Format and Storytelling Approach: Pre-Recorded Presentations

We want the Congress audience to be inspired by your paper or poster, so your pre-recorded presentation should be designed to help us make that happen. We are not looking for you to read your papers, quite the opposite, we would rather you tell us what is amazing about the work you have done. It is important to take this message to the Congress audience.

In terms of storytelling, this is generally how we structure IIC online material:

- Introduction- When you begin your presentation, please remember to introduce yourself, your work, and any partners you would like recognised.
- What's your 'unique focus'? A short, interesting intro to grab audience attention is important. Most statistics on how video is consumed online show that you have three seconds to make an impression before people's attention wanders.
- Your main talking points. Having these clearly outlined is important, so that you can foreground them in your presentation.
- What will you use to make it visually engaging? We recommend that you include slides if you can (e.g. Powerpoint, Googleslides, Prezi etc) and to include more interactive content if you can such as video clips, photos, maps, drawings,3D models, whatever you've got, to your recording. Having a good selection of images is crucial.

Special Request (Optional)

At the end of your presentation we would like you to pause for 30 seconds and record your answer to this question:

- What is your best or favourite conservation tool?
  - We'll be hearing from conservators and cultural heritage professionals from all over the world – it will be interesting to hear about your professional toolkit and tips that you can share with others.

General Tips

You can film your presentation with a video camera, smartphone, tablet or desktop computer. Cadmore Media have created a Technical Guide, included as Appendix 2, to help. Many of you may be familiar with doing this already, but for those that aren't, the three important considerations are: **CAMERA ANGLE**, **LIGHTING**, and **AUDIO**.

Remember: try not to film yourself from below! Prop up your laptop on a pile of books or position your phone so that the angle is straight on. Make sure you're evenly and well lit, and that there are no shadows obscuring your face, or a bright window behind you.

Background: Please also, pay attention to your background, we are encouraging a "learned setting" where possible such as a bookcase or study environment. We also welcome different Zoom environments as backdrops or if it is safe and possible for you to film in the historic environment or heritage setting linked to your talk, that would be wonderful to see!

Audio

If the audio quality is poor, people will likely just stop watching. Here are some tips that will help:

1. Choose a room with as little echo as possible. Hanging up blankets, duvets, or lining the area with pillows can help dampen echo (just so long it doesn't look like you're in a pillow fort for the visuals).

2. Be aware that if you're using a built-in mic and you use your computer while recording, the internal mic will pick up all typing and mouse clicks.

3. Shifting things that are on the same surface as your mic (moving a mug, adjusting a lamp) will also be picked up, and could interfere with your talk.

4. Test your audio before making your final recording. Listen for echoing, muffling or clipping (when you talk too loudly and the audio gets distorted).

5. Adjust mic placement (if external) or your distance from the computer to get a good balance. You can also adjust the settings of the mic on your computer (Settings on PC, System Preferences on Mac).

6. If possible, try to keep all other noises to a minimum while you're recording. This includes closing doors and windows, switching off fans and other devices that hum or whir.

7. Make sure to leave a buffer of roughly 10 seconds at the beginning and end of your clips. If possible, try to record your talk in one clip (mistakes included!) as it makes it easier to edit out the errors and keep a consistent sound quality throughout.

8. If you're worried about the audio, you can always record a backup on your phone to send along. While the audio quality may be different, it will be better than missing bits of audio. Just make sure you're on 'Do not Disturb' or Airplane Mode so text messages, push notifications or calls don't interrupt.

Then practice, practice, practice – it might take a couple of tries to record your talk, often presenters find it useful to try and present to someone (even if it is the cat).

Good luck and we look forward to receiving your recording.