

How to make the most of video calls and meetings

With video meetings being the ‘new normal’, it’s important that you put your best foot, and face, forward every time you meet with clients. Here’s a quick punch list that will help you make the most of your next meeting.

Virtual Reality

TREAT VIRTUAL CALLS AND MEETINGS THE SAME WAY YOU WOULD TREAT A FACE-TO-FACE MEETING. THAT STARTS WITH THE DRESSING FOR SUCCESS.

Yes, we’ve all enjoyed the quarantine uniform of sweatpants and tees, but this is a business meeting. Look sharp, and you’ll feel sharp!

REMEMBER, HAVING A PERSONALITY IS EASIER WHEN IT’S IN-PERSON.

That doesn’t mean you need to over amplify things, just that it’s a little harder to create rapport and read body language in the video world. So, help yourself out by having a good icebreaker on hand. And help yourself even more by practicing your narrative — be the call they don’t want to end.

FINALLY, AND THIS GOES BACK TO BODY LANGUAGE, REMEMBER; IT’S HARD TO TELL IF SOMEONE IS BORED WHEN ALL YOU SEE IS THEIR HEAD AND SHOULDERS ON A SCREEN.

So, whatever you do, don’t bore your audience. Find a way to make your story interesting, your slides compelling, and always take the time to listen to your audience. Don’t forget that, just because it’s virtual doesn’t mean it isn’t a conversation.

There you have it. Simple tips to take your meetings to the next level. Whether it’s Zoom, Microsoft Teams, Google Meets, or any other platform!

The Basics: Lights! Camera! Action!

Choose a well-lit location, set up a ‘phantom meeting’ and then join it and look at yourself in full-screen mode. Too bright? Too dark? Make adjustments now, and you’ll look great when the real meeting starts.

During that ‘phantom meeting’ put a critical eye to how you are being seen by others. You don’t want to cut off the top of your head or the side of your face, so adjust your camera angle appropriately. Helpful tip: Zoom has enhancement settings that allow you to make your video more professional. Additionally, virtual backgrounds can create an extra avenue for branding and can easily de-clutter what is going on behind you. But be careful, because selecting the wrong virtual background can be distracting to clients. No beach scenes or golf courses! Also, set your camera or computer to eye level so you’re not looking up or down at your client.

Finally, make sure whatever is behind you looks professional. Also, make sure your location is quiet and your wifi connection is strong. Invest in a signal booster if needed. Nothing ruins a meeting like a frozen screen.