

# MUST-KNOW TIPS

TO IMPRESS ON YOUR  
NEXT VIDEO CONFERENCING CALL



1

## Have Proper Lighting

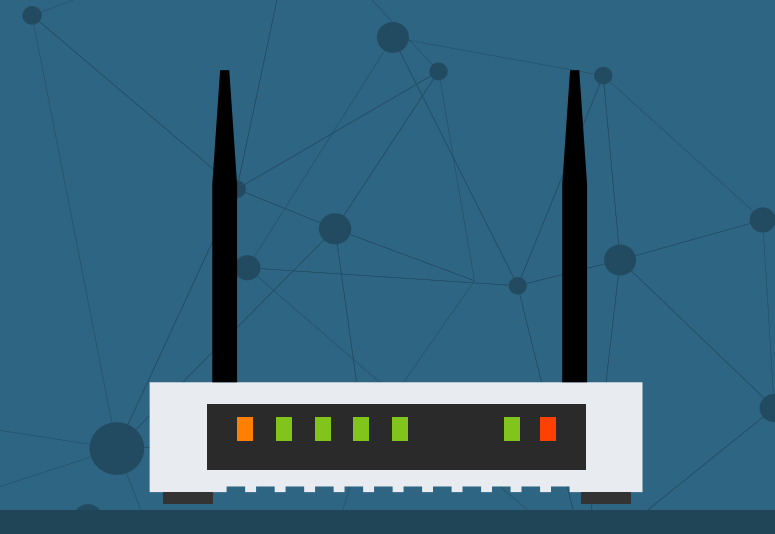
To ensure you look your best, try to prevent having light behind you, especially from a window, or directly overhead. The best setup is to have the light facing you - just like they do it on TV!



2

## Make Sure Your Connection Is Strong

A strong connection will prevent you from falling in and out of the call. Nothing is worse than being 2 seconds behind the rest of the group or having an unflattering close up of your face frozen on screen.



3

## Position Yourself in the Center of the Webcam

Think about your computer screen as a frame, you want to be front and center, ideally sitting up straight with your upper body showing (and a smile on your face).



4

## Use the Angle in Your Favor

Similar to having a "good side" in photos, you have a good angle in video as well. If you are seated at a desk, this is usually propped up and slightly angled down, while if you are standing, it is as close to chest height as possible. The closer to eye-level and front-facing, the more it will look like you are talking directly to the person on the end of the call.



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## Dress To Impress

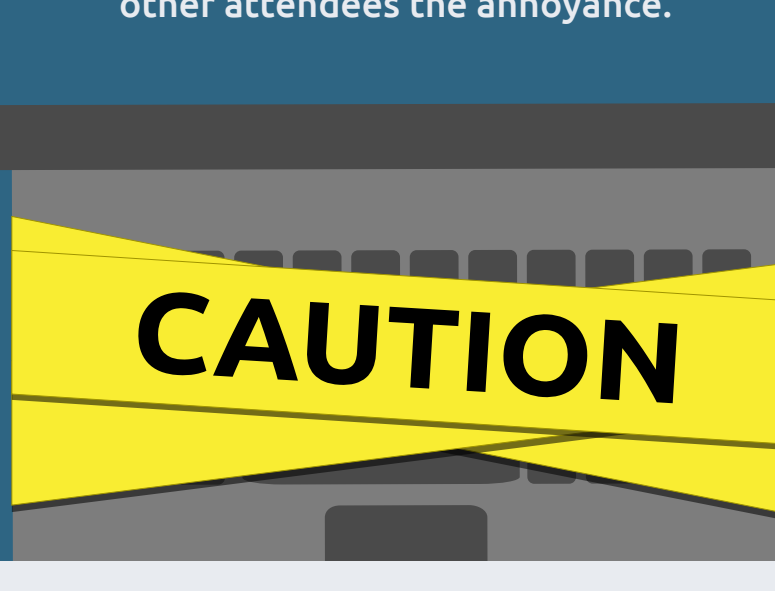
Think of a video conference call like an interview; You want to make a good impression. If you work in a casual office, take it as an opportunity to step up your fashion game. If you work at home, at the very least, have a professional top on. (Even if you have furry pajama pants on the bottom, just don't get up in the middle of the call).



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## Avoid Typing While You Are On A Video (Or Any Conference Call For That Matter)

Typing not only creates a distracting noise but also implies that you are not fully engaged or paying attention. Even if you are typing notes, it's still distracting, so pick up a good ol' pen and paper and save the other attendees the annoyance.



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## Always Make Eye Contact

You want to engage with the person on the other end of the line - that's what's great about a video conference call! Look them in the eye and make a real connection; it will help you build trust and form a lasting relationship. See "Use the angle in your favor" for better camera placement for "eye contact."



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## Refrain from Chowing Down

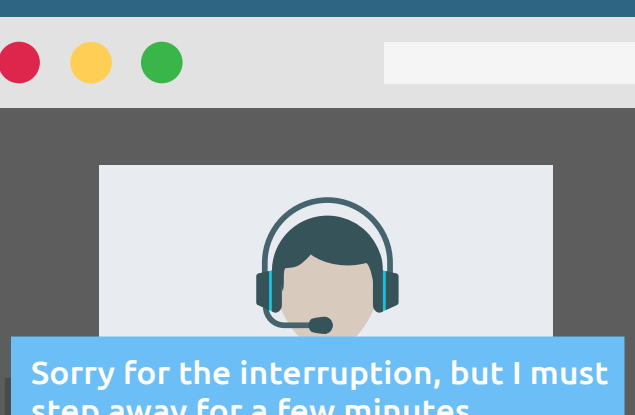
Rule of thumb; if you wouldn't bring that tuna sandwich into a meeting with your boss, don't bring it into a video call. Even though they can't smell it, eating can be very distracting and come off as disrespectful.



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## Don't Pull a Houdini Disappearing Act

It's understandable that disruptions may occur, especially if you are working from home, while travelling or in a busy office. The first rule of thumb is to keep these to a minimum, but if you must step away, notify the group by politely excusing yourself verbally or in the video conference call chat.



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## Keep Movement to a Minimum

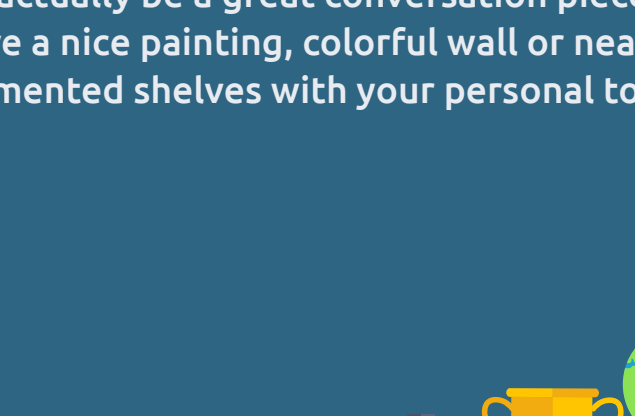
If you tend to fidget, play with your hair or perform a repetitive movement (like lots of hand movements or tapping your pencil) try to keep it to a minimum on your call. This can be surprisingly distracting to other participants.



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## Keep Your Background Professional

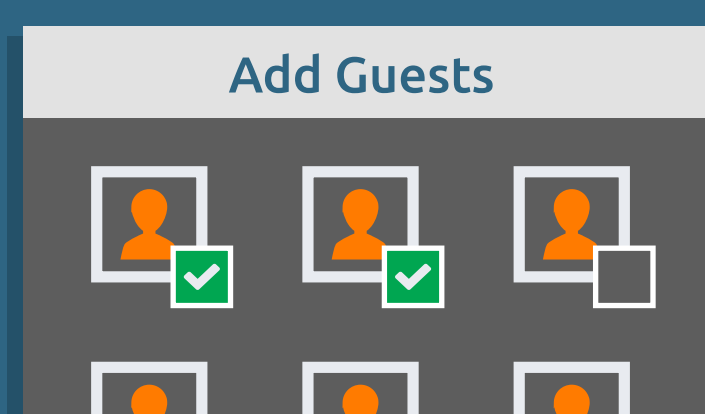
This goes for not only noises but also visuals. A messy room, your kids or pets running around or a bustling coffee shop behind you can also be distracting for participants. Now, that's not to say you can't have anything behind you - it can actually be a great conversation piece to have a nice painting, colorful wall or neatly ornamented shelves with your personal touch.



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## Remember to Include All Participants

This tip is especially for the moderator of the call because many times video calls are between people in multiple locations, some of which are together in a room or working by themselves remotely. It's important to be proactive and ask all participants, especially those who have not said much, if they have anything they want to add.

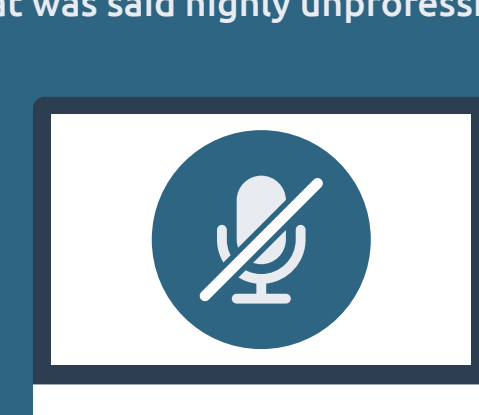


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## If You Don't Have Anything Nice to Say Mute Yourself or Don't Say Anything At All

*(or at least until you are sure you hung up)*

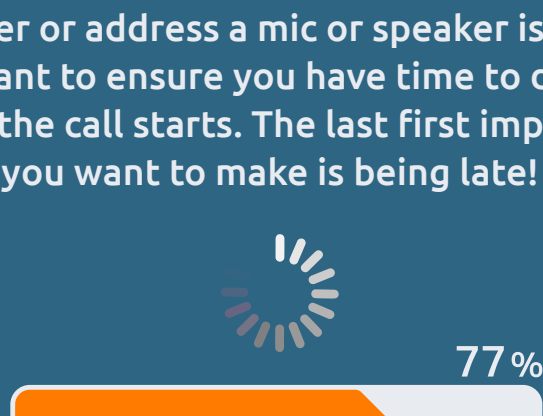
We've all been there before - you think you muted or that everyone has left the call and you say something that not everyone should have heard, or that no one should have heard at all. This can be incredibly embarrassing and depending on what was said highly unprofessional.



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## Proactively Prevent Technical Difficulties

Make sure that you arrive a few minutes early for your video conference call, especially if it's the first time you are using the application. You may need to install something, update your computer or address a mic or speaker issue and you want to ensure you have time to do this before the call starts. The last first impression you want to make is being late!



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