

Virtual Conference Speakers Guide

MuseumNext

Founded in 2009 in England, MuseumNext brings together a passionate community of museum leaders, makers and innovators to ask 'what's next for museums?'

Our events are packed with real actionable advice, giving our delegates the knowledge that they need to make more impact with their work.

In 2022 we'll be bringing our conference direct to our delegates wherever they are. To create the highest quality event possible our speakers will pre-record their talks and this guide is designed to give you a better idea of what that means.

Filming

The past 16 months have given us all a crash course in using services such as Zoom and Teams to connect with others online.

These platforms also allow you to record and many of our speakers have used Zoom as their means of recording their talks.

Another option is recording on your phone or camera, but remember to make the film landscape.

To the left you'll see two examples of presentations. The big difference being one is focused on slides with the speakers in the corner and the other focuses on the speaker.

Dispensing with slides feels a little scary, but focusing on the speaker creates a much more engaging presentation for screen.

We ask that our speakers dispense with bullet pointed slides and use only pictures and films to illustrate their points. But most of all, they should make themselves the focus of the presentation.

The top picture illustrates a few other best practices. while the speaker recorded this on Zoom from his laptop (keeping the tech really simple) he's taken the time to make sure he's recording in a well lit space with an interesting background.





Tip: If you record on your phone keep it landscape (we mention this because we've been supplied many portrait films like the one to the left).

Tip: Avoid slides full of bullet points and just speak to the camera



Tip: Consider what possibilities using film opens up to show your work, experience and ideas

Tip: Record in a well lit space



Why Pre-record?

Pre-recording means no tech hiccups, no forgotten lines and it allows a speaker to craft a better presentation.



In the pre-recorded session above the speaker illustrates the rollercoaster of emotions that she experienced in 2020.

This starts with her not being able to get off the couch and ends with the song 'I will survive' for which she brought in guest dancers.

This would be hard to replicate with a live presentation.

You can find this talk here:

<https://vi.to/resources/best-practice-for-speaking-at-an-online-event>

Set free of having to present live in front of a laptop the possibilities are endless, and certainly more engaging.

Going Live

Wherever possible we follow the pre-recorded session with a live Q&A. In this our conference host takes questions from our online audience and puts these to you.

This lasts about ten minutes and we give all speakers a demo of how this works.

Examples

What all these examples have in common is that they dispense with slides and focus on the speaker.



A simple talk shot straight to camera with a couple of video clips added in.

<https://bit.ly/2NJTWYZ>



A more complex film bringing together many elements.

<https://vimeo.com/472923098>



A conversation shot direct to camera, with a simple set up and unusual backdrop.

<https://vimeo.com/564666608/350dda68c8>



A more complex film with multiple speakers and video clips edited together.

<https://bit.ly/31cwXiE>

FAQ

When is the deadline for us to receive pre-recorded MuseumNext presentations?

The hard deadline for presentations is two weeks before the event. This gives us time to add in captions, titles and have everything checked by our tech support team.

We'd encourage speakers to record their talks earlier, as unforeseen events can get in the way.

What format should the film be?

The screen dimensions should be 16:9, and the higher the resolution the better (without going ultra HD).

MP4 format is ideal, but we can work with almost any common film format.

How long should my talk be?

Talks are twenty minutes and Q&A is ten minutes giving each session a total of 30 minutes.

If your talk is longer than 20 minutes, the Q&A will be shorter.

Subtitles?

We'll have subtitles added to everything. But if we could get a word doc with any words that you think the captioning company might struggle with, like names of places or artists.

How does the Q&A work?

Our team collect questions from the audience while your pre-recorded talk is playing.

Half way through the talk you'll join us backstage and our tech team will put you live at the end of the presentation with the conference chair.

They'll put the questions to you.

One more thing

If the last few years has taught us anything it is to expect the unexpected.

Work commitments, illness and other unexpected events can easily knock you off course, so we'd recommend scheduling time to record your talk several weeks before the deadline.

This will result in a better presentation and make the whole process less stressful.

Any questions?

Contact Jim Richardson on jim@museumnext.com

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