

# Virtual Product Demonstration Briefing

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<b>SPEAKER INSTRUCTIONS</b>	<b>3</b>
<b>SUBMISSION DEADLINE</b>	<b>3</b>
<b>TECHNICAL REQUIREMENTS</b>	<b>3</b>
<b>CONTENT REQUIREMENTS</b>	<b>3</b>
<b>HOW TO UPLOAD YOUR FILE TO LINKLINGS</b>	<b>4</b>
<b>TECHNICAL SUPPORT</b>	<b>4</b>
<b>REGISTRATION</b>	<b>4</b>
<b>HOW TO PREPARE YOUR ONLINE PRESENTATION</b>	<b>4</b>
<b>HOW TO RECORD YOUR ONLINE PRESENTATION</b>	<b>5</b>
<b>HOW TO RECORD WITH ZOOM</b>	<b>6</b>

## SPEAKER INSTRUCTIONS

ISC 2024 Virtual Product Demonstration videos will be available exclusively to ISC 2024 registered attendees and will be released on May 13, 2024.

We highly recommend providing presentation materials such as presentation slides, a handout, a brochure etc. in addition to your presentation video. These materials will be provided to ISC 2024 attendees via the digital event platform Swapcard from the release date of your presentation in lieu of conference proceedings.

All registered attendees agreed to [this copy right policy](#).

## SUBMISSION DEADLINE

Please upload your recorded video presentation and your presentation materials via [this Linklings submission form](#) by **May 08, 2024**.

## TECHNICAL REQUIREMENTS

- The video must be a .mp4 file.
- The video should have a minimum resolution of 720p (1280 x 720), ideally 1080p (1920 x 1080).
- The aspect ratio of your video should be 16x9.
- No branding of the tool you use for recording should be visible in the video.
- The maximum file size is 1,5 GB.
- The maximum duration is 15 min.

## CONTENT REQUIREMENTS

- Your presentation must be original content specifically created for the ISC 2024 audience. It is not permitted to submit a presentation that was previously published elsewhere.
- Your presentation must be held in English.
- The video cannot exceed 15 min in length.
- The [ISC Group title slide](#) must be included at the start of your presentation and cover the slide fully.
- The use of the [ISC 2024 background](#) is optional.
- Your presentation must include your contact details.

## CONTENT TIPS

- Vivid stories of concrete real-life examples are most engaging to online audiences.
- Use short sentences and avoid marketing language.
- Consider your audience's take-away: what do you want the audience to remember and go do at the end of your presentation?
- Think about using creative visual aids such as props, videos or graphics. These create memorable moments and illustrate rather than describe. "Show me, don't tell me" is a helpful motto when creating online content.

- Let your audience know how to follow-up with you after the presentation - e.g. by reaching out to you personally in the event platform Swapcard, via email, social media etc.

## HOW TO UPLOAD YOUR FILE TO LINKLINGS

Please follow these step-by-step instructions on [how to upload your video file](#) and [additional materials](#) for your presentation.

## TECHNICAL SUPPORT

If you require any technical support, please do not hesitate to contact our support team at [vendor-program@isc-events.com](mailto:vendor-program@isc-events.com).

## REGISTRATION

Registration for ISC 2024 will open at the end of February. Please register yourself to receive access data to all presentations.

# HOW TO PREPARE YOUR ONLINE PRESENTATION

While many presentation skills and best practices apply to both in-person and online presentations, expert presenters understand the importance of adjusting their approach to match the medium. Here are a few expert tips to set you up for success in your online presentation at ISC 2024:

### CHOOSE A SUITABLE OUTFIT

Solid, block colors in medium/medium-high value look best on camera. They are easy for your audience to focus on and make you stand out. Think blues, muted reds and greens, purples, oranges, etc. Select a color for your outfit that creates enough contrast to your background. Prints can be distracting and tiring to look at, so either choose subtle prints or avoid them altogether.

### CHOOSE THE RIGHT BACKGROUND

Try to use a background that enhances your professional image and is aligned with your message. Avoid a cluttered background or anything that can be distracting. Some presentation platforms enable you to use virtual backgrounds or to blur your background.

### CHOOSE THE RIGHT FRAMING

You want the camera to frame your face, neck, and shoulders. Practice your positioning and distance.

### PLAY TO THE CAMERA

When you are speaking, look directly into your computer's camera, not on the screen or at your notes. This takes some practice, but it makes the viewers feel as if you are looking right at them. Make sure the camera is on your eye level. If it is too low, prop up your computer with a (few) book(s) to raise your camera to your eye level.

## **STAND UP**

If possible, use a standing desk or position your computer so you can stand at eye level with your camera. Standing up provides a higher energy level and forces you to put your body in a more presentation-like mode. If you have to sit, lean slightly forward.

## **BE ANIMATED**

Just like in a live presentation, you want to present with a little energy and animation. If your presentation style is too slow or too monotone, your audience will disengage. Keeping people engaged virtually requires you to be even more engaging than in an in-person presentation. However, even though you want to infuse some animation and energy into your presentation, don't speak too fast.

## **EVALUATE AND ENHANCE**

If possible, record the presentation and take the time to play it back and look for areas that worked well and areas that you might want to improve upon.

# **HOW TO RECORD YOUR ONLINE PRESENTATION**

To record your presentation, we recommend using Zoom. However, you may use any tool of your choice as long as it can deliver the correct format and no branding by the tool is visible in your video.

## **CONNECT TO THE INTERNET**

Make sure your computer has a reliable internet connection. If possible, connect it to the router via an ethernet cable.

## **CHECK YOUR AUDIO RECORDING SET-UP**

If at all possible, connect a dedicated microphone to your computer. If you are using a headset, make sure the mic is not too close to or too far from your mouth, and it is not brushing against your clothing while you speak. Check if you can improve the sound quality by limiting reverb, e.g. by installing additional rugs or curtains in the room.

## **CHECK YOUR LIGHTING**

Make sure you have good front light - meaning the light shines brightly on your face. If your back is to a window, close the shades. Natural light is usually the best choice. If the room where you are recording your presentation does not have natural light, consider setting up supplemental lighting to enhance your image, e.g. a ring light.

## **CLOSE ALL APPLICATIONS**

Close all applications (except your recording program and slide presentation) to avoid disturbances during your presentation. Also disable system notifications or other notifications that could pop up during your presentation.

## CLEAR YOUR DESKTOP

Make sure to remove all sensitive information from your desktop and possibly change the background image (recommended: [ISC 2024 background](#)), as it might be visible in case you need to switch windows during your presentation.

## SWITCH OFF YOUR PHONE

Make sure your phone is switched off or in flight mode during your presentation.

## OPEN YOUR PRESENTATION SLIDES

Open up your slides in full screen mode, preferably on a second screen. Make sure the screen has a resolution of at least 1280x720, better would be 1920x1080. If you choose to show the webcam image, i.e. a small video image of yourself, make sure it does not cover any relevant parts of any of your presentation slides.

## DO A TEST

Do a quick, recorded test run to test your microphone quality and volume. Your voice recording should be clearly audible (not too quiet, not too loud, no distortions) on a medium volume level of your speakers. If you are playing other sound sources during the presentation, make sure to check their volume as well. It should be on a similar level to your microphone volume. Also click through all of your slides to see that none of the text or images overlap with your webcam image (which will be in the upper right corner when using Zoom).

# HOW TO RECORD WITH ZOOM

To record your presentation, we recommend using Zoom. However, you may use any tool of your choice as long as it can deliver the correct format and no branding by the tool is visible in your video.

1. Create a Zoom account (<https://zoom.us/>).
2. Install the Zoom client for your operating system (supports Windows, Mac and several Linux distributions as listed here: [System requirements for Windows, macOS, and Linux – Zoom Help Center](#)). The browser client is not sufficient for this purpose as it will not let you record your session.
3. Open the Zoom client. You may have to enter your credentials once again.
4. Host a meeting. If you wish to share your webcam, choose the option “With video on”. By default, your webcam image will be visible in the upper right corner of the screen during your presentation.
5. Once you are in the meeting, make sure the correct microphone is selected as a source from the menu next to the mute button.
6. Click “Share Screen” and select the screen that shows the applications you would like to show during your presentation. Make sure to select the screen and NOT a specific application. This way, you will ensure that you can move your webcam image during your presentation if necessary, e.g. to avoid that it covers relevant information on your screen.

7. If you wish to play videos during your presentation or share any other sound from your computer, tick the “Share computer sound” checkbox in the lower left corner of the window. If you do share your computer sound, be aware that all system sounds will be audible during your presentation.
8. In the video settings, you can set your own virtual background (recommended: [ISC 2024 Background](#)).
9. Click the “Record” → “Record on this computer” button to start recording your presentation. You can pause and unpause the recording at any time.
10. After finishing your presentation, stop the recording.
11. Once you end the meeting, the recorded presentation will be saved on your hard drive.

For more detailed instructions on how to create a Zoom account, installing the Zoom client and starting a meeting, please refer to [this page in the Zoom Help Center](#).

For more detailed instructions on how to record a Zoom session, refer to [this page in the Zoom Help Center](#).