



# The 25<sup>th</sup> Annual Conference *on* Advancing School Mental Health

## Presenter Toolkit

**Equitable and Effective School Mental Health**

**Live on October 29, 2020 12-3pm ET**

Recording your presentation for a virtual audience may be a new experience for many speakers. **That's why we're here to help.** This Presenter Toolkit provides guidance on planning, preparing, and submitting your presentation. We'll step you through from start to finish.



The National Center for School Mental Health at the University of Maryland School of Medicine is funded in part by the U.S. Department of Health and Human Services, Maternal and Child Health Bureau to advance school mental health programs and policies to support success for America's youth.

# 1 | Prepare Your Content

**Be culturally competent.** Ensure your content is culturally sensitive and applicable to a diverse audience.

- The NCSMH is committed to anti-racism, cultural responsiveness, and equity, and we hold presenters to the same standards. Content, images, and examples should be racially- and culturally- sensitive.
- Avoid political references.
- Avoid stereotypes and overgeneralizations.

**Structure your content.** Presentations should include the following elements:

- Clear introduction and objectives
- Engaging content
- Relevant data
- Logical and compelling conclusion

**Optimize your slides.** Whether you use PowerPoint, Google Slides, or another platform, these tips help you maximize your slides.

- Order your slides: Title > Disclosure > Learning Objectives > Content.
- Access disclosure slide templates for: [Disclosures](#), [No Disclosures](#).
- Only include the main points on slides. *Everything should be made as simple as possible, but no simpler.* – Einstein
- Use colors effectively. Stick with high-contrast colors and text that is easy to read.
- Minimize transitions or distracting animations.
- Do not include any copyrighted audio or video, as YouTube will flag and remove it. You are responsible for ensuring your submission does not contain copyrighted audio or video.

## 2 | Plan for Success

### **Choose Your Setting.** Where will you record?

- Select a space to record with minimal visual distractions and noises.
- Pay attention to the lighting in the room and orient yourself so that your face is well-lit. Generally, being backlit makes it harder to see your face.
- Avoid having a window in the view of the camera, as it will cause the background to be overexposed.

### **Position Yourself.** What will the camera show?

- Speak straight into your camera, with your webcam at eye level.
- Your head and shoulders should be visible on the screen, and you can move forward and backward to find a distance that looks and feels comfortable to you.

### **Rehearse.** Practice makes permanent.

- Consider using a mirror while you rehearse, or even making a practice recording to review.
- Share your video with a colleague, friend, or family member for feedback.
- Practice varying your pitch and tone and pay attention to your gestures and facial expressions.
- Use the physical space around you for emphasis (e.g., leaning forward to emphasize a point).

## 3 | Get Technical

**Optimize your Computer.** Make sure your computer is set up to record as smoothly as possible without hiccups.

- Download all documents to your computer instead of pulling from the internet or the cloud.
- Make sure the software you are using is to date.
- Close any apps and software on your computer not being used for the presentation.
- Ethernet cables often provide a more stable and faster connection than WiFi.
- If you are using WiFi, record near your router with few obstructions.

**Test the Microphone.** Audio recording is an important part of your presentation.

- Test the microphone you plan to use before recording your presentation to ensure your voice is clear and understandable.
- Most computers have a built-in microphone that will work well. You may also use an external microphone or a headset if you have one.

**Test the Camera.** You may record your video during the presentation.

- Test the camera you plan to use before recording your presentation to ensure your video is clear.
- Most computers have a built-in camera that will work well. You may also use an external camera.
- We encourage presenters to stay on camera for the recording. However, you may use your judgment and go off-camera if needed.

## 4 | Record, Save, & Submit

**Recording & Saving.** You have multiple options for recording your presentation, including PowerPoint and Zoom.

- To be included in the conference, you must submit an mp4 video file.
- There are many ways to turn your slides or content into an mp4 file. Two common methods are Zoom and Microsoft PowerPoint.
  - [Make a local recording with Zoom](#), or
  - For PowerPoint, [record a slide show with narrations and slide timings](#) and [turn your presentation into a video](#).
- After recording, save your video file somewhere you can easily find it.

**Engage your audience.** While your session is pre-recorded, you want anyone who watches your video to be engaged with your important content.

- Speak clearly. You can add dynamics by varying your pitch and volume.
- If you want an interactive audience for your recording, you are welcome to invite others to participate in the recording via Zoom or another web-based recording platform. You are responsible for ensuring you have permission to use the audio and/or video of any participants you invite.

**Editing.** If you want or need, you can edit your video before submitting.

- You can edit your video file using software such as iMovie, Windows Media Player, or Photos before submitting. This is not a requirement, but you can use editing to remove unwanted pauses or mistakes.
- The NCSMH team will not edit any video submissions. The file you send us is what we will post for your session.

**Submitting.** Send us your file!

- You will submit the mp4 video file of your presentation via the unique OneDrive folder your first presenter receives.
- To access the OneDrive folder, click on the link in the email, and enter the access code you will receive afterward in a separate email.
- Once in the folder on your browser, you can click and drag your file into the folder to submit it. **Submissions must be uploaded to OneDrive by midnight ET on Monday Oct 5.**