

# TIPS ON EFFECTIVE Video Conferencing

**T**he COVID-19 pandemic came with major disruptions leading to what we now know as new normal in many areas. One of such disruptions needing urgent attention has to do with meetings and conferencing. Video conferencing has come to stay.



They include but not limited to Zoom, Google Meeting, Microsoft Teams, GoToMeeting, GoToWebinar, Skype. In spite of all these apps, very many of our executives do not know how to link to video conferencing. They are yet to install any of the Apps. May others who use the Apps are doing it the wrong way.

Video conferencing saves time, reduces travel expenses and boosts productivity as many persons are enabled to work remotely. Below are some of the tips for optimising this technology:

1. Stay in the centre of the screen, your face should not be too high or too low.
2. Camera should be at face level, maintain 1 metre or one arm length distance.
3. Light should be in front of you not behind you. Face the window, do not back the window.
4. While using a phone for your video call, ensure it is in landscape mode.
5. Your background should be clean or minimize the pictures at the background. If possible, use your company logo.
6. Make sure no one keeps moving around behind you while you are in a meeting.
7. Put the camera on. It is considered indecent to leave the camera off.
8. Keep the microphone on mute when you are not speaking.
9. Rename to make sure your name or company name appears instead of your phone model. For formal meetings, do not use nicknames.
10. Try to be still. Do not move a lot and try not to be nervous.
11. Eating is considered inappropriate except coffee or tea.
12. When you speak, speak in normal tone. Do not shout.
13. Always be on time or 5 minutes early.
14. Dress smart and appropriately, you may have to stand.
15. When you are done presenting or speaking, let the team know by saying you are done or thank you.
16. Stick to the time limit allotted to you. Do not exceed it.
17. Always have pen and paper handy to take notes of important points.
18. Make sure your camera, microphone, battery power and speaker are up and running.
19. Be attentive, focused and avoid multi-tasking.
20. If you have to speak, prepare and practice your script beforehand and smile.

