



### Marco Ciavolino

- General Marketing Communications
- STEM training materials by RobotMats
- Web Development in JOOMLA and Wordpress
- Graphic Design/Corporate ID
- Photography/Video
- Tech Research & Development
- Founder of Techbrick Robotics
- Founder of RobotMats.com



<http://enktesis.com>

Darcy, the web cat.



The standards of moving images have been established for more than 100 years. Why break them?

You are all video producers now.

Online meetings are video productions.





## What are we doing here?

- We are going to get some instruction on how to look great in an online meeting.
- We are going to get some motivation on being great video producers.



The first web cartoon:

“On the internet, nobody knows you’re a dog”

They also will not know if you are a viable business partner or vendor if you don’t tell them and show them in a competent manner.

[https://en.wikipedia.org/wiki/On\\_the\\_Internet,\\_nobody\\_knows\\_you%27re\\_a\\_dog](https://en.wikipedia.org/wiki/On_the_Internet,_nobody_knows_you%27re_a_dog)



Heed Lt. Dan in Forrester Gump:  
“We have one rule here. Don’t do anything  
stupid like getting yourself killed.”



**“Don’t do anything stupid like getting yourself killed.”**

### Live Presentations

- You own the time and space.
- Succeed or Fail. It’s your choice.
- Understand your software flawlessly.
- Know your product impeccably.
- Plan precisely.

There is simply no reason for you to fail in your responsibilities unless there is an earthquake, tsunami, tornado, or hurricane.

Just to be clear, I can only motivate you to learn. Mastering any process or tool requires study, preparation, and practice. There is no secret formula. There is no silver bullet. There is no magic unicorn.

There is only you and your diligence.

You must work until the solution is certain...

Learn your software well.



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## Web conferencing

From Wikipedia, the free encyclopedia

Web conferencing may be used as an umbrella term for various types of online collaborative services including webinars ("web seminars"), webcasts, and peer-level web meetings.

Terminology related to these technologies is inexact, and no generally agreed upon source or standards organization exists to provide an established usage reference.



The Toshiba Model 500 video Phone, an early version of Skype in year 1968

You've likely used one of these products.



Google Hangouts



Google Meet

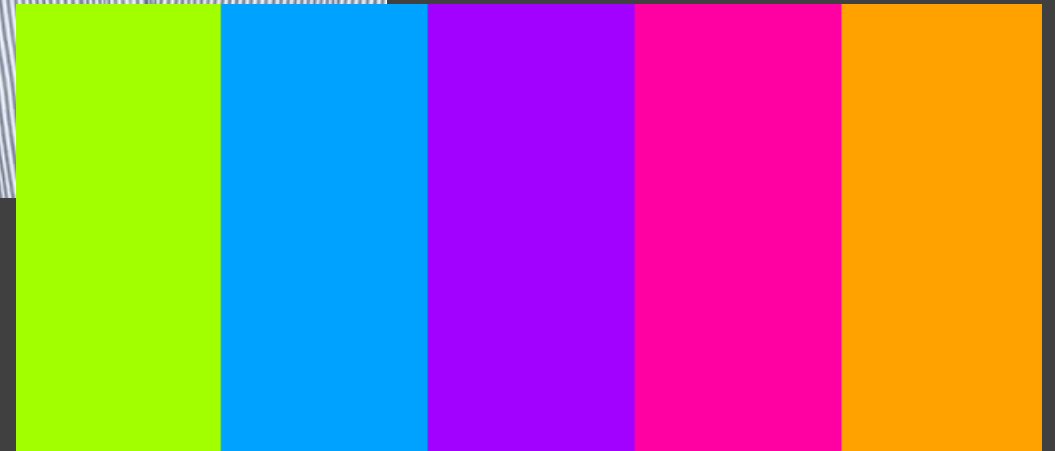
And there are dozens of others...

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Links

## You need to make sure you look good. CLOTHING

- ✓ Avoid bright colors or tight patterns
- ✓ Both are bad for video



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[Working from home? Tips from ZOOM](#)

## You need to make sure you look good. BACKGROUNDS

- ✓ Pay attention to your background
  - ✓ Simple, clean, non-distracting
  - ✓ No traffic
  - ✓ No identifiable items (like paintings)



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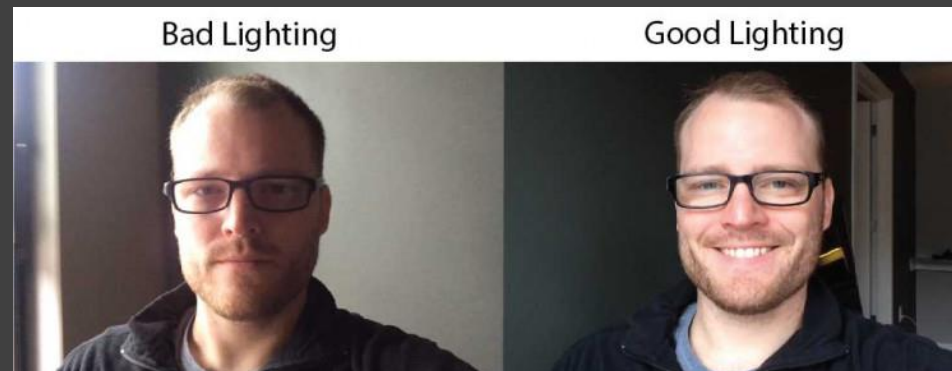
### Links

[Ultimate webcam tips: How to look and sound great online](#)

You need to make sure you look good.

## LIGHTING

- ✓ Proper lighting
  - ✓ White (sunlight bulbs / kelvin 5000)
  - ✓ Ambient/reflective lights
  - ✓ Even lighting on your face
  - ✓ No backlighting



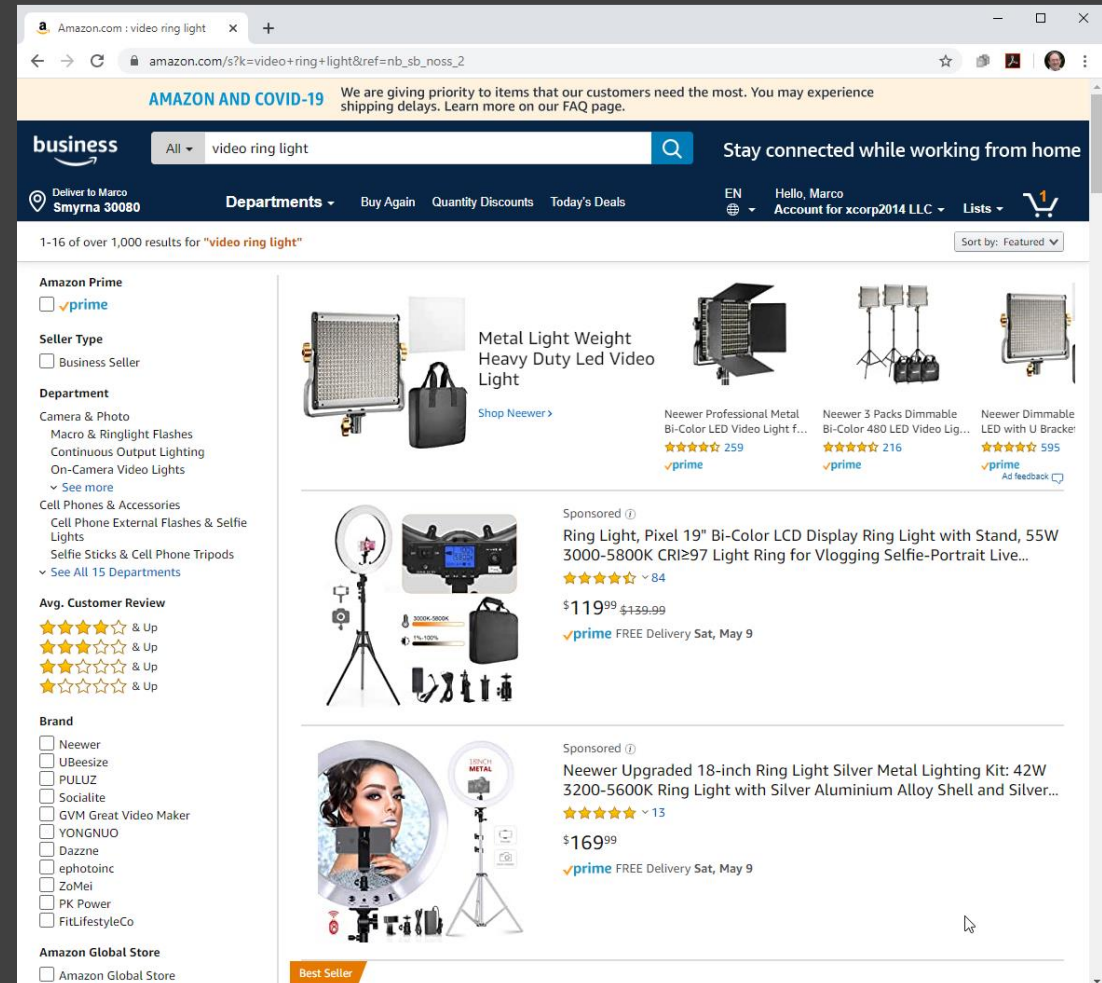
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## Specialized Lighting

- ✓ Video ring lights
- ✓ Flat panel lights

### Links

[Ring Lights on Amazon](#)



The screenshot shows an Amazon.com search results page for "video ring light". The page features a navigation bar with the Amazon logo, a search bar containing "video ring light", and a "business" label. Below the navigation bar, there is a banner for "AMAZON AND COVID-19" and a "Stay connected while working from home" message. The main content area displays a list of products, including "Metal Light Weight Heavy Duty Led Video Light", "Ring Light, Pixel 19" Bi-Color LCD Display Ring Light with Stand, 55W 3000-5800K CRI≥97 Light Ring for Vlogging Selfie-Portrait Live...", and "Newer Upgraded 18-inch Ring Light Silver Metal Lighting Kit: 42W 3200-5600K Ring Light with Silver Aluminium Alloy Shell and Silver...". Each product listing includes an image, a title, a price, and a star rating. The left sidebar contains filters for Amazon Prime, Seller Type, Department, and Brand.

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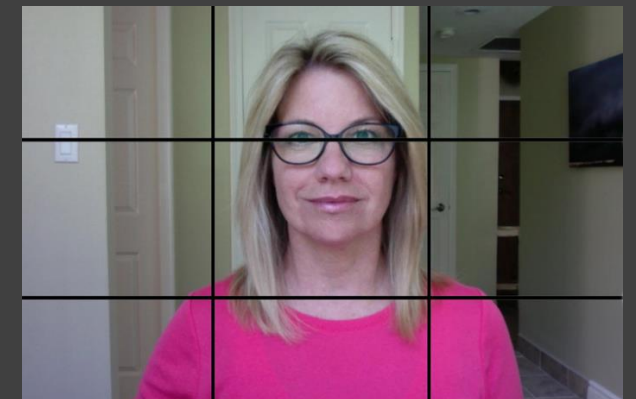
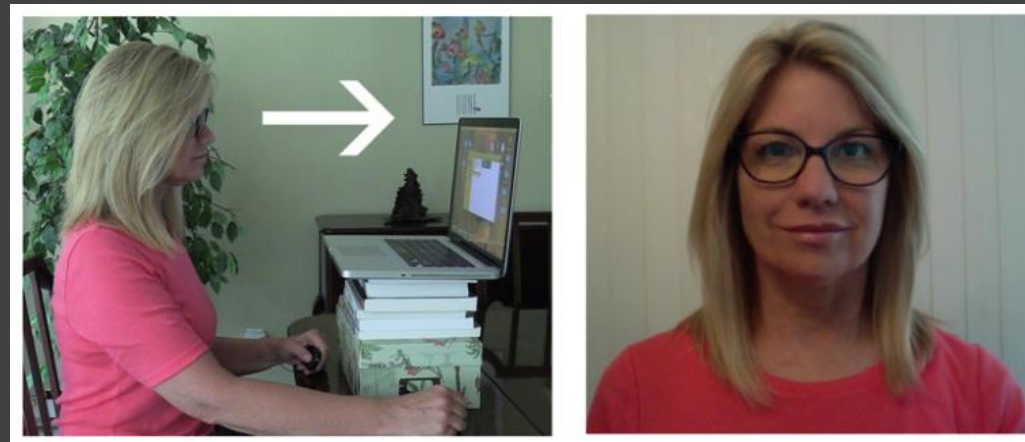
[How to Frame Your Webcam Video Like a Pro](#)

[Ultimate webcam tips: How to look and sound great online](#)

You need to make sure you look good.

### CAMERA ANGLE

- ✓ Proper setting
  - ✓ Camera at or slightly above eye level
  - ✓ Use books or a box if you need to raise your laptop
  - ✓ Buy an adjustable laptop stand.
  - ✓ Rule of Thirds
- ✓ Read the linked article



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[Ultimate webcam tips: How to look and sound great online](#)

You need to make sure you look good.  
**CAMERA ANGLE**



NO



YES

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### Links

Watch the interview here:

<https://www.youtube.com/watch?v=Mh4f9AYRCZY>

You need to make sure you look good.

- ✓ Noise
  - ✓ Avoid ambient noise
  - ✓ Notify others about your meeting

### Famous BBC Interview



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### Links

[Amazon](#)  
[NewEgg](#)  
[Ebay](#)

## Make Sure Your Infrastructure is Adequate GET HARDWARE RIGHT

- ✓ Computer
  - ✓ Fast based on test
  - ✓ Battery charged or plugged in
  - ✓ RAM: 8gb +
  - ✓ Speakers tested
  - ✓ Webcam:
    - ✓ Logitech are the preferred webcams
    - ✓ Better image and better microphone
    - ✓ Flexible positioning



C930e Business Webcam  
\$ 129.99



C922  
\$ 99.99



C920 HD Pro Webcam  
\$ 79.99



C920s  
\$ 69.99

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Links

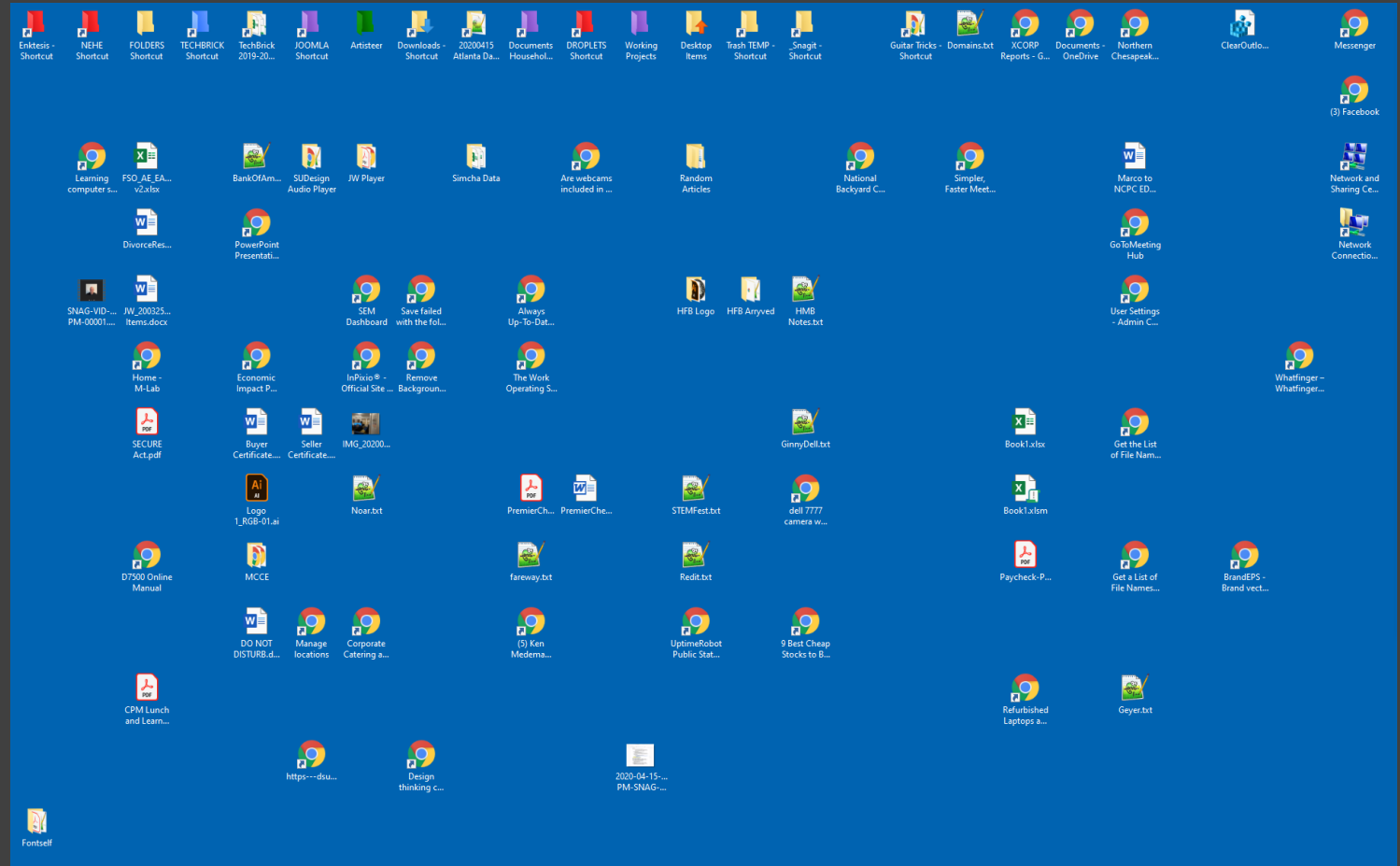
### Make Sure Your Infrastructure is Adequate

- ✓ Flexible positioning of cameras
- ✓ We put our camera on a tripod for Easter
- ✓ And would could move it around by hand to show our work
- ✓ You can do the same for a demonstration



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### Clean up your windows or mac desktop

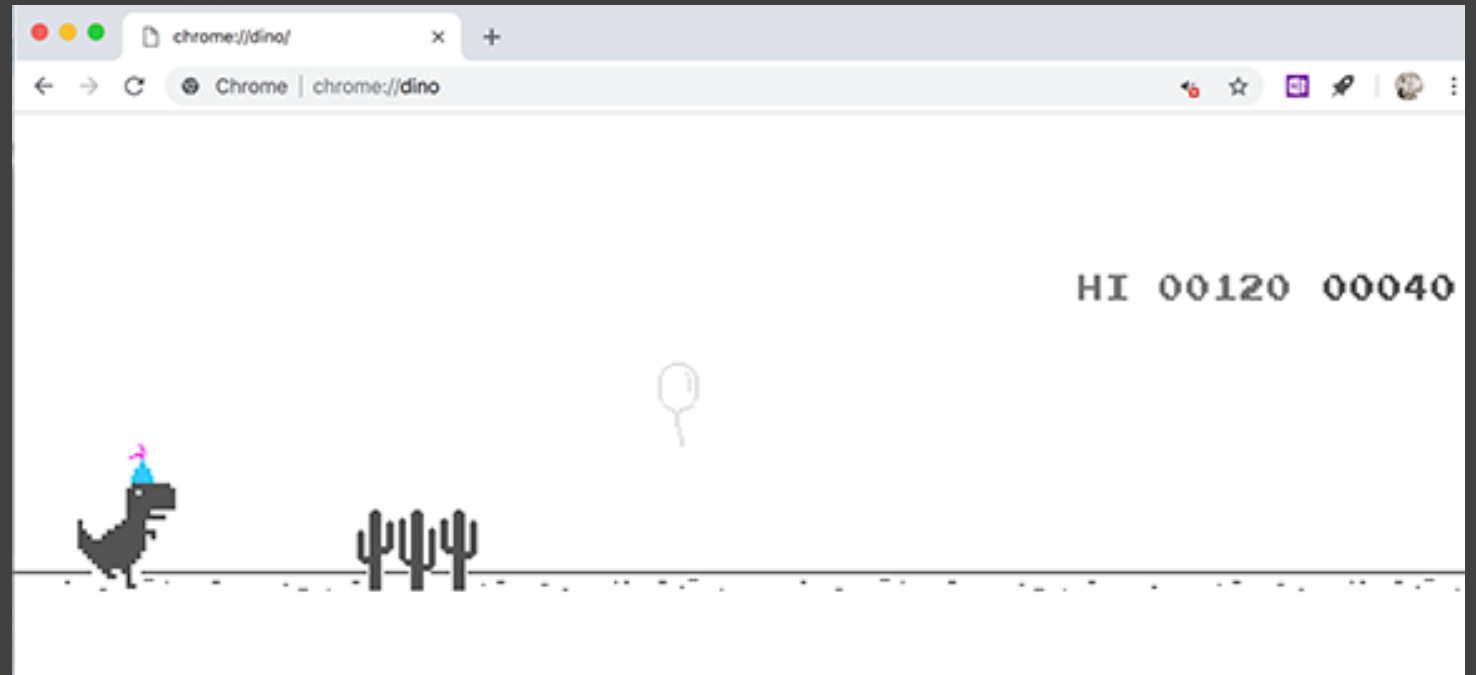


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Links

Make Sure Your Infrastructure is Adequate  
Connectivity  
Hardwired  
Reliable Wi-Fi  
Test cell phone hotspots thoroughly



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## Make Sure Your Infrastructure is Adequate Software

Up-to-date: No surprises

No Fluff: No crashes

Pop-ups off: No interruptions



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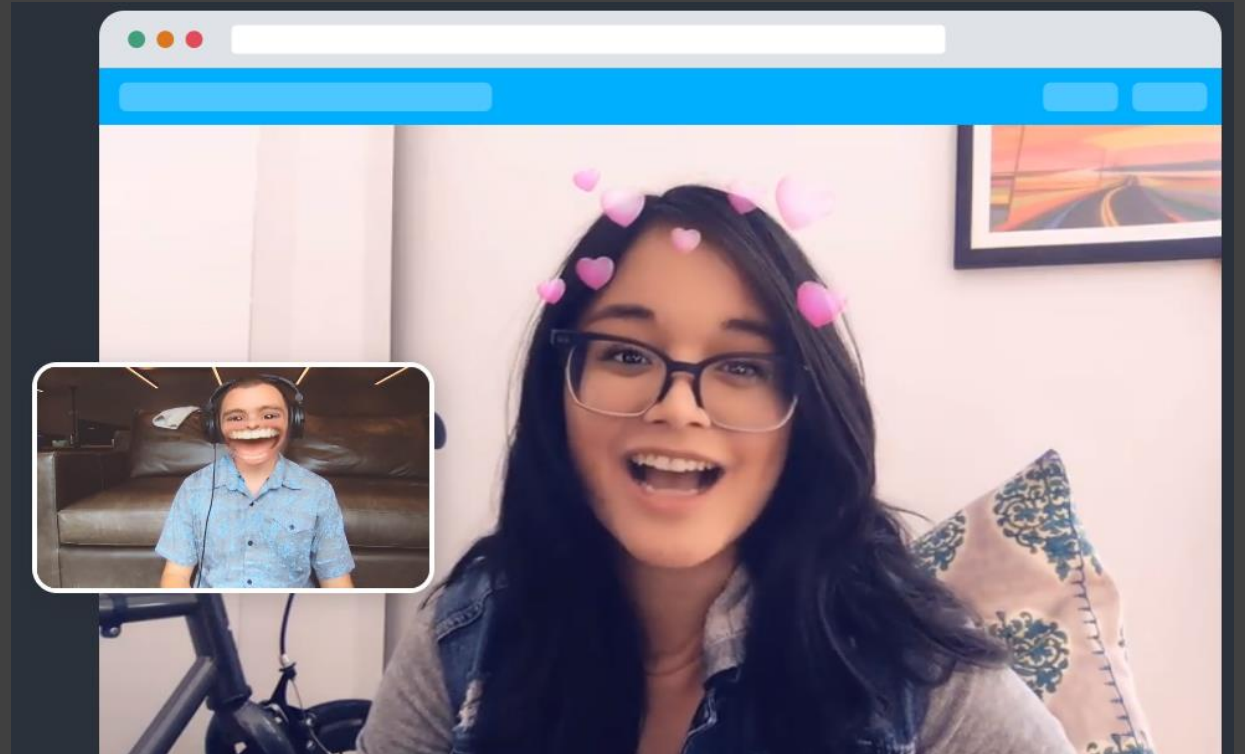
Links

### Make Sure Your Infrastructure is Adequate

✓ Software

**Do not install SnapCamera or any similar tool**

Invasive  
Hardware intensive  
No place in business  
Most are inappropriate

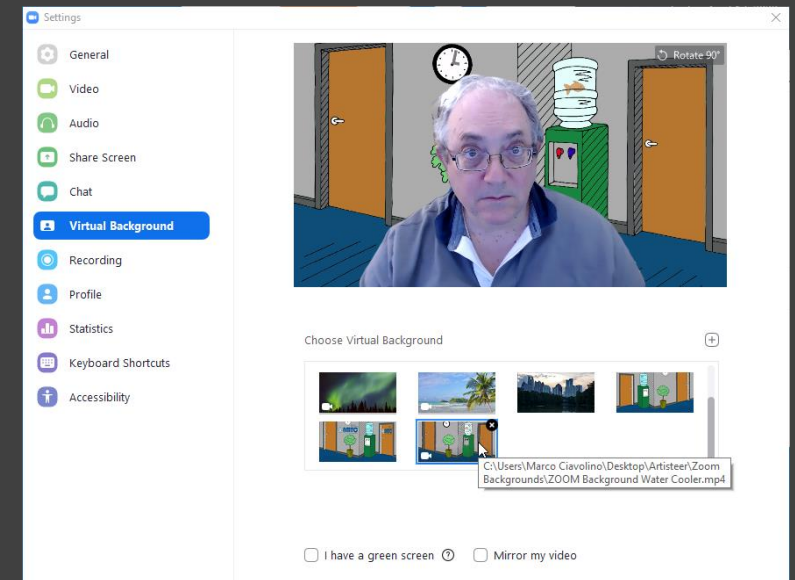
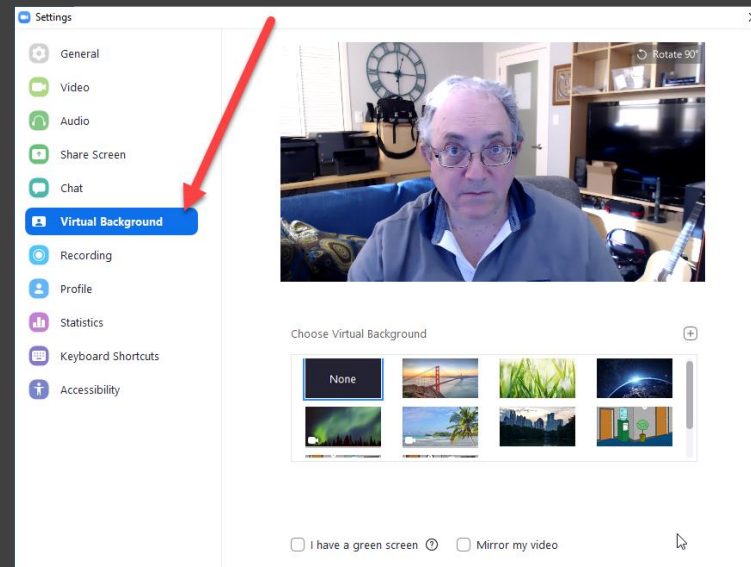


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### Make Sure Your Infrastructure is Adequate VIRTUAL BACKGROUND

- ✓ ZOOM Virtual Backgrounds
  - ✓ If your computer supports the feature you can try it (ZOOM will alert you if it does not.)
  - ✓ You need decent lighting for this to work.
  - ✓ You can make custom backgrounds.

#### Links



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### Links

[DIY: How to DIY a Green Screen on a Budget](#)

[Cheap Collapsible Green Screen Setup That Looks Great](#)

[Green Screen on Amazon](#)

[Green Screen at Corsair/Elgato](#)

## How a green screen works

- ✓ Works better than the auto background functions
- ✓ Provides a solid color that the video system can remove
- ✓ You need bright, white, consistent lighting
- ✓ You must this with your computer and camera
- ✓ You will need a nice background



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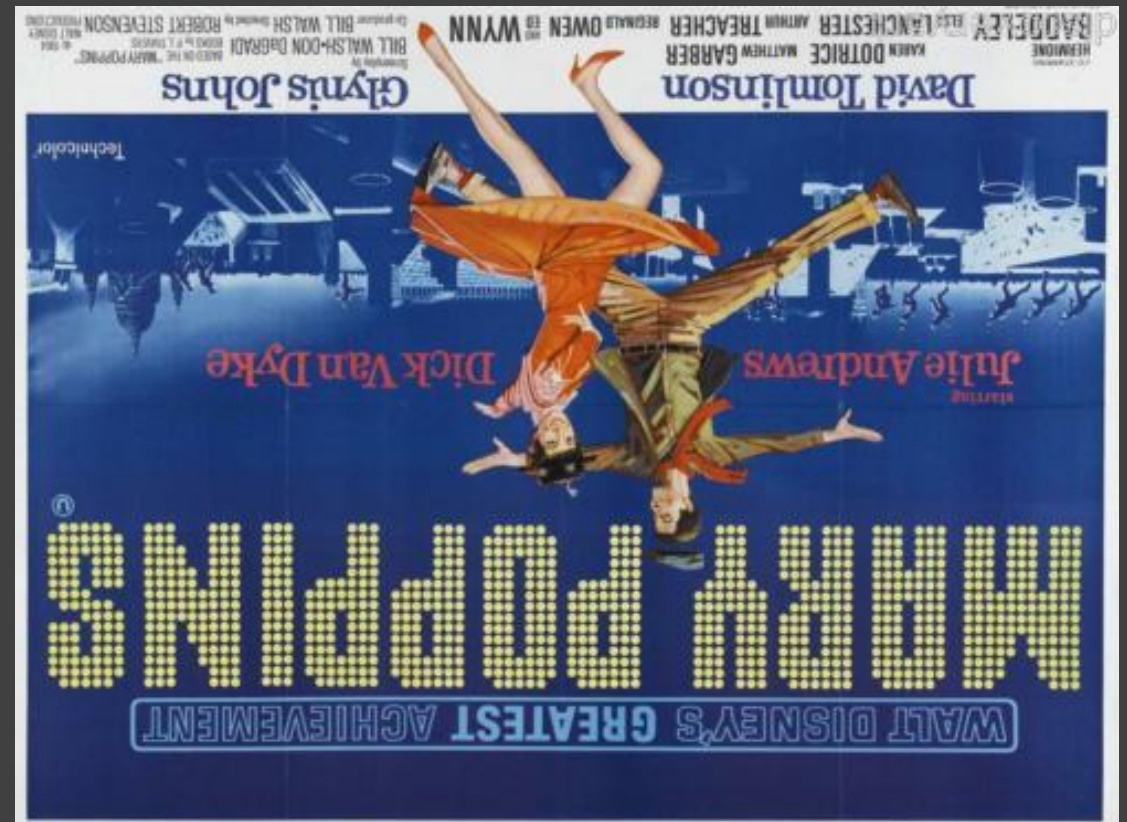
[Top Ten Slide Tips](#)

[9 Tips for Making Beautiful PowerPoint Presentations](#)

## Bad media is worse than no media... MAKE SURE YOUR PRESENTATION IS PERFECT (Like Mary Poppins)

In the early 90's we went to see a movie and this advert for a revival showing of the movie was upside down.

My children remember it to this day.



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#### Links

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## Make sure your presentation materials are tested and clear

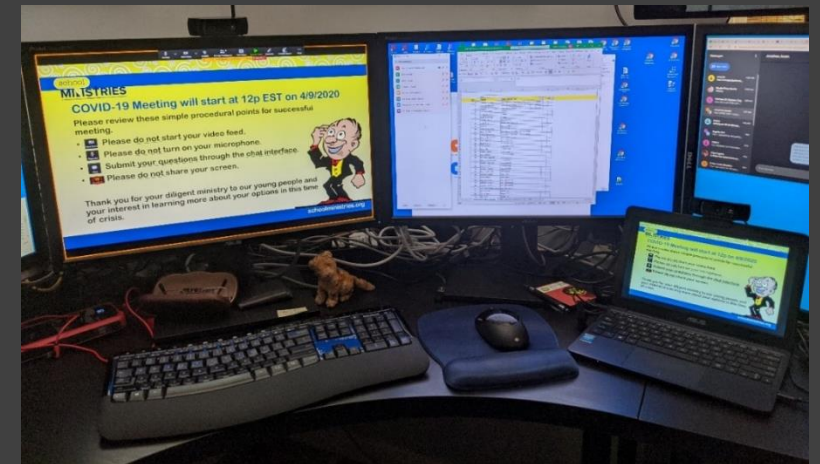
- ✓ Avoid complex animation
- ✓ Do not plan to show videos without thoroughly testing them for you and your attendees.
- ✓ Have documents open in order
  - ✓ Or, organized in a folder.
- ✓ Test and make sure your documents are visible
  - ✓ Particularly on small screen and phones
- ✓ Know how to work your software
  - ✓ Full-screen
  - ✓ Zoom
  - ✓ Restore
  - ✓ Navigate
- ✓ Plan to quit or hide non-meeting items.

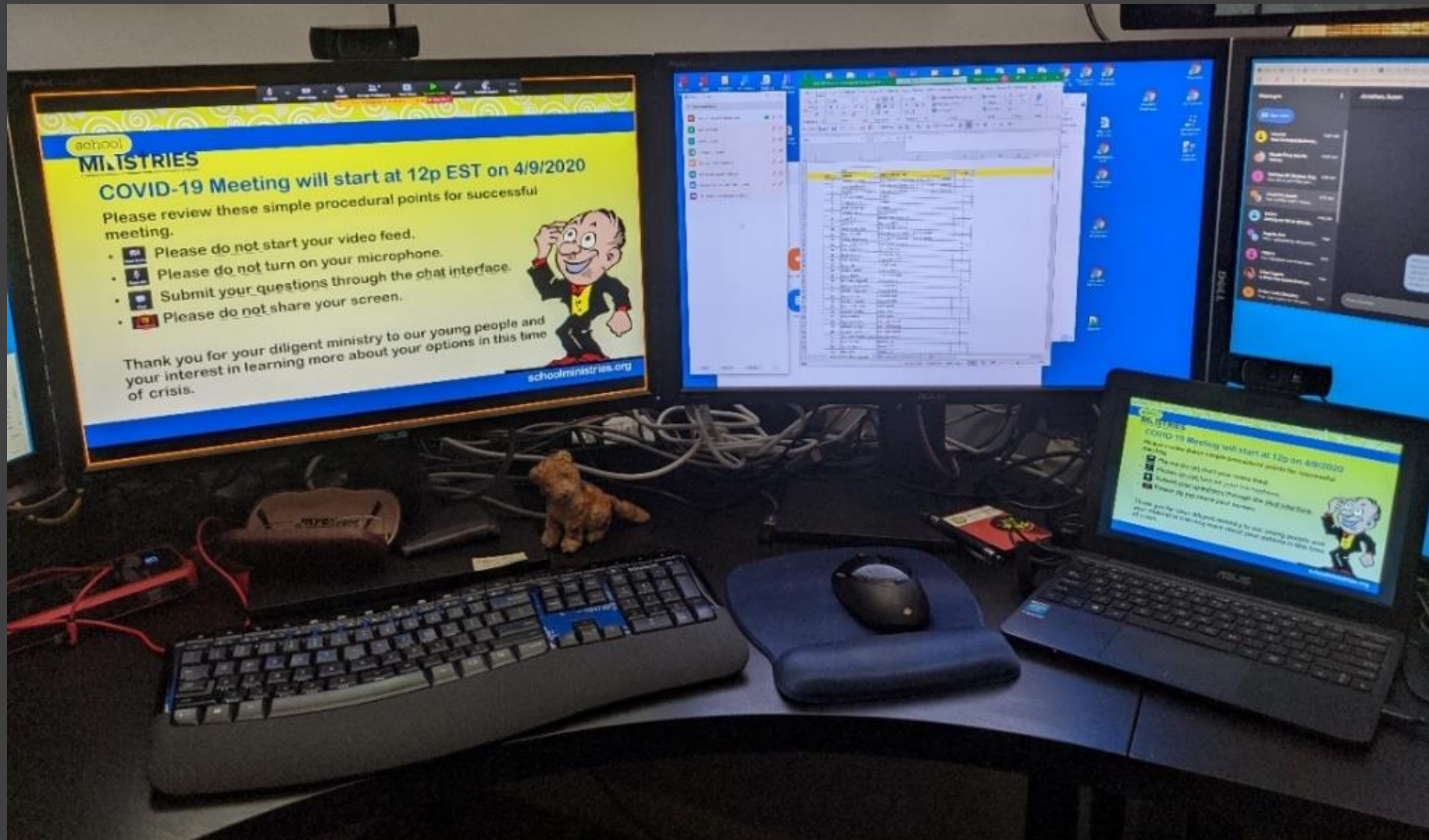
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### System Setup

- ✓ Make sure everything is booted and working
- ✓ Clean your camera lens (especially on laptops)
- ✓ Hide or disable pop-ups
- ✓ Turn off phones, intercoms, and alerts
- ✓ If managing a large meeting use two monitors and have an assistant to monitor chats/questions.
- ✓ Setup a guest of your own to monitor the meeting
  - ✓ Mute the mic and speakers
- ✓ Turn off all phone ringers and intercoms





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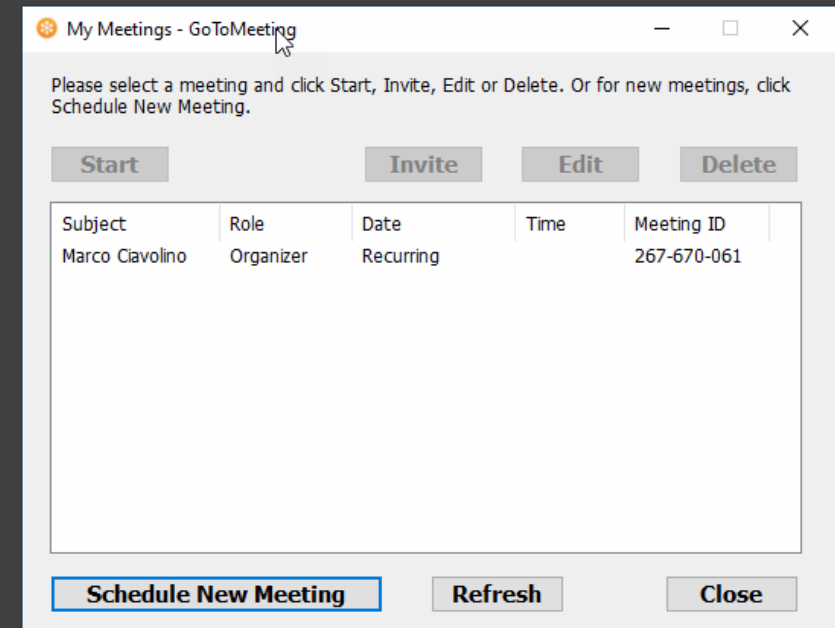
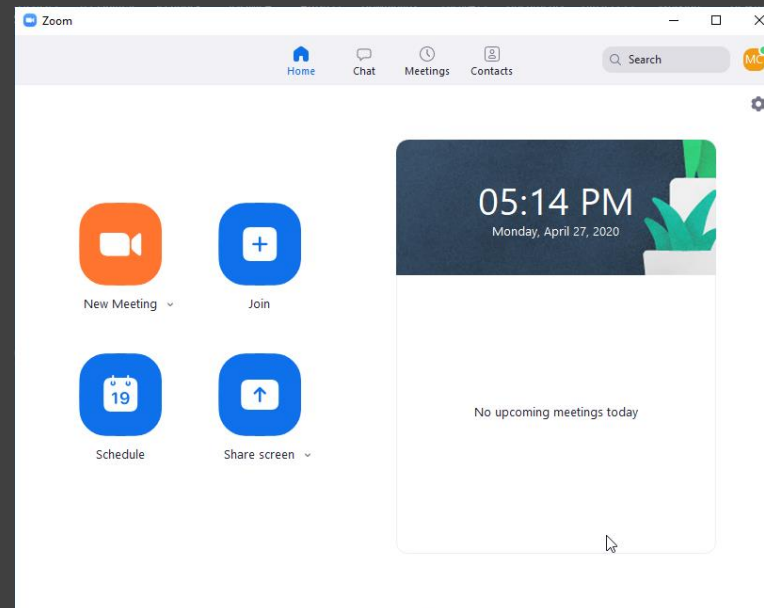
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## Preparation

### DOWNLOAD DESKTOP CLIENTS

Download the desktop client and install it (instead of using the web interface)

✓ Why? Using the installed app will give a better meeting with more control.



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## Preparation TEST MEETING

Create a test meeting

- ✓ Join from another computer or your phone
- ✓ Turn your video on and off, mute and unmute your audio, and just experiment until you are comfortable
- ✓ The most important preparation you can do is to hold a couple of additional test meetings with a friend or family member to make sure you are comfortable with the tool and process.



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## Larger Extended Test Meeting

Run your test meeting with five or more friends.

- ✓ Start recording to your computer (or the cloud with a paid version).
- ✓ Experiment with the video (on/off) and audio (mute/unmute).
- ✓ Share your desktop and let others share theirs with the 'SHARE' button.
- ✓ Open "Manage Participants" at the bottom.
- ✓ Hover your mouse over each participant to see the options
  - ✓ By clicking "More" you can remove them, mute them, or put them in a waiting room.
- ✓ End the meeting.
- ✓ Review the video.

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Links

## Post Meeting Tasks

- ✓ Download recording
- ✓ Follow-up with attendees
- ✓ Make notes for lessons learned
- ✓ Complete action points

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Remember, everyone is  
seeing and hearing you.

Links



Two final points.

Very important points.

Poignantly important points.

Read on...



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Links

## Avoid chit chat...

- ✓ Don't say anything you wouldn't say in a live meeting
- ✓ Stick to business
- ✓ Stay in front of your camera and don't move around
- ✓ Don't eat

Pick a little talk a Little from the Music Man.

<https://youtu.be/mvhFs2bdRpE>



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Links

John Krasinski  
Some Good News Channel  
<https://www.youtube.com/somegodnews>

# And Wear Pants...



Questions?

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