Speaker guide for live video streaming
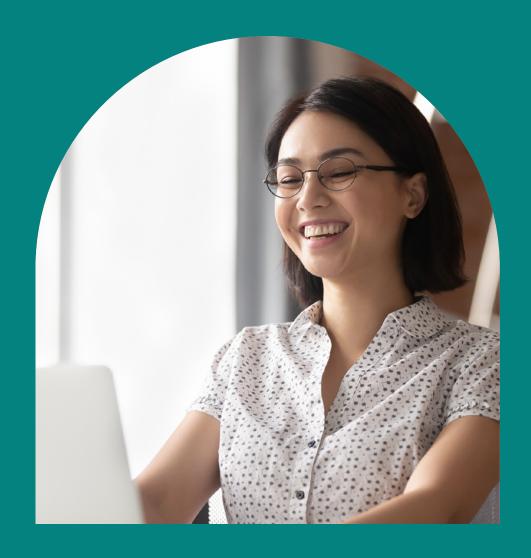
showcare

Get ready
to go virtual

At Showcare, we specialize in virtual and hybrid events, helping our clients create impactful events both online and onsite.

Just as you would while speaking to a group of people in person, you want to look and feel your best when broadcasting virtually from your home or office.

We have developed this on-screen readiness guide filled with tips and tricks to ensure you put your best foot forward during your next live video session.

The basics

a Choose a clean and neutral background with good lighting. If possible, make use of natural lighting by facing a window.

b If natural lighting is not possible, consider using a desk lamp. Adjust the position of the lamp accordingly, so the light is not too bright (leading to glare on your face), but uniformly illuminates your face.

c Avoid bright light sources behind you as they can make you appear in silhouette.

d Avoid sitting directly under a ceiling light, as that can lead to a harsh top-down lighting situation.

e Adjust your computer's camera or webcam to eye level and look into the lens instead of at your screen while speaking. Make sure you are centered in the frame.

f You may also opt to add visual interest and show off your personality by featuring items such as books, plants, art, fireplace or a well-organized room in the background.

g Avoid using virtual backgrounds when you are leading a presentation. If for any reason you need to use one, choose a clean solid color or texture. Try to avoid any animated backgrounds, as they can lead to pixelation.

Best
connection

If possible, use a wired internet connection on the device you will be using for your video call. If that is not possible, try to sit in the same room as your Wi-Fi access point (router).

You can also disconnect other devices that are connected to your Wi-Fi to ensure your bandwidth is not being used by another device that is simultaneously pulling a lot of data, such as high-definition video content on a TV in another room.

If you have the available bandwidth, adjust your video settings to full HD for the best quality video. Before your call, go to google.com and search "speed test". Ideally, your upload and download speed is somewhere in the range of 5-10 Mbps (the higher the number, the better).

Sound is key ◀))

Remember to mute your microphone when you are not talking to avoid any unwanted background noise.

Inform other members of your home/environment that you will be on a call, and to keep interruptions/ outside noises to a minimum during your call.

Avoid using the default microphone on your computer/laptop/phone by using an external headset (with a microphone). These can be the earbuds/ headphone that usually come with your device.

Test your audio/video/network quality an hour before going live. If your microphone or headset is not working, check the audio settings on your computer.

Get camera ready

- Choose solid colors and avoid busy prints. Jewel tones and deep rich hues look great on camera.

- Choose clothing that will contrast your background. For example, if you choose a light background, choose a dark-colored top or blouse.

- Consider the entire frame composition and opt for colors that suit your skin tone. Choose colors based on whether you have cool, warm, or neutral undertones.

- Avoid wearing glasses if possible but if you need to wear them, try tilting them down slightly to reduce reflections and use softer light sources to avoid any unwanted shadows.

- Go for a matte finish makeup look or apply powder to avoid glare.

- Pick simple jewelry to avoid creating distractions and noise when on camera.

The etiquette

1 Have your login information for your virtual session ready to go in advance. Always log in at least 10 minutes before you go live in order to do a final visual and audio check.

2 Remember to have a backup way of reaching the other people on the livestream/webinar in the event of a technical failure. Keep team phone numbers handy to text or call the other person (or moderator) if you are experiencing difficulties. This is also useful in case the moderator needs to communicate with you during the live presentation.

3 It's advisable to have a pen and paper or second screen device to take notes in the discussion.

4 If you are on a call with 3 or more people, you can use simple gestures indicating your approval or disagreement with what another speaker is saying (e.g., a thumbs up or head nod to agree or a hand raise to add or challenge something).

● **While video conferencing does its best to prioritize who is speaking on a call, using these nonverbal cues can help to signal a speaker that you agree with them or want to add something.**

5 If you are on a large video call, be mindful of how much you are speaking in relation to others. Keep your thoughts concise and be sure to share the floor!

6 If you are presenting during the livestream/ webinar experience:

- **Share only the screen that contains your presentation. Turn off all notifications such as email, texts, etc. on your desktop to avoid pop-up interruptions.**

- **If you are presenting something in a browser, be sure to close all browser tabs prior to displaying.**

- **A quick tip is to create an alternate user account on your computer that is optimized for presenting. This provides a clean desktop with notifications turned off and minimal visual clutter/unnecessary opened apps.**