

# 10 Ways to Improve Video Conferences

With remote working and online learning becoming more commonplace, it's critical to remember that video conferences are effectively in-person meetings. How well you look at the screen, present yourself, and engage all impact participant's perception of your professionalism and personal brand. Use the following ten tips to make the most of an impactful technology that isn't leaving your work toolbox any time soon.

## LIMIT NOISE

### MUTE YOURSELF WHEN NOT SPEAKING

Background noise can wreak havoc on video calls. Be sure to keep your computer on mute unless you are speaking. Take time in advance to familiarize yourself with the location of the mute button, video off switch, and chat function.



## GET CENTERED

### FRAME AND LIGHT YOURSELF

Check to be sure your face is centered (not too close) on the screen, and that there is proper lighting throughout your room. Remember that bright backlight and low light both impede the ability of participants to see facial expressions.



## SCHEDULE

### BE ON TIME

Scheduling and presence are an essential part of demonstrating professionalism. Carving out focused time for work and class video calls allows you and your team to properly engage and create value for the time spent on the call.



## GET INVOLVED

### RESPOND TO THE CAMERA LIKE A PERSON

Look directly into the camera when you or someone else is speaking. Note that most video conferences are designed to record everyone at once – looking directly into the camera will help you be engaged, or at least look that way.



## CONNECT

### CHECK YOUR CONNECTIONS

Consider headsets and ethernet connected cables for your calls. A direct connection to your wireless router through an ethernet cable will decrease the likelihood of video interruption while headsets limit outside distractions.



## SPACE PLAN

### CHECK YOUR BACKGROUND

Take time to check the space from which you'll be making video calls. Taking calls in bed, in front of the TV, or at the playground, doesn't suggest professionalism. Remove any art or furniture that may be distracting.



## IMPRESS

### WEAR APPROPRIATE CLOTHING

While it feels great to throw on a sweatshirt at the end of the day, remember that video sessions are often recorded, and you want to look professional. You don't need anything fancy, just something work-appropriate.



## PLAN AHEAD

### DON'T EAT DURING VIDEO CALLS

Sometimes meetings take place at mealtime; however, remember that a monitor full of chewing faces is distracting and communicates disinterest on the part of the diners. Consider eating before calls and during breaks.



## ENGAGE

### USE TECH TO INVOLVE PARTICIPANTS

Video conferences allow for speakers to share screens for presentations, create breakout sessions, and allow for voting. Take the time to learn your software and use technology to develop interactions that engage participants.



## STAY FOCUSED

### AVOID DISTRACTIONS

Set up your conference space to minimize visual distractions, and to keep pets and kids out of your meeting space. Note: Never use video conferencing while driving.

