BEST PRACTICES FOR

VIRTUAL MEETINGS AND PRESENTATIONS

by Emily Anne Page, CPG Growth Strategist

PREPARE BEFOREHAND

☐ WIFI SPEED CHECK
- Speed Requirements: An internet connection – broadband wired or wireless (3G or 4G/LTE). Minimum bandwidth is 600kbps (up/down) and recommended is 1.5 Mbps (up/down). Check your Internet bandwidth using Speedtest (www.speedtest.net)
- For best results, don't rely on WiFi, try plugging in your computer directly to the internet modem/router.

☐ CHECK MICROPHONE + VIDEO CAPABILITY
- Make sure your software systems are up-to-date
- Make sure your hardware is up-to-date with an attached video camera and microphone
  > Use laptop or desktop. Do not use your phone because you will need to open and close sales presentation easily.
  > Buy cheap Chrome Book if you don't have the hardware

☐ CHOOSE YOUR OUTFIT WISELY
- Choose clothes that contrast against your background (Ex. Don't wear white top against white wall.)
- Don't wear stripes, patterns, or distracting accessories

☐ MAKE ROOM FOR THE CALL
- Keep background simple. Remove anything distracting. Blank wall looks great!
- CHECK FOR SURROUNDING NOISE OR PEOPLE
  > Dog barking, kids in the other room being loud, spouse walking in
  > Ask everyone around you to be quiet or let them know you're busy
  > Put a note on the door to remind them or lock the door so no one could walk in

☐ CLEAN UP COMPUTER DESKTOP
- Keep sensitive materials off of desktop
- Close any additional tabs... before turning on computer
- Use a clean, neutral Desktop Background (perhaps remove pictures of family)
- Remove pictures, files, or folders that you should remain private
- Remove any most visited bookmarks your web browser has auto saved for you (like Google Chrome)
- If typing into web browser, clear web browser history and cookies so people don't accidentally see any previous personal searches you'd rather keep hidden!

DAY OF REMINDERS

☐ VIDEO AND AUDIO CHECK
- Once you log in – day of you will need to be sure to GIVE ACCESS TO MIC AND VIDEO CAMERA
- Make sure you understand technical functions of your computer BEFORE call

☐ LIGHTING
- Don't sit in direct sunlight!
- Natural lighting is best
  > Sit next to a window (natural lighting) but not directly
  > Warm bright room
- Light
  > Ideally use a Lume Cube or Ring Light
  > Set up warm lighting, avoid harsh shadows

☐ VIDEO CAMERA ANGLE
- Center face with camera and screen
- Elevate your camera/laptop on your boxes
- Angle camera so eyes are ¾ of screen vertical

☐ PRESENTING PRODUCTS
- Create a brand consistent sales presentation PDF
- Use 3D mock-ups or professional photos of products.
- Don't rely on showing product up to camera. Lighting will be bad, connection and resolution could be blurry.