DECIDING WHERE TO RECORD

PICK YOUR LOCATION & FIND YOUR LIGHT - It matters!

~ Look for a quiet, uninterrupted location away from heavy foot traffic.

~ Try to avoid areas with humming/buzzing sounds like fans, HVACs, large refrigerators, motors, generators etc.

~ Find a well-lit area preferably with natural light. Windows are great! But, sit facing the window and not with your back to the window to avoid being backlit and in a shadow.

STAGING - Now that you've found a quiet, well-lit area, consider your surroundings:

~ Rather than shooting against a wall, which creates unsightly shadows and boring composition, look for a background that has natural depth. Sit a few feet away from your backdrop.

~ Think about what's in your shot and declutter. Remove any unsightly items, such as chords, or that stack of mail or papers you've been meaning to shred. If you're sitting in front of a bookshelf, think about taking a few books or items down.

~ Don't have things directly behind your head, instead shift items to the right or left of you.

~ Artwork can be tricky. Is it distracting? Is it on brand? If not, consider a different backdrop.

~ Beware of reflective surfaces. Glass surfaces such as picture frames, vases, protective shields will reflect anything in front of you.

~ You don't need to be perfectly centered. Consider sitting just right or left of center-frame.

PLANNING YOUR CONTENT

STUDY YOUR ISSUE AND PLAN AHEAD

~ Plan several reviews of your information prior to presenting so you are comfortable and prepared.

~ Long, rambling streams of consciousness don't go over well with audiences, especially virtually. Avoid long sentences and plan short concise sentences.

~ If and when possible, avoid reading directly from slides or notes for an extended period of time. Your audience can sense when you're reading instead of naturally conversing. Refer to main messages or themes.

~ As a rule of thumb, prepare 3 main messages that you want to share with your audience. All your other content should fit around those 3 messages.

~ If possible, cut and tape your main messages on your screen and just out of the camera's view. You'll avoid looking away and down at your notes.
DELIVERING YOUR BEST MESSAGE

FIND YOUR COMFORT ZONE ONCE YOU BEGIN SPEAKING

~ Relax and remember to speak slowly so the audience can capture your message. If the subject matter allows, take a deep breath and smile before speaking as this can place you in a more relaxed and calm state.

~ Try to practice pauses when delivering any remarks. These can be powerful points within your delivery.

~ It’s okay if you have a verbal mix up in delivery. Keep talking and move past mistakes!

~ Above all, remember you are in control once you begin speaking.

TAKE TIME TO CONNECT WITH YOUR AUDIENCE

~ Authenticity is key. Be who you are and don’t be afraid to show your passion about the subject matter.

~ Remember to exude confidence. As the subject matter expert, this is your lane. Own it!

~ Look at the webcam, typically found in the center of your laptop. Avoid looking to the side or elsewhere.

~ Be careful when using teleprompters. While they can help you remember content, they can also make you come across as too robotic. Instead, consider taping talking points to the side of your laptop. Or use a desktop document holder like this. However, be sure to discreetly look at any talking points. The camera should remain your focus!

~ Practice good nonverbal communication by being careful not to fidget too much with your hands or any objects nearby on your desk. However, if you naturally speak with your hands, then do what’s comfortable.