



# Tips for Success

Video Conferences

A successful video conference will include the same etiquette guidelines of a face-to-face meeting and take into account the special needs of capturing and delivering an effective communication experience.



# Keys to Success

- Preparation
- Etiquette
- Sound
- Video



# How to Prepare

- Make sure that you have a **solid network connection**. WIFI networks are usually good enough for solid connections, but be aware that slower WIFI networks will likely impact video and/or audio quality.
- For high stakes events, **test your connection**. There are usually links in meeting invites that allow you to connect to BlueJeans and see some test video and audio. Alternately, you can go to either <http://bluejeans.com/111> or <http://bluejeans.com/faq#connecting> to test your connection.
- If connecting from a laptop, **plugged into wall power**. (Battery use can adversely affect video quality.)
- Preview your appearance on camera to ensure the lighting is good and you are positioned well.



# Etiquette

- Be punctual and introduce yourself before speaking so that everyone knows who's talking and can address you by name.
- Turn off the sounds on your smart phone and no texting.
- Don't interrupt other speakers. One option is posting pending questions by instant message so that every comment is addressed.
- Don't carry on side conversations. If you wouldn't do it in a face-to-face meeting, then you shouldn't do it in a virtual one.
- Do dress appropriately. Striped shirts or shirts with intricate patterns do not transmit well on camera, because they are visually distracting. Red, white and black are also poor choices. Go for a pastel or other light colored shirt.
- Do not turn your back to the camera.



# Video

- The camera should be **level and centered at approximately head height**. If you're using the camera built into your laptop, that means the laptop must be raised.
- Remember that you are on camera.
- Maintain eye contact by looking into the camera.
- Keep body movements minimal; don't walk with your hands.
- Your overhead light may not be enough. Supplemental lighting may be needed to ensure that you appear bright and clear while on a call. A simple desk or floor lamp pointed toward your face (from behind the camera) can add the right amount of light.  
**AVOID WINDOWS** Whenever possible, make sure you are sitting with your back to a wall rather than a window.



# Sound

- Use a quiet location (no background noise).
- Do speak clearly. An audio check should be done before the meeting begins to ensure that everyone can hear you.
- Don't shout. If someone can't hear you, adjust the level on the microphone and make sure it's not covered by your clothing or something else.
- Don't make distracting sounds. Your focus should always be on the person or people at the other end of your video conference. Avoid typing on your keyboard, turn off all sounds on your phone, and close yourself into a room with no or minimal background noise.
- Mute when you are not speaking during medium and large meetings.

