

YOUR VIRTUAL STUDIO

The audience will either focus on you or your background. Prepare your background environment by keeping it simple and free of clutter. Be cautious of windows that let in natural light or reflect onto your computer screen. Pull the blinds or curtains while on camera.

LIGHTING

Cameras capture better video when good light is present. Avoid sitting where it will be too dark or too bright, or those areas that are too strongly backlit. Poor lighting can cause you to appear washed out, or even worse, may leave you looking like a shadowy figure.

It is ideal to light yourself from a front angle with soft, indirect light, and minimize other lighting in the room, particularly from windows or light sources behind you. It can be as simple as placing a light with a lampshade in front of you and behind your webcam.

AUDIO / SOUND

Audio quality matters because the audience can watch a poor quality video with good audio and still understand the message, but a great video with poor audio quality won't be possible to comprehend. It's better to use an external microphone that can be closer to your mouth than the built-in mics in a laptop. Also, try to minimize surrounding sounds such as fans, heaters, etc.

It is highly recommended to wear earbuds or headphones while on a Zoom type meeting to avoid echoing feedback.

CAMERA

Cameras should be at eye level, or slightly above. Boost your laptop or camera with books or a tripod to achieve the eye level with your camera.

Position the distance of your camera so your entire face and some shoulder is in frame.

CONNECT WITH YOUR AUDIENCE

Eye contact is key when speaking to the public. An occasional glance at your presentation materials is fine, but remember to stay connected with the audience. That's the lens of the camera.

And don't forget to blink!

INTERNET

For live presentations, you should seriously consider connecting your computer directly to a router using an ethernet or CAT 6 cable. You may also consider a tethered mobile device or cell phone hotspot as a backup.

The majority of stutters that occur while attending an online meeting is caused by wireless connections.