BEST PRACTICES
FOR VIRTUAL PRESENTING

ECAST
PRODUCTIONS

INTRODUCTION TO **VIRTUAL PRESENTING**

EVERYTHING YOU NEED TO KNOW TO MAKE YOUR WEBCAST A SUCCESS

A QUICK GUIDE FROM ECAST PRODUCTIONS

Live video is one of the most engaging and effective communication tools available on the internet. To fully realize its benefits you need to set yourself up for success. ECAST Productions has been a leader in the virtual live-event streaming and video production industry for more than a decade.

SELECTING
THE RIGHT PLATFORM

> **ECAST OFFERS A FULLY CUSTOMIZABLE ONLINE EVENT EXPERIENCE. OUR CLOUD-BASED WEBCAST PLATFORM ALLOWS PRESENTERS TO JOIN REMOTELY VIA WEBCAM – FROM WHEREVER THEY ARE.**

Many businesses use enterprise-level video conferencing technology. Self-service platforms like Skype, Webex, and Google Hangouts are powerful tools, and work well for one-on-one or small group presentations and meetings, but they have some limitations.

For higher profile meetings, conferences and presentations, consider a premium webcasting platform. ECAST offers a fully customizable online event experience. Our cloud-based webcast platform allows presenters to join remotely via webcam – from wherever they are. This managed solution supports picture-in-picture, interactive Q&A, polling, surveys, chats and more. The platform also provides robust viewer analytics so you can track engagement. ECAST connects presenters and panelists to your audience in real time, with world-class customer service and support.

Once you've selected your technology platform, it's time to optimize your presentation, especially if you are using a home webcam. Simple things like camera placement, lighting, and the color of your shirt can all make a big difference in the quality of your virtual presentation. Here are some tips and tricks we've refined to ensure that your online video presentation is polished, professional, and makes an impact.

HOW TO CHOOSE A LOCATION

You are the center of the video, so how you frame yourself is important. Look behind you to make sure there is nothing to distract the viewer and take the attention away from you. Choose a simple background with some distance between you and the wall. Eliminate clutter and anything that looks busy. Avoid sitting in front of a window or bright light as this puts you in silhouette.

CAMERA PLACEMENT

THE PLACEMENT OF THE CAMERA IS IMPORTANT

Whether you are using your laptop's built-in camera, smart phone, tablet or a USB webcam, the camera should be directly in front of you at eye level. Think of the camera as a surrogate for your audience. The camera is the eye of the person you are talking to. Avoid low, high or off-axis angles.

On the screen:

YOUR COMPANY

Virtual Conference
Presented by YOUR COMPANY

VIDEO WILL DRIVE MORE SELF-SERVICE SALES PROCESSES

POSITION
YOURSELF
a comfortable distance from the camera so your head and shoulders are seen in the frame. If you are too close to the camera, viewers will feel uncomfortable. Sit about the same distance from the camera as you would from a person in a normal conversation. Remember to look into the camera while you present.

" Remember to look into the camera while you present. "

Properly lighting yourself for the camera not only allows you to look your best but also allows others to see you clearly and read your facial expressions and body language. This is best achieved with a soft light from behind or slightly to the side of the camera, for example a window with sheers or a lamp with a lampshade.

Avoid low-light situations, since the camera will try to compensate and the video will look muddy. Also avoid sitting directly in front of a window with a bright light behind you since this puts you in silhouette and your viewers won't see your face as well. It is okay to be sitting near a window as long as it's outside the view of the camera.

LET YOURSELF
BE SEEN

LET YOURSELF BE HEARD

Audio is the most important aspect of live streaming. It doesn't matter how good the picture looks if people can't understand what you are saying. There are several options for good audio. The best option is to use a quality USB microphone and place it in front of you, between you and the camera, or a lavalier mic clipped on your shirt, centered on your sternum about 6 inches below your mouth. Another option is to use your cellphone earbuds if they have a built-in microphone. Either choice you make, whether wired or wireless, will provide better quality audio than the microphone built in to your laptop or webcam.

"Practice recording to make sure you like the way the audio sounds."

BACKGROUND NOISES

When choosing a location for your live presentation, listen for distracting background sounds. Is there construction outside? Is music or a TV playing in the background? Does the printer or any other machines in the room make noise? Do your best to minimize any sounds that may distract from what you are saying.

ON CAMERA
APPEARANCE

Dress appropriately for your audience. In your webcast, you should be framing yourself from the midriff up or a little higher.

TOPS:

A button-down, collared shirt or blouse is most flattering, and will make it easy to affix an external mic if you're using one. Solid-color shirts in naturals and gem tones such as blues, beiges, and off-white are great.

Avoid tops or ties that are all black, all white, bright red and orange or that have a busy print. Checks, houndstooth or pinstripes cause an optical illusion that looks bad on video.

JEWELRY:

Simple is best. Keep jewelry and things that jingle to a minimum to lessen audio interference.

MAKEUP:

Wear makeup to the extent you typically do. Avoid vivid reds and glossy textures. Softer tones appear better on screen.

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PRACTICE
MAKES PERFECT

Before you go live, be sure to do a practice recording. Check how you look on camera, how the background and lighting look, and how the audio sounds.

The most important thing to remember is that you are talking to people, not to a camera. Make eye contact and smile, vary the tone and inflection of your voice and be conversational. Be natural: if you need to refer to notes, it's fine to look down, just remember to look back up and continue to make eye contact with your audience (the camera). Remember to breathe! Be yourself, convey your message as your audience is in the room with you and your virtual presentation will be a success.

"**Remember, you are talking to people,
not to a camera**"

CAMERAS AND
MICROPHONES

WEBCAMS

There are many affordable options on the market. Logitech and Microsoft are the most popular brands. Make sure your camera is at least 1920x1080 resolution, also known as 1080p. Avoid cameras that are 720p or lower resolution.

Some good options are:

Logitech BRIO Webcam

Logitech C930e Webcam

Logitech C920s HD Pro Webcam

Microsoft LifeCam Studio

Creative Labs BlasterX Senz3D Depth-Sensing Webcam

MICROPHONES

MPOW – Single-Sided USB Headset with Microphone

Neat Microphones Bumblebee Professional Cardioid Desktop USB Microphone

MXL USB Boundary Microphone

Blue Yeti Nano Multi-Pattern USB Condenser Microphone

YOUR TRUSTED
PRODUCTION PARTNER
FOR WEBCASTING

E CAS T
P R O D U C T I O N S

WE ARE READY **WHEN YOU ARE**

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