

1. Different medium

- it is VERY different than in person, some advantages, some disadvantages
- what they see and hear is what they get
- in the old days one would never appear on video without makeup, lighting director, cameraman, and producer.
- today YOU are all those things!

SCREENSHARE is powerful! Sometimes better than camera!

For casual meetings, perfect lighting and background might not be important, but for professional presentations consider perfectly all aspects: good lighting, good camera, good background, good audio.

2. Lighting

Bright enough (so not grainy)

Not too contrasty: soft light!

Lighting position

Color temp

No backlighting and silhouette: watch out for windows or bright lights

3. Sound

You can SEE your bad lighting but you can not hear your audio issues!

Background sounds are very bad!

Wind noise is bad!

ASK how your sound is!

Headset might help because closeness of the mic is critical!

Mute when not on.

4. Backgrounds

Keep it simple and be cognizant of what others will see.

They are looking into you....

Frame as you would a film set

Green Screen - If your system supports it, but it is less revealing of who you are...

5. Camera

Look for fuzzy image and clean your lens!

Consider an add on camera with microphone if you computer audio and video is not good.

You can turn off the camera for privacy, but eventually people may assume you are not really there

Straight on angle, Sizing in frame

Eye level... not too high or low... put on box or books.

LOOK AT YOUR IMAGE and adjust if it is not right

6. Connection

Highest speed.

Watch other activity in the house that could slow

Close to router

Back up... if have hot spot on

7. Zoom

Have the invite email and password ready in case you need to log back in