

VIRTUAL MEETINGS ARE ON THE UPSWING

Here's 5 Tips to Be Camera-Ready

Suddenly, we're all on TV, all the time. We can no longer hide behind our well-crafted emails, LinkedIn profiles or phone calls. With the upswing in video conferencing and virtual meetings, it's time to rise up and get ready for your close up.

LEAVE THE PATTERNS IN YOUR CLOSET

Just like when you meet in person, what you wear matters. However, unlike when you meet in person, you have more to consider how your clothing will appear on screen. Complex patterns, especially those with a lot of lines and crosshatching, can become fuzzy when the camera catches them. Extreme colors like red, whites and blacks make it difficult for the camera to balance exposure. While hot colors like orange, green, yellow and purple will make you pop and not in a good way. Don't believe us? Google the headline "Queen Elizabeth Gives Speech in Green" and see for yourself. Stick with earth tones. Soft, natural colors work best on camera, such as blues.



STAGE YOUR LOCATION

Pay attention to what your space looks like. Turn your camera on and see what others might see – including what's behind you. Remove clutter and keep your camera space tidy and free from distraction. Ensure that the lighting looks good. Never have lighting behind you, or directly overhead. The best lighting will be warm, and diffused. An LED selfie clip-on light ring is a cost-effective option. Avoid fluorescent and industry-strength lighting if possible. Choose a flattering camera angle. Never have the camera capture you from below; the best angle will be level with your face.



CHECK YOUR GLASSES

Yes of course you need your glasses. But if you happen to wear anti-computer glare glasses, you might want to switch to a regular pair for the virtual meeting. Anti-glare glasses tend to reflect everything, including your glowing computer screen. Not a good look.



WATCH YOUR BODY LANGUAGE

A virtual meeting doesn't mean you have carte blanche to be informal. You should hold yourself well at all times. This means no yawning, arm-crossing, eating, or sneaking in a few zzzz's. Flash an authentic smile and make a point to frequently make eye contact with your audience. Eye contact creates an emotional connection and is an important non-verbal communication.



STAND OR SIT UP STRAIGHT

You want to make sure to have a good posture, just as you would in real life. A confident stand will show those with whom you meet that you know what you are talking about. By having a straight back and shoulders, you will be telling others that you are confident and in control.



No matter what's going on in the world, MIG can help you engage your audience in virtual ways that move hearts, change minds, and drive results.

WHEN SHOULD WE BEGIN?

