

TIPS TO IMPRESS ON YOUR NEXT VIDEO CONFERENCE

The rise of virtual meetings and video conferencing has us all trying to become video conference presenters fast! Here are some tried-and-true tips to help you impress.

THE ENVIRONMENT

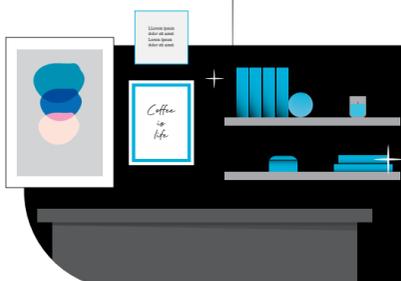
Face The Light:

To ensure you look your best, avoid any light behind you or directly above you, especially from a window. The best setup is to have the light facing you.



Keep Your Background Professional:

Take a moment to set your stage backdrop. A messy room, pets running around or a bustling coffee shop behind you can be distracting. But you can absolutely have suitable things behind you. Make it personal! Items behind you can be great conversation pieces.



Visual Check:

You would never walk on stage or allow guests into your event without first doing a visual check. The same logic applies to video conferencing. Don't let the first time you see your background on camera be the first time your audience sees it as well.



PLACEMENT

Use The Angle In Your Favor:

Similar to having a "good side" in photos, you have a proper angle in video as well. You want to look like you are talking directly to the folks on the other end. The best way to do this is to keep it the camera at eye level and front-facing. Need to lift your laptop higher to achieve the correct angle? Stacked books or magazines are a good resource.



Position Yourself In The Center Of The Webcam:

Think about the computer screen as a frame. Make yourself as front and center as possible, ideally sitting up straight with your upper body showing and taking up most of the screen with some room to spare above your head.



ETIQUETTE

Focus Your Energy Into The Meeting:

Typing can be distracting and also implies that you are not fully engaged or attentive. Use a good old pen and paper to take notes if needed.



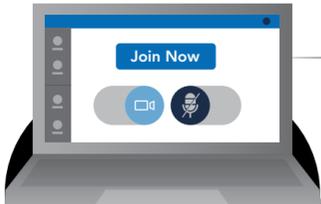
Meals Breaks Were Invented For A Reason:

Even though they can't smell it, eating can be as distracting as typing and come off as disrespectful.



Mute Is Your Friend:

Mute yourself when you enter a meeting, and when you are not speaking.



Don't Disappear:

The rule of thumb is to keep distractions to a minimum. Notify the group verbally or using the conference chat if you must step away.



Move As Little As Possible:

Try to minimize any repetitive movement including fidgeting, playing with hair, tapping your pencil, etc. These can be surprisingly distracting to others participating.



PRESENTATION

Eye Contact Matters:

Look the other participants in the eye to help make a real connection, build trust, and form a lasting relationship.



Webcam Tip:

Place an eye-catching sticker or note next to your webcam. This will remind you to talk directly to the webcam and not look at the audience on the screen.



Wired Or Wireless Is Best:

Wear wired or wireless headphones when possible. The sound will be better, and you cut down the chance of any feedback between speakers and microphones.



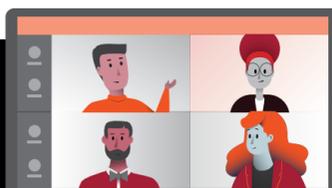
Dress To Impress:

Think of a video conference call like an interview; take it as an opportunity to step up your fashion game. If you work at home, at the very least, have a professional top on. Stick with solid colors over patterned looks. Blue plays well on camera, and white is best under a jacket or sweater, but not solo. Be careful with jewelry, as it can make visual noise and reflect light.



Remember To Include All Participants:

This tip is primarily for the moderator of the call because many times, video calls are between people in multiple locations, some of whom are together in a room or working by themselves remotely. It's essential to be proactive and ask all the participants, especially those who have not said much, if they have anything they want to add.



THE TECH

Confirm A Secure Connection:

A strong connection will prevent jittery or frozen images. Nothing is worse than being behind the rest of the group or having an unflattering close up of you frozen on the screen. We all love Wifi but hardwire if you can for best results!



Be Proactive:

Make sure you arrive a few minutes early for your video conference call, especially if it's the first time you are using the application. You may need to install something, update your computer, or address a mic or speaker issue, and you want to ensure you have time to do this before the call starts. The last first impression you want to make is being late!

