

LEARN & LEAD

Rock The Video



GET YOUR TICKETS NOW

TUESDAY MAY 5TH



BE A VIRTUAL PROFESSIONAL



AVAILABILITY – PLAN
YOUR SCHEDULE
WISELY



ATTIRE – COLORS



PRESENTATION –
BULLET POINTS,
INFO GRAPH



EQUIPMENT –
OPTIONS FROM
BEGINNER TO PRO



PREFLIGHT –
PRACTICE AND TEST



BRANDING – HOW
YOUR IMAGE IS
PORTRAYED

A QUICK LEAP

Email, phone calls, in-person meetings have been rapidly replaced by video technology

Some of us are just now stepping into this technology with a steep learning curve

We will give a few pointers on things to consider and open up for discussions after the presentation

We want to know what has worked and not work

This is an idea sharing event

- Mental Health
- Technology
- Branding

MENTAL HEALTH



Be cautious about overbooking yourself.
Be realistic about your time and make
video calls part of a planned schedule.
On the fly video calls can lead to being
unproductive and lack the professionalism
you need.

BEING THE HOST

Does your audience or participant thrive on being comfortable and relaxed,

or do they have a put together appearance?

Should we start accommodating to what makes them feel comfortable with same approach we do when we meet for a physical meeting?

Consider meetings in the past.

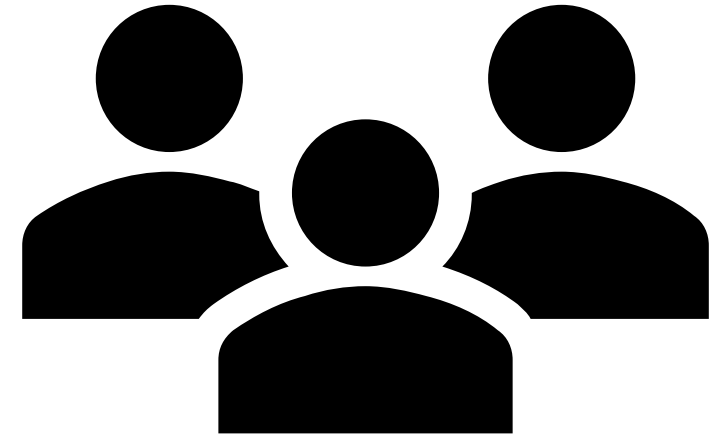
How would you physically prepare for them?

Consider all of the above if you are a guest

MARKETING GOAL

Consider

- Message
- Audience
- Outlets for communicating





SPECIAL
WEBSITE PAGE



EVENTS:
SOCIAL MEDIA

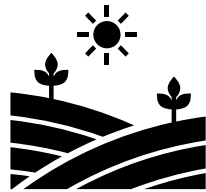
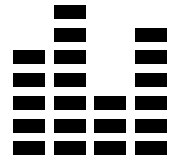
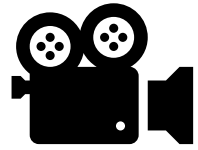


EMAIL
REMINDERS



PHONE CALL

COMMUNICATING
TO YOUR
AUDIENCE OR
GUEST



Camera and sound setup

Tips if you need to hide
your video

Virtual background
quick tips

CAMERA OPTIONS

Overwhelming with tons of options

If you are doing this as a professional coach or presenter consider an external device such as a camera.

A tri pod is a worth while investment if you are using an external camera or web cam

Cell phone – tri pod essential



LAPTOP OR BUILT
IN WEB CAM AND
AUDIO



WEB CAM



EXTERNAL CAMERA

TRI POD SET UP

Tri-pod will allow you to adjust your position so you are slightly above eye level.

You can also have more flexibility to be creative using a tri-pod

There is little chance your web cam will fall off your monitor. Yes this can happen and has happened.

Get a sturdy tri-pod, it's worth the extra few dollars. A decent tri-pod can be purchased for about \$50

Look for sturdy legs. If it says "lightweight" run away

HIGH QUALITY WEB CAM

Offer a more affordable solution and can provide good quality production.

Universal screw mount for a tri-pod

Auto focus

Automatic color and brightness fix

Higher resolution and quality than built in

Typically very easy to use and set up

LAPTOP BUILT IN CAMERA

Really great if you are sitting in on video calls but not presenting

Most affordable and convenient

Sound and image quality not as good as most affordable web cams

Dependent on the computer could cause more tech issues at last minute

Get a laptop stand so you can position the camera slightly above eye level

CAMERA

Plug and play streaming is the best option

They will have a universal screw mount for a tri pod

Canon has just launched a utility that allows for their newer cameras to do live streaming

New digital mirrorless cameras are more affordable than you think

They offer excellent sound and video quality

Look for those that can connect and play live stream videos

SOUND & INTERNET ARE ALSO IMPORTANT

Good microphone – Yeti is a good choice for about \$100

[AmazonBasics Desktop Mini Condenser Microphone](#) about \$45

Noise cancelling headset

Alexa or Google, or other good Bluetooth speaker in a pinch

Look into your internet speed and router

- Poor speeds can freeze video or drop the call, especially when multiple devices are being used

STAGING

Set your room to follow your theme or message

Consider intentional props or items you want in your shot that represent you

There are several good sources for staging your video call

Lighting – even a simple desk lamp

- Experiment
- Set up at the same time of day if there is an outside light source
- Watch out for windows
- Test

PRE-FLIGHT

Allow enough time to stage your room

Test by hosting yourself in a meeting

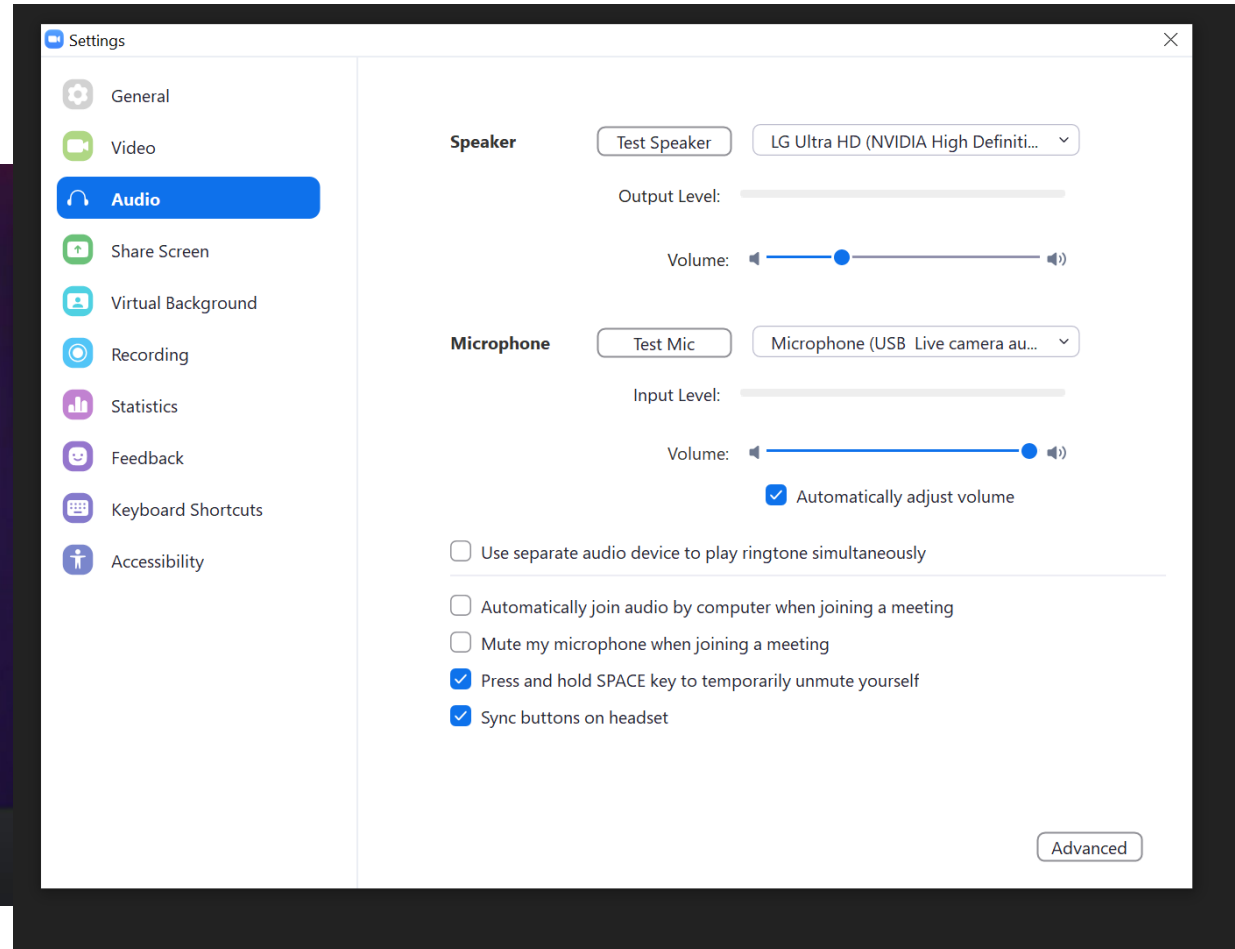
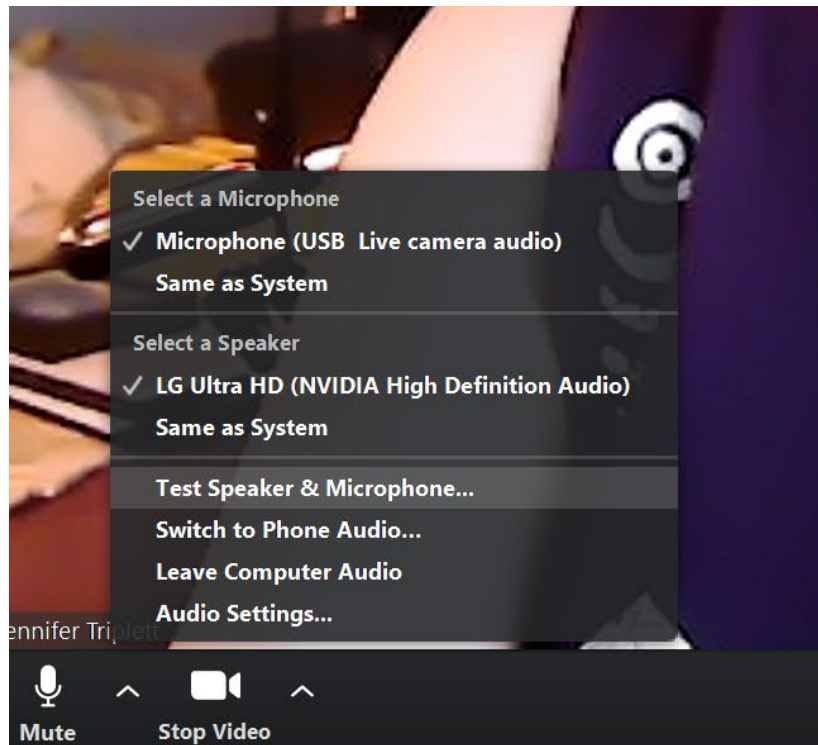
- Sound
- Camera angle
- Lighting
- Your own position
- If presenting, do a dry-run

Virtual background test, if using

Attire check

Record this pre-flight and review it

SETTINGS IN ZOOM



THE PRESENTATION HELPERS

Can assist in admitting people into event

Monitor chats

Provide assistance if there are technical glitches

Run polls

Whatever you think would distract you

SIMPLE TEXT



Make your text just points to talk to and clear to see



In presenting yourself, use visuals if possible



Have someone else control admitting people into the call



You know the stuff you're talking about no need for tons of words



Don't get too fancy with the slides and animations, and tricks

How do you want to come across?

PROFILE = BRANDING
DON'T MISS OUT ON YOUR CHANCE

zoom

SOLUTIONS ▾

PLANS & PRICING

CONTACT SALES

SCH

PERSONAL

Profile

Meetings

Webinars

Recordings



Change

Delete

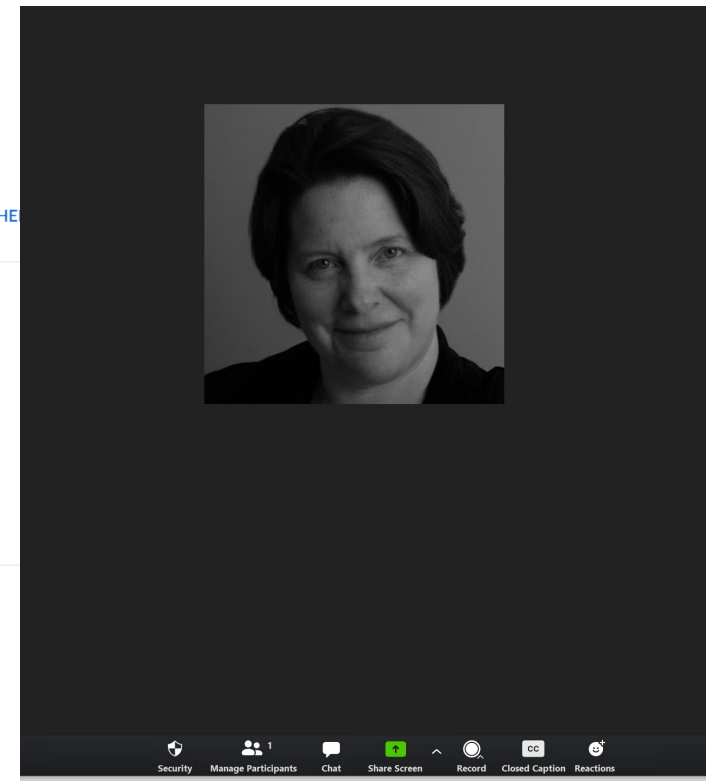
Jennifer Triplett

Department Marketing

Job Title Creative Director

Location Maryland

Account No.



THE GUEST: IS IT OK TO HIDE YOURSELF?

Let's consider the pros and cons of hiding yourself

Is your environment a distraction

Upload a nice profile image of yourself so there isn't a black square

Have your name and company on your profile

Remember this is replacing your live image and seeing your friendly face is personable

It's good to be prepared with your profile image in case a technical glitch does happen

Don't hide yourself to take calls. Turn off cell phone and other distractions

HOW DO YOU WANT TO COME ACROSS

Tips on using a virtual background

- Stay still and be close-up to the camera or you will fade away
- Don't make it too distracting
- Do use your company logo somewhere and company name if appropriate
- This is free advertising space – but be tactful
- As a guest, think of the presenter. You don't want to distract from them

Attire

- Consider wearing your brand color or have a splash of it in your attire
- Colors of your attire should not clash with your virtual background

Virtual background and attire should all be part of your Pre-flight

BE A VIRTUAL PROFESSIONAL

Availability – plan your schedule wisely

Attire – colors

Presentation – bullet points, info graphics

Equipment – options from beginner to pro

Preflight – practice and test

Branding – how your image is portrayed

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