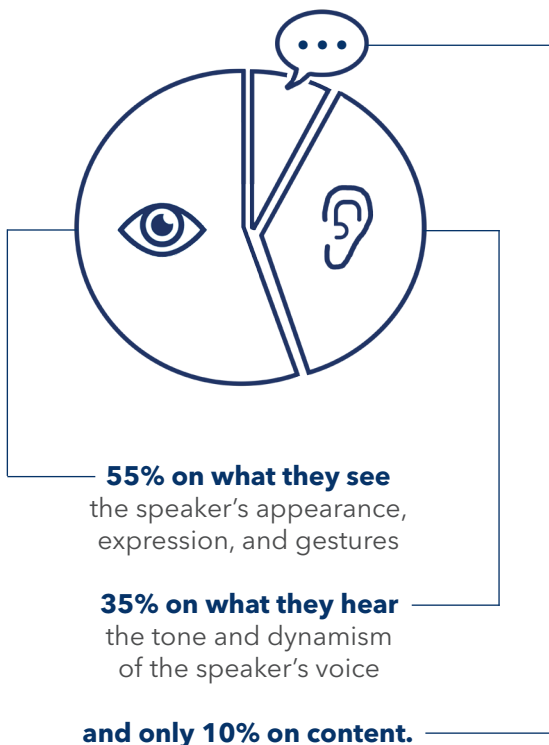




## PERFORMING ON SCREEN

**Content is important, but only with the right visuals and voice can it reach and influence audiences.** When an audience watches a speaker on screen, here is what drives the audience's attention and reaction:



On-screen media always distort the speaker. What audiences watching a speaker on a screen experience is different from what audiences watching the speaker in person would experience. So the strategy for effective on-screen performance is to adapt the performance to come across optimally on screen.



# REALITY

VS.  
THE

# SCREEN



The appearance of **confidence** and **comfort** is the most important element of on-screen performance. But what feels confident and comfortable in person appears defensive, weak or bored on screen. And what appears confident and comfortable on screen, may feel awkward and unnatural in person.

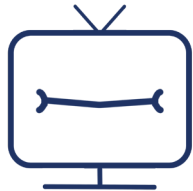
### Slightly forward-leaning posture

appears straight, engaged, and comfortable.



### Smiling facial expression

looks neutral, while broad smile looks confident.



### Dynamic voice

seems natural, not exaggerated.



When speaking, **gesture broadly** with both arms



to animate the three dimensions of voice:  
**pitch, speed, and volume.**