



## Tips for Your Conference Presentation

Recording tips:

- All presentation submissions **must be in MP4 format** and **no larger than 2 GB**. Zoom does an excellent job recording multiple presenters, allowing PowerPoint screen sharing and exporting to the desired MP4 format. iMovie also lets users import, tighten, edit and make cuts to exported Zoom videos, and then resave in MP4 format. Some presenters have also recommended [Loom](#).
- If you are recording your presentation with multiple presenters who will be displayed for the duration of the presentation, it's recommended that each presenter remain engaged with whomever is talking. Try not to make any disruptive movements that may draw attention away from the presenter. Please note that you may also use the Zoom feature to show only the presenter speaking.
- Use a quality headset with a microphone to record your presentation. If one is not available or you find the headset cumbersome, use a quality microphone. Assure the input volume is turned up high enough for people to hear you clearly.
- Please make sure your pre-recorded presentation also has closed captioning turned on. We suggest placing your closed captioning at the bottom of the video.
- If you use Zoom, please note that free Zoom accounts allow for 40-minute conference sessions only and have limited recording capabilities. It is highly recommended that you purchase a full license, or perhaps someone in your presentation party may have a license and can act as host.
- Thirty-minute Short Take presentations should be no longer than 25-30 minutes. Sixty-minute Breakout presentations should be no longer than 55-60 minutes.

Nondiscrimination guidelines:

- The National Council for Marketing & Public Relations welcomes members of all backgrounds, ethnicities, nationalities, religions, gender identities and sexual orientations. We take a resolute approach in our response to any display of insensitivity to diversity and inclusion through words, images or actions. We seek to foster an organization that is universally welcoming, respectful, educational and professional.
- NCMPR expects conference presentations and presenters to be inclusive and respectful in all areas, including but not limited to terminology and imagery.