



# PART 2: VIRTUAL V. IN-PERSON

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## Guide to Pitching Your TPP Project

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# **Key differences: Virtual v. in-person**

## In-person

You can scope out the space and its layout ahead of time to get a sense of how you'd like to use the stage.

Test presentation computers, clickers, microphones, and speakers yourself ahead of time to ensure a smoother pitch experience.

Make sure your slide deck is converted to the format that you want to present in (e.g., Powerpoint, Google Slides, Canva).

## Virtual

A virtual “room” is the same everywhere, but different platforms (Zoom, Teams) may require different methods for sharing screens, breakout rooms, etc.

You will have to set up and test your own tech—including your camera, lighting, sound, and internet quality—right before the pitch. Have a backup plan in case of malfunctions, too!

Any format goes if you're the one sharing, just make sure you know beforehand how to share it full screen.



# Setup and technology

## In-person

You can see the audience and how they're reacting, which makes it easier for the speaker to gauge the energy in the room.

Engaging the audience can look like: audience participation, passing around physical props, walking around the space.

People can usually freely and easily leave the room if they need to and come back.

Your entire presence—clothing, “vibe,” stage presence, eye contact, etc.—will affect the audience's perception of the pitch.

## Virtual

It's difficult to “see” and take cues from a virtual audience while presenting, but a non-speaking teammate can keep an eye on the chat for you.

Engaging the audience can look like: using the chat for Q&A, doing polls, switching from slides to camera while speaking.

Zoom fatigue—people getting tired of having to be on a Zoom call—is real and common. Build in breaks for continued engagement.

Your presence will be more defined by your camera setup, lighting, speaking style, and slides.



# Energy and engagement

# **Format-specific tips: Virtual v. in-person**

# In-person pitching tips



- **Take a video of yourself practicing and watch it with a kind but critical eye.**  
This will help you get a sense of your stage presence so you can make adjustments.
- **Leverage your physical presence.**  
Dress nicely, bring props, use up space, and get creative with audience engagement.
- **Do your best to make sure the audience is looking at and listening to you.**  
Use your slides to succinctly reinforce what you're already saying so the audience can scan and listen instead of read and tune you out.
- **Don't forget the opportunities that surround the actual pitch.**  
Take advantage of the chance to meet audience members in person, share more about your work, and make connections.

# Virtual pitching tips



- **Perfect your slide deck. That's what the audience will primarily see.**  
Make sure all visuals are high resolution (not blurry) and all words are readable and clear. You can have a little more content than for in-person pitch.
- **Turn on computer audio sharing before you screen share a video.**  
Audio sharing is different than just screen sharing. Your audience won't hear the video without audio sharing on!
- **Take one or more breaks from sharing slides to share only your camera view.**  
This can build a connection with the audience and break up the monotony of slides.
- **Position the camera to look straight at you (not above or below).**  
Also make sure the camera frames you in the center, your light source is in front of you (not behind or to the side), and your background isn't distracting.