

# MULTIPLY THE IMPACT OF YOUR PRESENTATION

Getting into the habit of audiotaping any speech or presentation you deliver can go a long way in building your content pipeline, enhancing your reputation, and developing business.



If you are speaking as one of several panelists, or presenting to a private group or association, first request permission to audiotape the presentation, letting them know you plan to repurpose the content as posts or articles, and can seek their prior approval before doing so as appropriate.

Most smartphones have built-in voice memo or recorder apps that provide decent sound quality. Voice Memos (iPhone) or Voice Recorder (Android) make it easy to record.



## Keys:

Position the device close to the speaker; remember to turn it on; keep the phone stable; consider using an external microphone for better sound; and activate "Do Not Disturb" to prevent interruptions.

For the best audio results, use a quiet environment, test your microphone before recording, and set your device on a stable surface. External microphones, either wired or wireless, improve sound clarity. Previewing and adjusting app settings, using airplane mode, and saving files in efficient formats (like MP3) all contribute to a successful recording experience.

Once done, download the audio file and transcribe it using apps like oTranscribe, Notta, Descript, Notion, Canva's "Audio to Text Converter," or Transcribe. Then, work with your assistant or BD professional to review it and decide how best to repurpose, reuse, and leverage it.



Web-based platforms like Canva, Descript, Online Voice Recorder, and Panopto Express make recording and editing audio simple.

Apps like Easy Voice Recorder, VirtualSpeech and SpeechText record and transcribe audio on demand, with privacy controls and download options for ready-to-use transcripts.



PowerPoint allows users to record narration directly into slides and export the presentation with audio as a video file. Audacity is ideal for direct audio recording and comes with editing features, including noise reduction and trimming.



There are endless ways to repurpose and re-use content and doing so saves time and resources!

**Such as:** Converting the transcribed speech or remarks into an article or blog post, creating a "Top Takeaways" post, for follow-up or emails, creating social media posts from snippets or sections, using it as a webinar, podcast, live stream script, or chapter for a book.