



TIPS FOR

VIDEO

Lights, camera, action items! Capturing the audience's attention through a screen can seem daunting. Consider these tips for enhancing your impact on video.



CHECK YOUR LIGHTING

Make sure you're positioned with sufficient front lighting, so the audience can see your face. Natural lighting is always best, but you can achieve similar effects by adjusting some desk or floor lamps in front of you.



CHOOSE YOUR BACKGROUND

Some platforms will allow you to blur or choose custom backgrounds (Microsoft Teams), while others do not (GoToWebinar). Regardless, be mindful of what's behind you. Ensure your background is appropriate for the event.



ADJUST YOUR CAMERA

Your camera should be positioned in front of you and at eye-level. It's okay to get creative - prop your laptop up on some books or stand in front of a shoulder-height shelf. Stay close enough so people can see you, but not too close - it's weird.



USE A WIRED CONNECTION

Even if you have incredibly fast WiFi, a wired Ethernet connection will always provide the strongest and most stable connection for audio and video. If you can't use a wired connection, be sure to close any other running applications.



WHAT TO WEAR

We're in uncharted territory when it comes to appropriate business attire, however it's a good guide to consider your professional image and how you wish to present yourself in this new medium. Are hoodies the new blazer? Maybe.



HAVE SOME FUN

If nothing else, remember to have fun when you're connecting to an audience through the screen. It works the same when you're standing directly in front of them. They will respond to your energy and are more likely to retain information.

OTHER RESOURCES



We hope you found some helpful tips in this guide, but there's a universe of information online that can help improve your next presentation. Find more information and additional resources for presenters at www.asdwa.org/presenter-guidelines.