

MPI Michigan Blog – November 2020

Tips for Virtual Meetings - Put Your Best Face Forward

By now you know they're not going away any time soon, so here are some tips to look more polished on your Zoom, Teams, Webex, etc. calls from our friends at Prevue Meetings.

1 - Make sure that your camera is not angled too high or too low. If it's too high, it looks like you think you're better than everyone - looking down your nose. If the webcam is looking up at you, all anyone is going to see are your nostrils. A quick and easy fix is to stack books underneath your laptop to raise the camera to eye level.

2 - Good audio is just as important as a good picture when it comes to virtual meetings. If you're constantly presenting, get a dedicated mic – they don't have to be expensive. Some very affordable microphones work great for most video purposes, but whatever mic you use, always remember to mute it when you're not talking. Whether it's the kids in the other room, the dog barking or the Amazon guy at the door, nobody wants to hear you, unless it's your turn to talk.

3 – You've got the audio and video down, but what about the lighting? Good lighting is dependent on the light in your video space hitting the front of your face. Even a brightly lit room, such as a kitchen, can create the light effect of raccoon eyes, if all the light in your space is coming from overhead. Try placing one steady lamp directly by your face for even lighting. Avoid sitting with your back to a window, but rather, face the window, which will give you soft, people-pleasing light.

4 - Use simple language when giving a presentation. It will make you sound smarter on video than if you use big words or industry jargon. It takes an expert with command of their subject to explain the message – whether it is a sales pitch, product or service – in plain language without using standard “tech talk.”

5 - A simple background is always preferable. You want viewers to focus on you, not on whatever is behind you, like a bookshelves or trinkets on the shelves. A plain, blank wall is best, with nothing but one piece of art hanging. It may sound boring, but it's less distracting to your audience.

For the entire list of tips, [CLICK HERE](#).