



Preparing the optics for Professional Presentations in Video Conferencing

Videophone Meeting TIPS:

Prep your "Set" aka Location Site for Conference Call/Meeting. Create your Setting and Background - make it simple, clean, neat. If possible, set-up your desk or a make-shift one via a small tabletop. Use some props - like a plant or piece of art- to truly create a "set background." Avoid Clutter – or anything Personal or Private in your shot line. If possible, you can add a Company logo screen or some gentle product placement, if it lends itself to situation.

Most Flattering position for a camera is eye-level, or just a tad higher, so place a stack of books under your laptop if need-be, to position yourself news anchor style. Too wide can look wonky, too close you have your facial pores showing. If you are shot low, you will be all chin to the recipient/s. If you are working with your phone, you can even get a tri-pod. Please do Not engage selfie-style or by self-holding the camera, it will be too shaky and look amateurish.

Know where your camera is/and be sure to look into it... for it serves as the "eyes" of your audience and you don't want to appear shifty eyed but rather connect more like one-on-one, regardless of group size.

Lighting Being well-lit is critical. This should be checked in advance, it's also device dependent for example, with iPhone, you can purchase a LuMee case, which offers pro-light options. With Skype and the other platforms, you have to tool around with the lights you have that are accessible.

Overhead high-hat lights are unflattering due to the shadows they cast. Diffused light- daylight, emanating from through your window blinds can work very well to create a soft but sleek look. This means your camera/phone/laptop will be in front of the window and you will be looking in that direction, and talking to the camera / PC that is set in front of the natural light source. It is important that you NOT be in front of a window, as it should not be your background, because you will be too shadowed. This all should be tested and adjusted.

There are things like Riki Lights (start at about \$50) or using a ring light- directly behind the computer.

Prep Your Own Appearance, especially because you are not face-to-face and may even be on a grainy feed, it's even more reason to "Dress-Up" for this mode of communication.

Women- keep hair simple, neat and clean- use hair spray to avoid "fly-ways." Stand out for your brains-not beauty or beauty errors. Have some make-up on, a little pressed powder is good over some light foundation to dull any shine, light mascara and blush are ok, and with lipstick try to stick with a neutral. Nothing too bold or too bright or too shiny. Preferably something with a brown/blue base- to make teeth look whiter and just enhance natural lip color. Sweater, Blouse, cardigans are all good but please, no cleavage. Jacket based on company culture. Eyes are

important and a light color “concealer” can be useful- YSL makes a great one, blotting cloths can be helpful and Lancôme Dual Matte finish is a trusted face powder you can keep on hand.

Men- make sure hair is well kept, hairspray if needed to avoid distracting fly-aways, and if you are shiny or have any facial blemishes or cuts, put a drop of coverup or foundation. With clothing, stick to neutral, muted shades, grey, browns and blues. Again, please avoid stripes, and patterns and dots. Button down shirt or sweater, suit and tie based on company culture. You want to appear polished.

For Clothes- *Dress head to toe- as it is often best to stand when presenting but even if seated- you may find an unexpected need to stand for something, and don't want to be caught with a look that is business on top and casual Friday jeans, sweats or pjs on the bottom-waist down.

***Dress for Success,** with quality clothing, be it even from a thrift shop, on camera fitted looks are best vs big or baggy-as well as classics and for sure, solids. On camera / online: try to avoid wearing all Black, all White or all Red...and anything with small prints, dots, lines...these dance on camera and prove distracting-busy patterns do make their own distracting visual effects. Blues, Greys, Neutrals, light pastels and solids like that are optimal choices. Solids, soft colors are great- avoid t-shirts, sportswear, tanks, sweats, and pjs.

For Jewelry- keep it simple – note if you have a bracelet that makes too much notice, or necklaces or earrings that are busy or distracting. Flashy or dangly jewelry also distracts. If you wear contacts or glasses, try to keep with contacts for this because glasses can reflect a glare.

ALSO-Keep pets, kids, other distraction, like personal phones ringing- out of the area.

Lucy Segal/Co-Founder Hoboken Media & Elias Richards/ President – hobokenmedia.com

lucysegal@comcast.net 917-273-2437