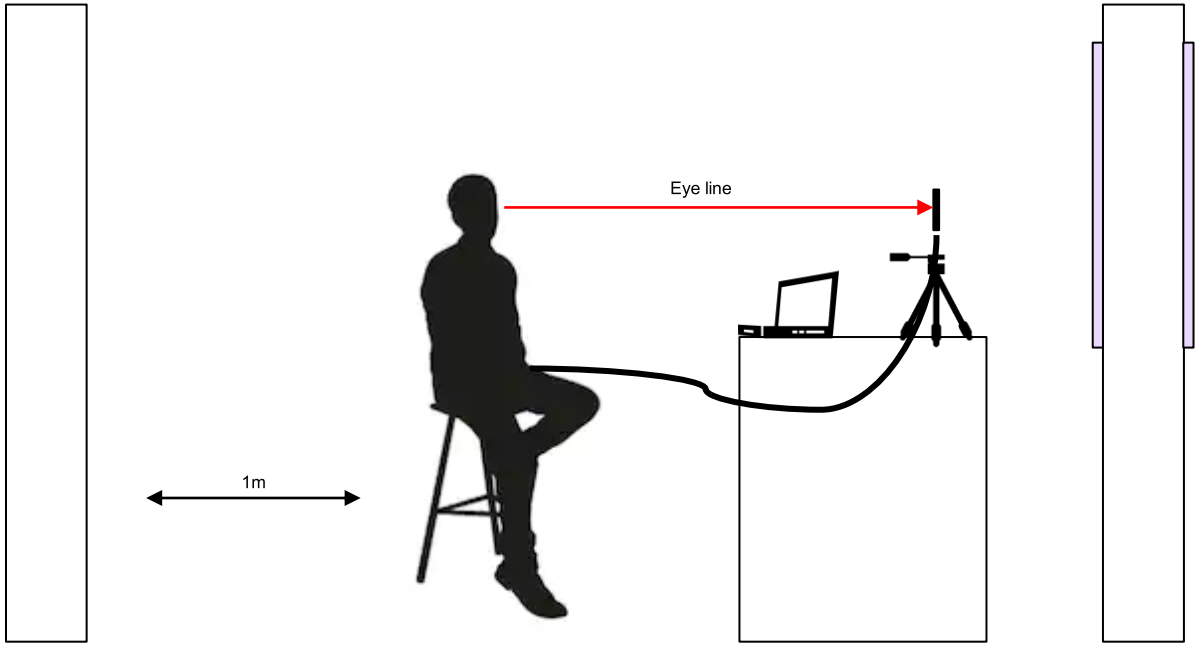
Elevating Your Presence at a Virtual Environment

Pro Tips for Speakers

Studio Set Up



White wall or backdrop

The closer you are to the wall – the more likely you will be to cast a shadow on the wall – if possible, leave 1m

Speaker, clicker, mic and stool
*Make sure that you can't see the back of the stool in shot

If your glasses are reflecting the light – move the source higher or wider. If you can't and it is a window, try moving more at an angle to the light

Bench/table with laptop, tripod, microphone input and phone

Window (day)

Indirect sunlight / semi transparent blind / frosted glass

Recording Tips

CHECKLIST FOR REMOTE RECORDING

- Use high-res webcam. Camera should be positioned above eyeline
- Please use USB mic that plugs into computer or headset vs. computer mic
- Setup LED lights on either side of webcam
- Create tight-shot close-in on shoulders and head
- Assess best spot in house for natural light. Be sure light source is behind your computer/monitor screen, not behind you
- Ensure background looks clean and appealing and not too busy
- Hardwire into internet if possible. Turn off any other devices using Wi-Fi streaming (gaming, Netflix, etc.)

APPEARANCE & BODY LANGUAGE TIPS

- Be mindful of body language –facial expressions, posture, etc.
- Lean forward to look like you're invested in the discussion and don't use your hands excessively
- Avoid excess movement. Keep your body still and do not move around in your chair.
- Avoid wearing busy prints or loud colors; they get distorted and become distracting. Use powder to reduce shine on your face.
- Look forward, never up at the ceiling, off in the distance, or down at your feet
- Is using notes, keep them somewhere near the camera, but out of sight. That way you aren't constantly looking off to the side, potentially giving the impression you are distracted.
- Smile, and most of all…relax!

Pro Tips for Speakers

1. **Focus on your camera, not your audience.**
   - Every presentation coach will tell you that direct eye contact is a vital way to reinforce your point. In a video conference, this means looking into the video camera.
2. **Maintain a strong voice**
   - Strong voices convey authority, credibility, and confidence.
3. **Frame yourself wisely**
   - In a video conference, your head and the top of your shoulders should dominate the screen.
4. **Be present and mindful**
   - Multi-tasking is perilous because you don't want to be caught unprepared
5. **Don't become your own distraction**
   - make sure you're remembered for what you did right, not what went wrong, so be mindful of the power you have over both your virtual and physical environments.

Pro Tips for Speakers contd.

6. **Use the chat window as your partner**
   - The chat window is a unique opportunity in virtual meetings to elevate your presence, add dimensions to your ideas, and demonstrate that you're fully present.
7. **Familiarize yourself with the technology**
   - Do a trial run to understand the technology better to be more efficient
8. **Review your speech and presentation**
   - Record, review and correct yourself if required prior to going live
9. **Test your equipment**
   - It's imperative that the equipment you are using is checked thoroughly to avoid technical difficulties during your speech/presentation
10. **Understand the difference in the environment**
    - Your skills as a speaker/presenter in a virtual environment must be different than what it takes at a live event

Best Practices

If your event centers around thought leadership and optimism about the future of technology and our world, the backdrops should be bright and branded to enhance the speaker as focal point.

•**If your event is centered around a product announcement and innovation,** raise the energy with extended reality technology or sleek graphic overlays.

•**Create and deliver prescriptive guidelines for speaker production** to ensure quality and consistency: video quality, backdrops, branding, lighting, wardrobe, makeup, etc.

- **Hair and makeup.** Fix hair and makeup like you would for any stage presentation. Cameras pick up lighting shadows and glare, so keep hair out of face and wear powder to avoid shine.
- **Attire**. Look polished and neat. Avoid patterns and wear solid colors if possible—bold jewel-tones look great on camera. Avoid wearing flashy jewelry as it tends to be reflective.
- **Communicate naturally .** Keep still and focus on the camera as if it is your audience. Align your body language with your message and avoid too much movement.
- **Teleprompting.** If using notes, keep them somewhere near the camera, but out of sight. That way you aren't constantly looking off to the side, potentially giving the impression you are distracted.
- **Watch your tone.** Remember your message and deliver it clearly. Avoid vocal fillers and remember to focus your attention to your camera lens
- **Smile!** You're on camera

Thank You!