creating these slides. One of the most difficult is a text-heavy slide. You've all seen slides like this in the ICANN context where it's entire paragraphs of texts displayed in the slide. Unfortunately, science has proven that people can't read and listen at the same time because what they're actually doing is reading to themselves as they are looking at your slides. So, they're reading aloud to themselves while trying to listen to you.

So, for example, if I had this slide displayed and I wanted to start talking to the slide and providing color commentary, this is what the audience would be hearing. "[Inaudible] the world where banking is most available, we've seen a dramatic increase in use of mobile technology since 2000. In the last five years alone, we've seen 120% increase."

So you get the idea. That's what's going on in your viewers' head when you put up a large text slide like that and try to speak to it. So, ideally you want to really knock back the amount of texts that you have on your slides. In fact, most people recommend that no more than six words per slide. So, that seems drastic but that's really the issue. If you have something to say, switch to your camera, look at the lens and say it. Don't try to display the top stuff that you're going to say.

One of the things that leads to this is that we've all come to start using the PowerPoint as the way that we do our notes for our speech. There's even an outline view in PowerPoint that lets you specify what you're going to build into your PowerPoint so you can create this outline

structure that results in titles and bullets and we end up with those same title and bullets slides that we're all so used to.

And so what's ironic is that most people, when they're not going to be using PowerPoint to give a presentation, they don't use PowerPoints to design that presentation. They usually use a napkin or a notepad or something like that and jot down the notes that they're going to use to give their talk. It's only when we plan on using PowerPoint in our presentation that we fall into this habit of using PowerPoint as the mechanism for capturing our notes.

And so one of the things we need to do is really stop thinking about that. Set down PowerPoint, write out your notes the same way you would if you were giving a speech without slides and then only after that, look at how you might enhance that presentation with visuals that would be contained in slides. So, it means changing your process a little bit. Don't design your presentation or your text of your presentation in PowerPoint. Do that first and then open the PowerPoint and see how you might supplement your presentation.

So, one of the things that you can do that's a little bit better here is I could, for example, show just parts of the slide at once. So, if I had bullets, I could add them to this presentation as I was going along. This will help because instead of people reading ahead of where you are and what it is you're talking about, you're controlling the speed with which things are available on screen. So, even if you're going to do bulleted slides, make the bullets as compact as possible and then animate the individual elements of the slide so that people aren't reading ahead of

where you are and having that conflict in their head about what it is that they're seeing.

You might instead go a step further and actually develop some very quick visuals to describe the thing that you're talking about and really boil down the amount of texts that people are trying to read and instead to focus on visuals that might help to reinforce the thing that you're showing them. So, that's sort of the essence there is that you want to eliminate that text to the extent possible and just replace it with visuals but even if you're using texts consider really minimizing the amount of texts that you're using and only revealing it bit by bit.

All right. Another issue that is quite frequently comes up in the ICANN context is overly complex visuals. So, just because we're saying you should use more visuals in your presentation doesn't mean that they can be super complex on the screen as well. Because science also shows that if people are trying to decipher complex visuals, they're turning off their other senses and tuning you out. So, when your teenager is going through their phone and trying to assess how they're doing on social media and they don't appear to be listening to you, it's actually that they can't hear you because they've so intently focused on the visuals in front of them.

And so how many times have you seen a presentation that looks like this, where I've got a complex visual and somebody simply starts speaking to the visual. You don't know where in the visual you should be looking so instead, you're trying to decipher what it is you're seeing in front of you and as a result, you're not hearing what the speaker is trying to say. So, one of the things that you can try to do is, again, reveal

parts of the visual at once or if you want to show the whole thing, when you are going to speak about a particular piece of it, you can do things like highlight a part of the screen, for example, or draw a line or a box around the screen. Those are all things that you can do to emphasize a part of the slide that you're trying to show, even if the overall visual is complex. I hope that makes sense. So, you both want to avoid a lot of text and you want to avoid a lot of very complex visuals to which you're trying to see.

Another thing that you can do is animate a part of the slide. So, for example, if I want to show a part of the image, I could cover it up with a white box and then if I want to show a little bit more of the image, I could animate the reveal within PowerPoint so that I'm leading people through an image step by step, again, instead of having them look at the entire image all at once. So, hopefully that makes sense.

It's kind of funny but this isn't exactly a new problem and it's something that we've been grappling with for a really long time actually. Way back in the '90s, I actually created a PC magazine utility that was for drawing on the screen while you were demoing software because the same thing happens if you're teaching, you want a way to highlight the things that you're talking about in a complex software screen. So, none of these problems are new but they're even more acute in the context of an online presentation which is why we're trying to take things up a notch if we can.

Finally, the last thing I wanted talk to you about with your slides was accessibility. So, there's a couple of aspects to that. One of them is that you can create for your visuals alternative texts. So, when you right-click

on a visual in PowerPoint, you create alternative texts that allows you to put in information about the picture in your slide. And even when the staff converts that slide to a PPT, those alternative texts entries you've created are preserved in the PPT. So, somebody downloading this slide can still read along and see what visuals they are looking at in your slides.

The other aspect of accessibility has to do with contrast. It's very easy to create colors that are difficult to distinguish even for people who might think that they have normal sight they don't, right? And the monitors are fading and everything else and it can be very difficult to distinguish texts in a PowerPoint that doesn't have sufficient contrast. There's a useful website called colorsafe.co that you can go in and specify how you want to specify your color. The foreground color, the background color, etc. So, if I choose the background color that I want, I can generate a color palette that will work on top of that color and that will be compliant with W3C standards for contrast sufficient for people with visual disabilities and frankly all of us to see. So, colorsafe.co is a good place when you're working on what your contrast colors are going to be within your presentation.

And so, what I wanted to do here was stop and take questions if you have them with respect to presentation design and then we'll go into presentation delivery. So, I'm going to switch my view over to Zoom so that I can see if there are questions. So, feel free to raise your hand if you have a question at this point. Ashley? Please, go ahead.

CLAUDIA RUIZ: That's for Sebastien. Sebastien, go ahead.

JONATHAN ZUCK: Sebastien, go ahead.

SEBASTIEN BACHOLLET: Okay. Thank you. Yeah, so first of all it's to be sure you talk about PPT, I guess you wanted to say PDF when staff change from PPT to PDF. And I have another question. I like your presentation but we push for RTT and it seems to me that it's completely the reverse of what you are trying to say because we have to follow a text the same that the guy is talking or the woman is talking about and it seems that it's a little bit in contradiction. It's how we deal with that.

JONATHAN ZUCK: Well, I mean, it's an imperfect world, Sebastien, for sure. And the fact that we deal with multiple languages makes it even more complicated, obviously. But the key is, is that I would recommend not reading the transcription unless you need to and if you do then either turn down the normal volume or try to turn it off altogether. As we did that demo of the new translation system, you'll recall that one of the features is whether or not you want to mute the original audio in addition to the one that you're hearing. And the same thing is true when you're reading a transcript is that if you're trying to read and listen at the same time, you're actually hearing two voices in your head instead of one.

And so, the extent possible, if you're planning to read the presentation, then turn down the audio way down or if you don't need to read the

transcription, then listen to it but doing both is actually very problematic. The one benefit to the translation is that it is exactly what's being said which is often not the case with a text-heavy slide. Very often people are putting up a text-heavy slide and then talking about the text so then you have a situation in which what they're reading in their head isn't even the same thing that's being said and that's even more confusing. I hope that helps. I see Decima.

DECIMA COREA: Hi. Thanks, Jonathan. Very, very informative. I just have a bit of a clarification and it relates to the alternative tests. Could you just briefly go back through that for me, please?

SEBASTIEN BACHOLLET: Are you talking, Jonathan?

JONATHAN ZUCK: Can you see it? Sorry. I muted myself listening to your question. Yes. Can you see it now? Sorry.

DECIMA COREA: Yes, I can.

JONATHAN ZUCK: Okay. And what's your question? I'm not hearing you for some reason.

DECIMA COREA: I did exactly what you just did. I muted myself. Sorry about that. It wasn't so much of a question. I just wanted you to explain that a little for me because I think I was busy taking notes on the other parts by the time I looked up, you were moving off from that. Sorry about—

JONATHAN ZUCK: No problem. So, we were talking a little bit about accessibility and how to make your presentation available to as many people as possible if they have specific areas where they're weaker. And so for those who are visually impaired, it's helpful for them to download the PowerPoint presentation even in PDF format that the staff generates. And if you've done that and you've gone in and used alternative texts with all of your images, put in a little description of what the image is, then they can potentially follow along with a screen reader and it'll read to them the description of the image that would be on the screen on that particular slide. So, that's the benefit is when you're creating slides for your presentations, before you give them to staff, right-click on the images and select all text and put in a small description of the image. Does that make sense?

DECIMA COREA: Yeah. It's very clear. I wouldn't want to tell you what I had in my head so I'm glad that you clarified it. Thanks.

JONATHAN ZUCK: Okay. Any other questions about the presentation design itself? I don't see any other hands up so I'm going to move on.

UNIDENTIFIED FEMALE: Jonathan, sorry, we have Sarah Kiden with her hand.

JONATHAN ZUCK: Sarah, please go ahead.

SARAH KIDEN: Thank you, Jonathan. I have a question around text-heavy slides. So, if you're creating a set of slides that will be used by a group of people like, for example, the slides we are working on so that anyone who is making presentations for At-large can use the same slides, how would you do that? Because I get the feeling that everyone's explanation and interpretation of the images would be different. Thank you.

JONATHAN ZUCK: So, if I understand your question, are you talking about image descriptions in your question or are you talking about slides with too much text on them?

SARAH KIDEN: So, I'm talking about slides with too much text. Well, if you replace images and you're using these slides as a group of people. So, for example, I know that currently there is—Dev is working on creating slides that people can use when they're making presentations about At-Large. So, how would you do that if you're going to use the slides as a group like that? I hope that explains it.

JONATHAN ZUCK: Well, in PowerPoint or Keynote or Google slides, you have the ability to have notes associated with the slides. And so you can in the notes section, put whatever bullets or commentary that you want to have about the slides and you can even put in there when to click, if you have a slide that builds itself out, you can put comments for yourself in those notes. And that's the best way to create notes for your presentation rather than turning your slides into the notes. Does that make sense?

I mean, some people, you end up with something if you're trying to create slides that are comprehensive for your talk, some people have even called it a slideument which unfortunately is not a good presentation or a good document. And so if you want to have descriptive text or notes, put it in the notes section and then otherwise rely on people to watch you and listen to you speak rather than displaying on the screen. So, keep your notes off the slides so that your slides are just supplements to the speech. Does that make sense?

SARAH KIDEN: That's good. Thank you.

JONATHAN ZUCK: Alberto, please go ahead. You might be muted. I see your microphone muted.

ALBERTO SOTO:

Thank you very much, Jonathan. I perfectly understand that and I try not to use text because basically what I add is a guide for myself and I want the students to understand. But the problem is in those presentations when many times we have a few students in session and so we just need to leave it there somewhere so that they can later see them and understand them. I'm not really sure if the notes would be enough to replace everything that I'm saying in front of slides that may not have everything, may not contain everything I'm saying and it's just a guide. So, I insist the thing is only when there are presentations that need to remain there for people who are not present on the session. Thank you.

JONATHAN ZUCK:

Thanks. So, Alberto. And it's a good question but again—and this is one of the most interesting things. I will say that one of the most frequently asked questions in an ICANN presentation is, are the slides available? And if someone is asking that question, it means the slides are trying to do too much. The slides should not be able to stand on their own as your presentation because otherwise, why do we need you? People are there to see you give a presentation. If you want something for them to read afterward, create a document and then embed your images in the document.

But to answer your question, you can put anything you want in the notes and there's a notes view that can be printed out that has the slide on the top and then all the notes below that you could create almost the entire script for your presentation embedded into the PowerPoint and so that could be saved as a PDF as well or you could share the PowerPoint slides themselves or the keynote slides themselves. But I

understand all these questions but here's the fact of the matter. If you have too much text on your slides, people will not listen to you speak.

So, while the whole world is imperfect, the bottom line is that filling your slides with texts doesn't work. If you're already thinking about people reading the slides after your presentation, then you've already sacrificed your presentation. The only time people are listening to you is when they're looking at you or looking at a fairly simple graphic or image on the slides. I hope that makes sense. Any other questions?

All right. I don't see. So, now what I want to do, if I can, is talk a little bit about presentation delivery. So, what happens once you've created these wonderful slides, what do you want them to look like? So, the first thing you might consider is yourself because I'm advocating that you spend a lot of time looking at the camera and that you spend a lot of time having your audience look at you, you need to treat your online presentations the same way you would treat an in-person presentation.

And so that means, giving up your COVID hairdo for just an hour, right, and doing whatever grooming makes sense for you etc. You can still wear shorts, right? But the bottom line is trying to put your best self forward. This is the best I can do I apologize. But put your best self forward for your presentation because what I'm advocating is that 75% of the time during your presentation, people are looking at you, not your slides. So, do whatever you need to do to feel confident and ready to be presenting on camera because you're on camera. And that's the thing I think to remember.

The next thing I wanted to talk a little bit about is lighting, right? In other words, what do we need to do to give ourselves a little bit of a better look as we're doing our presentation? I happened to be on a WebEx call recently and gave a little bit of a description of this to somebody that is planning another conference and it occurred to me that a lot of folks have their desks facing a wall. And if your desk is facing a wall, you're generally not very well lit. Instead, what happens is that you are backlit. So, if the primary source of light is behind you, then you end up being very dark on camera. So, ideally you want to be facing the primary source of light if you can.

And so the best possible thing is actually to put yourself in front of like a North facing window, right? Because the North facing window gives you indirect sunlight. This may be the opposite in Australia, Cheryl you'll have to help me out here. But in the upper hemisphere if you're facing the North facing window, you're not getting direct sunlight, you're getting a softer light on your face, right? And that way, you get a more pleasing kind of lighting that's happening.

If you don't have a window that you can face or as is often the case with ICANN meetings it's the middle of the night, you may need to supplement with some kind of artificial light. But what you don't want to do is just put a bright light on your face because then you end up with a result that looks a little bit like this. So, if you just have a bare bulb like a lamp or something in front of you and you turn that on, this is the result, right? It's very shiny and shadowy and very contrasty. And that's for two reasons. One is because the light source is very small and it's also not very diffused. It's a hard light and sunlight is very similar to that, right?

Even though the sun is big, by the time it gets to us, it's a very small light source.

So, if you are using like a desk lamp or something like that for your presentation and your desk is up against the wall, what I recommend doing is pointing your lights at the wall. If you point the light at the wall, then you'll end up with a more pleasing light because then you've created a large and diffused light source so that people can better see you. But the bottom line is to make sure that the primary light in the room is on you and not behind you to the extent possible when you're giving your online presentations.

I, of course go a little crazy. This is my setup here where I have this great, big, white box to give me the light that I want at my standing desk but you don't have to do that. Like I said, bang a light against the wall in front of you, set yourself up in front of a window etc. and all of those things will help you along for sure. So, that's a really important part of your delivering your online presentation is to try and light it as well as you can.

The other thing that you'll notice is that when people are using that feature of Zoom that allows you to do virtual backdrops because they don't want to show what's behind them, very often you see a problem that looks like this, right? Where people are evaporating from the frame because they have an uneven background behind them. So, I highly recommend you not using virtual backgrounds because all they do is create a kind of an animation around your head, right? Parts of you disappearing when you move, etc., that's just a distraction from what it is you're trying to talk about and what you don't need are any further

distractions than the ones that the person's already getting from their phone, Skype, chats and everything else that's going on. So, ideally, you're not using a virtual backgrounds.

If you are going to use a virtual background, the best thing to do is to hang a green screen and do a chroma key knockout because that's a smooth background and Zoom can very easily take out the green and replace it with your virtual background. And a green screen doesn't need to be an expensive thing. It can just be some colored fabric that you get—it can be a blanket even or something like that as long as it's the color that's not in your clothing or something like that, then Zoom can take it out. So, a green screen will give you something fairly clear. If you don't have a green screen, make sure that you're in front of a very flat surface, put a wall behind you so that the depth camera that Zoom is using to try and determine how to knock out the background doesn't get confused and doesn't make part of you evaporate. But again, my strong recommendation is don't do any of that.

The guy that I wanted to give kudos for from the last ICANN meeting was Sebastien Bachollet, who just set up his office, neatened things up a little bit and that was the backdrop of his presentation and that was very pleasing to the eye. He wasn't disappearing from the frame as he was speaking so I highly recommend just try to create a pleasant background for your video rather than using those fancy virtual backgrounds because without a green screen, they just don't look good.

The other thing that I wanted to see you think about when you're giving a presentation is when you look at the people that are giving these presentations, you'll notice two things about them. One is that they're

standing up and the other is that they are advancing their own slides. So, if you see there in their hand, there's Al Gore, there's Steve Jobs. You'll see that they're advancing their own slides. And so this is a tough thing and we're very used to handing our slides over to staff and then saying, next slide, next slide and there's a lot of difficulty for that because they're operating from a PDS which means that they can't do a build slide. It means that they can only show you a static slide so then if you want to show pieces of a slide, you have to make it as different slides instead of building the same slide. You can still do it, but it's harder.

And the other piece is that it messes up with the cadence of your talk. If you're not advancing your own slides then you're going to have difficulty having a sort of straightforward, advanced talk. Sometimes they're not right on top of it, etc., next slide or what slide am I on. All those conversations are not helpful for the presentation that you're trying to give. So, I recommend you advance your own slides. I also recommend if possible, for you to stand while you're giving your online presentations. You stand while you're giving your keynote presentations live and there's a reason for that. Your airflow is better and then back to the science, again, it turns out that we think better on our feet. There's an old expression in English, he thinks well on his feet. Well, it turns out we all think better on our feet.

So, even now, I am standing here in order to talk to you, right? So, to the extent possible, if you can do it, pile up some books or something like that so that you can be standing while you're giving your slide presentation, your presentation will be better for it.

The other thing that's tough for us to do but really critical is in the online world, it's tougher to look at your audience. You want to look for reactions and so you want to stare at the pictures that you see in Zoom if they're there. Often, they're not there so you're looking at chats instead. But what you're not doing is engaging your audience by looking at them in the eye. So, to the extent possible, you want to look directly at the lens of the camera. When you're looking down to look at the other things that are going on in Zoom, it looks like you're the one who's asleep. That's not going to help your listeners, your viewers to stay awake if it looks like you're asleep. In other words, if I switch here and I—let's see if I can do for this.

So here's my camera, right? And if I'm like looking down like this and I'm just talking to you like that, that's not going to look very good in terms of how I'm giving my presentation but it's because I'm looking at this, I'm looking over at the chat, I'm looking at everything and what I want to be doing possible is looking up at the camera. So, to the extent possible, try to look at your camera as you go along. One of the little tricks that I've seen is you can take an old DVD or CD and hang it around your camera so that you can at least look at the mirror and see how you're doing while you're speaking instead of looking at your picture down in the in the Zoom room. So, you can hang a mirror up there. If you want to, you can put together a quick telestrator and put your Zoom meeting in there and the telestrator so that you can look at the Zoom meeting while you're looking at the camera. But to the extent possible, you want to be looking at the camera.

If you have to check your notes, check your notes, it's okay. Look down and check your notes and then come back and engage with your

audience. It's not a new problem. If you show up to a television studio, they often put something up there right ahead of you that looks like a—they call it a comfort monitor or something like that. But the result is you start going like this and looking and you start looking shifty, I tell them to turn it off. So, it's not a new problem but again, it's something that's magnified in the online world. Look at the lens while you're giving your presentation to the extent that you can.

And then the other thing that I would say is rehearse your presentation. Go through it a few times. We've all created presentations with 500 different slides in them and think that we'll get through them and we never do. This is the irony of this is somehow we keep convincing ourselves that we're going to be able to get through 30 slides in a presentation and the truth is we're not going to be able to do that. So, the extent possible go through your presentation, see how long it actually takes to deliver it and if it's longer than the time spot you've been allocated then cut out some slides. You should think about five minutes per slide, as a good rule of thumb.

So, don't create more slides than you're able to deliver because then you end up rushing, you ended up not fully explaining things, you have these slides full of texts that people are trying to read while you're switching, passing too quickly, that's what you want to try to avoid. So, those are just some thoughts on how to deliver a better presentation online and so once again, if possible, I was going to open it up for questions. I see no questions. I have to assume that all made perfect sense.

EDUARDO DIAZ: I do have a question.

JONATHAN ZUCK: Eduardo. Please, go ahead, please.

EDUARDO DIAZ: Look, I am one that sometimes I prepare a script like what you're presenting and you say, look at the lens but right in the setup that you have, you don't have a computer right in front of you. So, if you have a script to read somewhere, where do you put it? Behind the camera? Below? Above? Because you will never look at the camera that way.

JONATHAN ZUCK: Right. So, I don't recommend reading a script for your online presentation unless you absolutely have to and then if you have to, I recommend using a telestrator. You can create one with a piece of glass and a shoe box and lay your phone down there or something and then you hang it on your camera so that you're looking at your script and the camera at the same time. This is why people have telestrators in the news and things like that. It's for that very reason. You want to be looking at the lens, not doing this and reading my presentation like this. Because again, why do you even have a camera on if they're spending their time looking at the top of your head, right?

So, I admit that it's difficult and if you want to, you could move your presentation like this and you could have your notes be close by so that you're only looking down a little bit. But the same thing is, you don't want to be doing this the whole time either. So, ideally what you have in

front of you is not a script but notes and you're looking down and you're getting your notes and then looking back up to the camera again to deliver the rest of your speech. So, rather than just, nah, nah, nah take a pause, look at your notes, see what's next, look up and start talking to the screen again. Hope that makes sense.

EDUARDO DIAZ: That's cool. Thank you.

JONATHAN ZUCK: Sebastien, go ahead.

SEBASTIEN BACHOLLET: Thank you, Jonathan. I put the question in the chat but what is—I don't know this word. I must be in a different channel. Maybe it was the right word, but what is a telestrator? And I guess in French it's when you have the script to run and you read the script, that's—please. Can you explain what it is?

JONATHAN ZUCK: Yes. The word is teleprompter, not telestrator. Telestrator is something they use in sports to draw on the thing to show you what happened in the play or something like that, right? That's a telestrator. But a teleprompter is something that looks like this, basically. And you'll notice that at the bottom of it, there's a script that's going by and it's reflecting onto a piece of glass and your camera is then behind that piece of glass that you can be looking at the words and at the camera at the same

time. So, I don't know what the French word is for that either, but it's called a teleprompter in English.

SEBASTIEN BACHOLLET: And it's what you tell us to set up with this CD or it's something else?

JONATHAN ZUCK: No. A CD is just a way to look at yourself while you're speaking, right? So, if you put a CD over the camera like I was saying in the—let me see if I can go back. If I do something like this, what it allows me to do is look at the camera but see myself at the same time. So, some people feel more comfortable if they're able to see themselves while they're speaking and so all I'm trying to say is put that mirror around your camera so that you're looking at the camera at the same time, you're looking at yourself. Eduardo asked a question about working from a script and actually reading a script the way that the presidents do and things like that when they're giving a big speech in front of a big crowd.

Well, those two glass things that are sitting there are the words and it allows them to look over at them but still see through them and so the thing that I was showing you here is a device that will allow you to have your script scroll up while you're reading it and you can be reading, looking right at the words but because the camera is behind the piece of glass, then the camera will be seeing you even though you are looking at—let me see if I can find a—yeah.

So, here's just another example of what one looks like, right? You see that the camera is looking through a piece of glass and then this

monitor, the bottom is reflecting up on the piece of glass and so that way you can be reading your speech and looking at the camera at the same time. But more often than not, what you want to be doing is not using a speech but just using notes and, in that case, I recommend check your notes, come back and engage your audience. I hope that's helpful.

Staff, I don't know if there's questions that are in the chat because I have not been paying attention to chat which is another thing I recommend you doing if you have a presentation to give because it can be very distracting from your presentation to pay attention to the chat. So, if there's a question there that I missed and you want to read it out, I'm happy to answer it before I go onto the next section.

CLAUDIA RUIZ:

Hi, Jonathan. I'm not seeing any missed questions in the chat.

EDUARDO DIAZ:

Except mine that I just put it on. I hit the wrong key.

JONATHAN ZUCK:

Okay. Go ahead, Eduardo.

EDUARDO DIAZ:

My question is, are you going to go over—you have been talking about how you present and showing and your eyes but what about the intonation and the way you modulate your voice? Is that something important for a presentation because I have seen presentations where

they talk at the same level and they get very boring, even if they are great [speakers].

JONATHAN ZUCK:

And that's definitely true. I mean a more lengthy presentation on how to give a presentation would include that very topic, Eduardo, where you have vocal variety in your discussion and show excitement when incitement is due and your question goes up when you're asking your question, for example. And so, you definitely don't want to speak in monotone. And I will tell you that reading from a script often leads to that so, that's another reason to not try to just read your speech out as it often leads to you to speak too quickly and without sufficient vocal variety.

So, ideally you speak from notes and then the vocal variety will come naturally but people need to rehearse. That's the other reason that people end up speaking in monotone is because half of their brain is just thinking about what they want to say and the other half is saying it and that can be very difficult. So, the better you know your speech, the better you're able to engage people through your intonation and your vocal variety. Other questions?

So, all right. I don't see any so I'm just going to move on a little bit. I wanted to talk a little bit about the technology that I'm using to give a presentation like this. There are some things that you can do in Zoom itself but unfortunately the one feature that Zoom doesn't have that would be really, really useful is to be able to swap back and forth

between your shared screen and your camera. And unfortunately, that functionality doesn't exist.

Instead, there's a button in the upper right-hand corner that allows a viewer to switch between the shared screen and the person who's speaking. So, if you want them to manage when they're looking at you and when they're looking at your slides, that feature is there but for you to be able to just switch on and off, your camera and your shared screen it's not really available in Zoom. So, what you're left doing instead is sharing a screen, choosing the thing that you want to share. Here's my slides, I hit share. Now you're looking at my slides and my picture is off to the side here and so that's when the viewer could switch things but then when I wanted to switch back to me, I need to stop sharing and now I'm looking at the camera again and so I had to go back and forth that way.

And unfortunately, when I go to share, again, it doesn't even pick that up the previous share as a default, I have to then find it again, what do I need to do to share this and then share it again. And so using that technique to go back and forth from your slides is a little bit problematic, right? So, that's a feature that Zoom could really use is just the toggle that says, "Show my screen share, show my camera, show my screen, show my camera" and that would be really helpful if that functionality existed.

What Zoom has added is the ability to put your slides up as a virtual background to your camera which is somewhat interesting but you have some of the same problems you have with any background which is that without a green screen, your face could be disappearing and

reappearing again. But one of the things that I can do, if I choose, for that, I go into the video settings so not share screen but in video settings and I go to backgrounds and virtual backgrounds, I can change how that works with the advanced. Just wanted to show what some of that looked like and now I'm forgetting. Let's see. Studio effects. Nope. Video background.

There's the ability in advanced, maybe it's just in windows. There is the ability to put your slides in the background as your virtual background but I'm not actually—

EDUARDO DIAZ:

I think you do it in the share screen in the advanced section. Check that out.

JONATHAN ZUCK:

Sorry. It's different on the two—let me get rid of this. So, yeah, so if I do share screen, yes, and then I do advanced, I have a choice, it says beta to use slides as my virtual backgrounds. So, if I wanted to, I can come in here, choose the slides and so now I'm doing a video background and it's doing that thing where it's trying to make the background for me. So, this is one way that I could have myself onscreen with my slides and this does result in a box so I can move this around if I want to. These are things that you can do in Zoom and I can make this bigger.

So, if you wanted to manipulate this with your mouse, you could have a slide that was white or something like that or another pleasing color and then when you got to that slide, you could turn this video camera on

and off as a way to switch between your slides and your camera. But again, it is using that virtual background feature where if you don't have an even background, then you start to have this thing where it's—you can see how it's like messing with things because of things being at a different level, things are disappearing, etc. So, that's less than ideal would almost be better if it was just a solid camera feed instead of a virtual background feed but that is a functionality that you can use inside of Zoom without using any third party tool. Eduardo, do you have a question?

EDUARDO DIAZ:

Yes. I'm just curious how you—when I'm looking at my Zoom and maybe it's mine, I'm seeing you as a whole, you know, a big picture in the center. How do you do that?

JONATHAN ZUCK:

Yeah, so that's a very good question and thanks for asking. What I asked Claudia to do when we began was to pin my video. So, the host has the ability to make a particular person's video the primary camera that's apparent. So, instead of its switching when somebody's speaking, if it's pinned, it stays on the speaker. So, that's a very important feature especially since we're doing everything through the video feed, having your video be pinned by the host of the Zoom call becomes critical. Does that make sense?

EDUARDO DIAZ:

Yeah. Thank you. Yeah.

JONATHAN ZUCK:

All right. So what you saw that I was doing though, was quickly switching between my slides, my speaker. I even did a wide shot to show you what my setup looked like, etc. If I want to, I can go a step further and even do a picture-in-picture if I want to and have my slides on there at the same time as the camera. And all of that is done with software that's called Virtual Camera software. And so what Virtual Camera software does, is it allows you to intercede between your camera and Zoom. It's software that sits in the middle between the actual web camera and Zoom and allows you to then add graphics to the camera output that you want to have there. And so that's what allows me to very quickly switch back and forth between these different views is because I'm making use of Virtual Camera software. So, the way that most Virtual Camera software works—this might lead to like a—

The software I'm using right now it's called ManyCam and this is a commercial product or some people call it a freemium package because there's a free capability and more advanced capabilities. But what you'll notice is that right here along the bottom are what are known as scenes, right? And so, I set up these scenes individually. This first one is my slides. So, if I say that I want to cut to the slides, it'll change that look. If I say I want to cut to me, it'll switch to that camera. This switches to the side camera, this switches to my browser where I had the Color Safe on. This switches to the view where I had the picture-in-picture, it's sometimes called.

So, those are all things that I can add to the video feed and you're just seeing it directly over the video feed in Zoom. So, hopefully what you're

seeing is a small version of my camera where you can see the output and then in the screen share, you're seeing ManyCam and how it actually works. And so these things can be put on a hotkey. So, for example, if I do command one, it goes back to my slides but command three goes back to this side view, etc. So, I can set it to a hotkey. I also have like a little console here like I can just set up whatever keys I want to switch between these scenes. And so I'm not making heavy use of this functionality here. I'm literally just using it as a way to switch back and forth between the things that I want to show.

So, in this case, it's my slides, a separate camera view, the browser that had the Color Safe thing in it and then later had the teleprompter in it etc. So, those are all the things. And then over here, I did a scene that was using the FaceTime camera right on my Mac Book, right. And so, I'm using very simplistic functionality of this and there's much broader functionality. I can bring video in. I can bring different kinds of animated overlays if I want to. I could put my texts right on the screen itself so that if I was here and I went to my presets and I say that I want to add a new layer, I can add another camera, a media file, a presentation, a YouTube video etc. All those things I can do as I can superimpose on top of this video feed. So, hopefully that makes sense.

And so that software is called Virtual Camera software and there's a lot of virtual camera software that is available out there in the world. I'm using, as I said, a package called ManyCam but we previously have done a workshop using something called SplitCam which is a completely free Virtual Camera software that works essentially the same way. You set up your scenes and then you can switch between them and just change what's actually coming over your camera feed. So, I never ended up

sharing a screen until I showed you the ManyCam software. All of that was just coming through my camera on Zoom and that's done with Virtual Camera software.

So, in the Wiki page that describes this session, I've listed a bunch of different software packages that provide that functionality. The one that's available on the most platforms is called OBS Studio and if you use that, it's available on Windows, Mac and on Linux and it gives you this Virtual Camera functionality. It can be a little bit of a daunting program to use though and to learn but that's the best solution for you if you're on Linux. If you're on a Mac or Windows, you have lots of options and I've listed a bunch of them in there, both ones that are free and then others that are, as they say, freemium and that allow you to get more features if you pay something for the software. But SplitCam is absolutely free. It works great on Windows and Macs and I highly recommend using it.

Something that's sort of a new entrant on the market is Prezi. I don't know how many of you remember a piece of software called Prezi but Prezi was sort of a PowerPoint competitor that allowed you to Zoom in on things and animate your presentations and just give a different, less slide-oriented, view of your presentations. And they have now added Virtual Camera capability to Prezi which is kind of exciting. And so you can create your presentation in Prezi and leave space in it for where you want to be seen and then have the presentation happening around you.

So, for example, you could have a timeline along the bottom of your screen during the whole presentation and as you clicked on different aspects of the timeline, then different information would come up on

the screen but you would stay on screen the entire time. So, that's the technology that I highly recommend for making use of your presentation. So, if you're just using the camera feed, you're asking the host to pin the camera and then you're using Virtual Camera software in its most basic way to switch between sharing your slides and your video, going back and forth between your slides and your video. You don't need to use any of the fancy features, just the ability to toggle back and forth between the two will make a huge difference in your presentations. And then I guess I'm happy to answer questions about that. Eduardo, is that a new hand?

EDUARDO DIAZ:

Yes. A new hand. I was having two conversations now because there is out of sync. Your video is out of sync with your voice. I was in your face, trying to understand what you're saying. I'm just kidding. But I think the software you're using is creating this out of sync thing.

JONATHAN ZUCK:

It might be. I'm probably running too many different things at once to demonstrate things. So, you don't normally have that problem if you aren't running multiple cameras and everything like that that I was just doing for demonstration purposes. I will say that you also have the ability to create a delay in the audio if the audio is getting ahead of your video. So, that's another feature in most of these virtual camera packages is the ability to create a delay so that those things stay in sync if you're finding that they're out of sync. I think I'm having that problem now just because I have too many things plugged in at once.

EDUARDO DIAZ: Now it's even slower, your video.

JONATHAN ZUCK: I was trying to see if we could just switch to directly but it doesn't want to let me do that. Yeah, so that's again, probably because I was demoing too many things. Any other questions?

EDUARDO DIAZ: You're out of sync but it doesn't matter.

JONATHAN ZUCK: I am because I have too many things plugged in. Yeah. Any other questions on delivering presentations on the technology, etc? Last meeting, we actually did like a workshop on using SplitCam and we can do that again if that's of interest to folks to give you a chance to try things yourself but I'm sorry I've gone out of sync here. Hopefully, I wasn't out of sync for most of the presentation. Any other questions? All right. I guess that's it. I appreciate everybody coming on board and I'm happy to help anybody as they're trying to figure this stuff out because I would really love to see presentations go up a notch in our ICANN meetings because we're sitting on Zoom for 40 hours at a time during an ICANN meeting and so it can be a little bit tough to spend the whole time looking at something that looks like this.

CLAUDIA RUIZ: And Jonathan, we have a hand up from Olivier.

JONATHAN ZUCK: Yeah, go ahead.

OLIVIER CREPIN-LEBLOND: Yeah. Thank you very much, Jonathan. Just a quick question on the background. Before Zoom started implementing the possibility for having virtual backgrounds, there was a lot of discussion about what should you have in the background of your shot when you're speaking and so on. I know that at the moment, for example, you're speaking in front of a background that's quite plain, you're not using a virtual background and yet we are, I can't say we've pushed but we certainly are given potential for virtual backgrounds. When you turn it on, it says, you end up with lower type of—lower I don't know, pixelation or something or lower—I think instead of HD, you end up with a lower pixelation than this and so on. I mean, is there any kind of recommendation on this? Is it better to have a virtual background or to have a natural background, this sort of stuff?

JONATHAN ZUCK: Yeah. So, I mentioned this before. I highly recommend not having a virtual background because you get that situation where you're fading in and out of the presentation, parts of your body are disappearing. And I think that's just a distraction that you really don't want in your presentation to have that kind of a look, right? So, I think that when you have something like that when you're giving a presentation all that is, is

a distraction from your presentation and there's already distractions enough. So, I highly recommend not using a virtual background but if you want to use a virtual background, then I really recommend getting a green screen and not allowing Zoom to try and fake a green screen for you. That makes sense?

OLIVIER CREPIN-LEBLOND: Yeah. Thanks very much, Jonathan.

JONATHAN ZUCK: Okay. So, yes, even though they give us these great virtual backgrounds to use that they design for the meeting, I wouldn't use them unless you have a very flat wall behind you. And even then, it's not ideal because it doesn't allow you much movement in and out, unfortunately. And if you are going to use one, I recommend hanging a piece of green fabric and doing a green screen because it'll look a lot better and not be a distraction.

OLIVIER CREPIN-LEBLOND: I have another question.

JONATHAN ZUCK: Yeah, please go ahead.

OLIVIER CREPIN-LEBLOND: Yeah. Thanks, Jonathan. I have another question. And that's to do with the slide decks themselves. Of course, there's the usual thing of having

less words, etc., but are brighter slides better than darker slides. When you do a slide deck in public, it's often said that, the darker slide decks, you can't really see them from a distance and so on but of course now we're using Zoom, so is that rule different? There's so many different—the standard decks that you get usually are kind of black on a white background, this sort of thing. Is it better to have other [inaudible]?

JONATHAN ZUCK:

The real issue is contrast. So, that's why I was pointing people to this site here that whatever you want the background to be is really okay. You just want to make sure that you are choosing texts that will look good on that background. I may be having a little slow down in my internet. That may be causing the light too. So, this Color Safe site is the one that I was trying to point people to because you can come into it and choose what you want, your background, color of your slide to be and it can literally be anything you want.

I can say that I want it to be blue, something like that. And you can see right away that that black text doesn't work, right? It's difficult to see the black text on the blue but if I say generate a color palette, it'll give you options for things that will work and you can just choose from between them and these are all things that are designed to make these texts have sufficient contrast and you can see in the upper right-hand corner, the current contrast ratio and the goal ratio which is set by the W3C.

So, these are all things that you can try as a different color to make things more interesting for your slides but that are still visible on the—let's say you wanted to use some variation of purple text, this is giving you purples that will work well on that color blue. So, I recommend going to colorsafe.co and playing around for a template for what you want your colors to look like.

OLIVIER CREPIN-LEBLOND: I was meant to ask, are there any colors to avoid? That was kind of the gist of some of my questions? Contrast is one thing but any colors that we should avoid.

JONATHAN ZUCK: Not so much. I don't think colors are a big deal. I mean, there are some colors that are very high luminance like Kelly green and things like that that are probably not the best background color just because it might be hard on people's eyes but your background should be a fairly muted color as opposed to a super bright color like a yellow or a bright Kelly green or something. But for the most part, the real issue is contrast, not color. Any other questions? All right.

As I said, feel free to reach out to me and talk about any of these things. I'm happy to look at presentations that you're creating to see if a way to make them more visual and less text-heavy, etc. or if you want to do a reveal to show parts of the slide at one time, I'm happy to help with that. Let's see what we can do at ICANN70 to take things up a notch and show the rest of the ICANN community how it's done.

OLIVIER CREPIN-LEBLOND: Jonathan, it's Olivier. I have another one.

JONATHAN ZUCK: Olivier, go ahead. You keep waiting while I'm trying to get my great exit to ask a new question.

OLIVIER CREPIN-LEBLOND: Sorry about this. Now, what is the ideal amount of time to display a slide for? Because I'm known to sometimes crowd things with slide and it's just like an avalanche of slides that I throw to an audience thinking that they might find this to be amusing and interesting but sometimes I get people afterwards who just tell me I've exhausted them. What's the ideal amount of time?

JONATHAN ZUCK: Slides are exhausting. I mean, that's part of the problem. Slides are exhausting and complex slides even more so. So, you should be trying to take your complex slides and turn them into build slides so that they appear a little bit at a time and they should be fairly simple. No more than six words usually or a single image or something like that and as soon as that image has had its impact, you should be switching back to your camera and having to look at you again. The idea is not to narrate your slides but to give a speech to camera and only bring your slides in to be an accessory to your speech, to help your speech. You're not there to help your slides. Your slides are there to help you.

OLIVIER CREPIN-LEBLOND: Thank you.

JONATHAN ZUCK: I mean, again, I'll say what I said earlier. Start writing your presentation as if you're not going to have the access to slides. Write your speeches if you don't have PowerPoints and do the same process you would normally do for that. Don't open PowerPoint. Pretend that you're not going to have access to PowerPoint for your presentation and write your presentation that way first. And only once you've created the presentation you would create without PowerPoint, should you open a PowerPoint and think about how you might supplement your words with visuals that will add impact or humor or something like that to the presentation you're giving. But think in terms of just talking to the audience. Jacqueline, go ahead.

JACQUELINE MORRIS: Yeah, hi. Hi, Jonathan. There's a question in the chat that I think everyone missed, which was about interaction with participants. If you had any advice on that, that was from Leonor.

JONATHAN ZUCK: Yeah. I mean that's a problem that we're all grappling with is how to have better interaction with the participants. And I think one of the best ways to do that is probably with polling to get people to answer questions because that helps to keep them engaged with the presentation. But fundamentally, if you're giving a presentation, that's

not an interactive experience in the same way you're thinking, right? It's not a conversation. It is you giving a speech. And then once that speech is over, then you engage. You take questions. You take polls along the way to break up your speech but fundamentally you're trying to deliver a message to your audience and that's less about interaction and more about comprehension. All right. Any other—yeah. So, Jacqueline, I agree completely. Don't use virtual backgrounds if you can avoid it.

CLAUDIA RUIZ: Hi, Jonathan. This is Claudia. Speaking of polls, we do have the survey that—

JONATHAN ZUCK: Okay. I'll let you take over for that.

CLAUDIA RUIZ: Okay. Thank you.

JONATHAN ZUCK: You can reshare your screen or whatever you need to do but thanks everyone.

CLAUDIA RUIZ: Thank you. So, if you can all please take a moment to answer this brief survey. It should be on your screens and you can select the answers and move along. If you'd like, the first question is, how did you learn about this webinar? The second question is, what region are you living in now?

You can all go ahead and answer the question and just skip to the next. If you'd like, the third question is, how do you feel about the timing of the webinar which is 1900 UTC? Did the webinar duration allow for sufficient time for questions? Fourth question is, the presentation was interesting. The fifth question is, I learned something about this webinar. And the final question is, I would like to participate in other AtLarge webinars. I have also just put a link in the chat where you can fill out the survey and we will get the responses as well. Thank you all very much for your time.

[END OF TRANSCRIPT]