

Perfecting Your Virtual Presentation

by Mike Acker,

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1 – Invest in your Setup

- Invest in your setup.
 - o Webcam
 - o Lights
 - o Blackout curtains
 - o Standing desk option
 - o Microphone
 - o Mounts

2 – Maintain Eye contact

- Look at camera when speaking.
- Look at screen when listening.
- Put the picture of your audience near your camera.

3 – Consider your posture

- Lean in slightly.
- Imagine you are with sitting across a conference room or coffee table. Treat the camera like you would treat an interview.
- Ensure you can take full breaths.

4 – Be intentional about notes

- Position an outline near camera along with sticky notes saying “smile” or “breathe” or “pause.”
- Don't rely on your notes.
- Encourage others to take notes and model notetaking.
- Take notes in the chat room.

5 – Set people up for success

- Emphasize and regularly refer to the chat function.
- Provide questions up front.
- Ensure there is time to respond to questions you ask.

Purchases to Perfect Your Virtual Presentation

Prices and links as of August 26th, 2021

WEBCAM

- \$181.50 Logitech BRIO Ultra HD Webcam
<https://www.amazon.com/dp/B01N5UOYC4/>
- \$54.99 NexiGo AutoFocus 1080p Webcam with Stereo Microphone
<https://www.amazon.com/dp/B08931JJLV>

LIGHTS

- \$69.95 Lume Cube Video Conference Lighting Kit
<https://www.amazon.com/dp/B08818HR4Q>
- \$197.99 Neewer 2-Pack Metal 10.6 inches Round LED Video Light with Stand
<https://www.amazon.com/gp/product/B08G4NQGWN/>

Ring lights with clips can also work and typically cost \$20-\$30. Look for something that has around 4.5 ratings.

BLACKOUT CURTAINS

- \$19.89 NICETOWN Thermal Insulated Grommet Blackout Curtains
<https://www.amazon.com/dp/B01CS31NV6>

Any blackout curtains will work if they fit your window. Take measurements and get curtains from Home Depot, Lowes, Amazon, etc and make sure you can fully block the light. That way you can control the lights and camera exposure.

STANDING DESK

- \$249.99 FLEXISPOT Electric Standing Desk Adjustable Height Desk
<https://www.amazon.com/dp/B07W42DSG8>
- \$119.99 FLEXISPOT Stand Up Desk Converter 28 Inches Standing Desk Riser
<https://www.amazon.com/dp/B0762K7JJT>
- \$19.99 Adjustable PC Laptop Stand
<https://www.amazon.com/dp/B088DB45HG>

Standing desks provide ultimate flexibility. However, you can get a desk converter or at minimum a laptop stand that raises your laptop to eye level. This helps with posture and eye contact.

MICROPHONE

\$16.99 Blue Yeti Red USB Microphone Bundle
<https://www.amazon.com/dp/B07FBCH6GM/>

\$62.99 FIFINE Studio Condenser USB Microphone Computer PC Microphone Kit with Adjustable Scissor Arm
<https://www.amazon.com/dp/B07Y1C6GDS/>

\$24.99 Logitech USB Headset H390 with Noise Cancelling Mic
<https://www.amazon.com/dp/B000UXZQ42>

I personally prefer to use a microphone on a swivel arm like the FIFINE or the BLUE YETI. However, if you prefer a headset the Logitech is inexpensive and works fine. You can always choose to upgrade to better sounding equipment along the way.

WEBCAM MOUNT

\$21.99 Pipishell 25 Inch Webcam Stand - Flexible Desk Mount Clamp Gooseneck Stand for Logitech Webcam
<https://www.amazon.com/dp/B07Y2W4Q5Z>

Caution: the gooseneck will shake more than others. If you are typing as you are working, then mount the webcam to your desk or screen. Or consider a ground tripod.

WEBCAM SOFTWARE (For Mac)

\$7.99 Webcam Settings
<https://apps.apple.com/us/app/webcam-settings/id533696630?mt=12>

If you use a webcam such as the Brio then consider using this app on a Mac or find something similar for PC. This allows you to easily zoom, pan, and focus.

Web conferencing is not going away. Invest in your setup and find yourself more effective and more energized!

– Mike Acker (<https://advance.as.me/strategy>)

