



Effective Virtual Meetings

Key Takeaways

We create confident on-camera communicators.

www.SpeakerDynamics.com





MVPs of On Camera Success

Mental

- ✓ *It's a 1:1 conversation*
- ✓ *Visualize your viewer and his or her reactions*
- ✓ *Transform nervousness into energy – cameras flatten*
- ✓ *Don't let distractions derail you*
- ✓ *Use your hidden real estate by keeping notes close by*

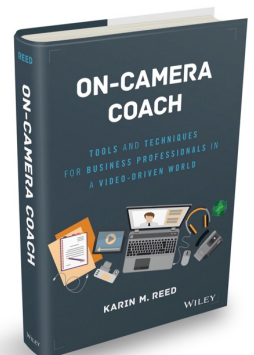
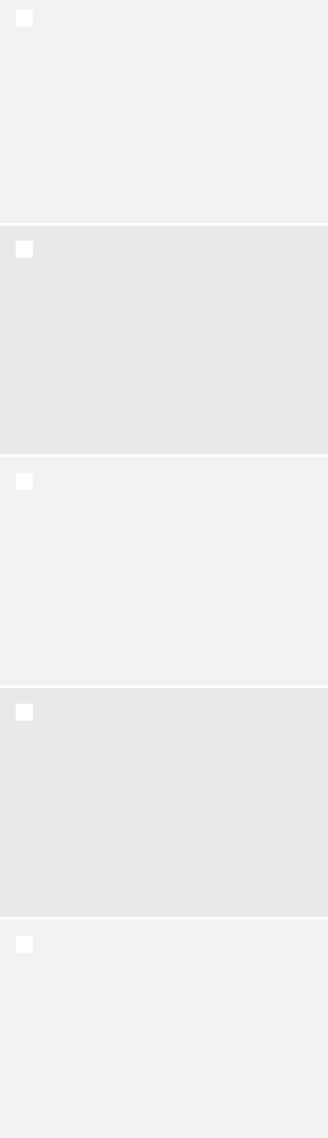
Vocal

- ✓ *Vocally highlight takeaways by changing your pitch*
- ✓ *Pick your pace for the listener*
- ✓ *Pause to gather your thoughts*
- ✓ *Pause to let your audience digest your message*
- ✓ *Pause to increase impact of words*

Physical

- ✓ *Gesture naturally but be aware of frame size*
- ✓ *Gestures on a tight shot will distract – keep them low*
- ✓ *Where to look?*
 - ✓ *At the lens when speaking*
 - ✓ *At the screen when not*

KEY TAKEAWAYS





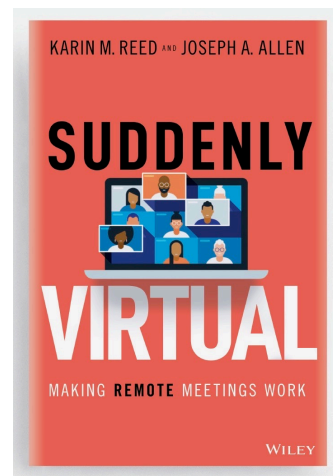
Best Practices for Better Personal Production Value

- ✓ Treat it as if you were meeting in person
- ✓ Make sure your background is clean and uncluttered
- ✓ Focus on front lighting
- ✓ Invest in your audio quality with an external microphone
- ✓ Check your tech in advance and hardwire if possible
- ✓ Don't let your dress distract
- ✓ Position your camera at eye level – no ceiling in view
- ✓ Sit squarely in the frame – use the 3 fingers test
- ✓ Minimize background noise
- ✓ Don't stress over interruptions but address them quickly

ACTIONS



SD	Avoid	Wear
Wardrobe Do's & Don't's	Black or white as your main color	Anything but...
	Small patterns, checks, tweeds, or stripes	Solids
	Hairstyles that cast shadows or obscure your face	Clothes that contrast with your backdrop





Best Practices for Better Virtual Engagements

- ✓ A meeting needs to have a purpose that requires collaboration
- ✓ Encourage “webcam on” by explaining why you plan to use video
- ✓ Take time to establish rapport
- ✓ Organizers: open calls early and leave last
- ✓ Move from a linear meeting approach to a dynamic one with engagement throughout
- ✓ Break up your content
- ✓ Deliver in digestible chunks
- ✓ Do frequent check ins
- ✓ Move in and out of screen share
- ✓ Be a conversation traffic cop
- ✓ Cold call with good intention



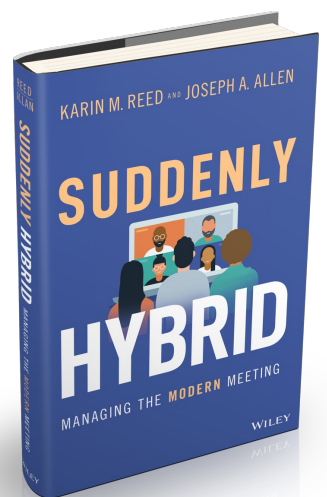
[linkedin.com/company/speaker-dynamics](https://www.linkedin.com/company/speaker-dynamics)



[@SpeakerDynamics](https://twitter.com/SpeakerDynamics)

www.SpeakerDynamics.com

ACTIONS



Info@SpeakerDynamics.com