



Video Conferencing Best Practices

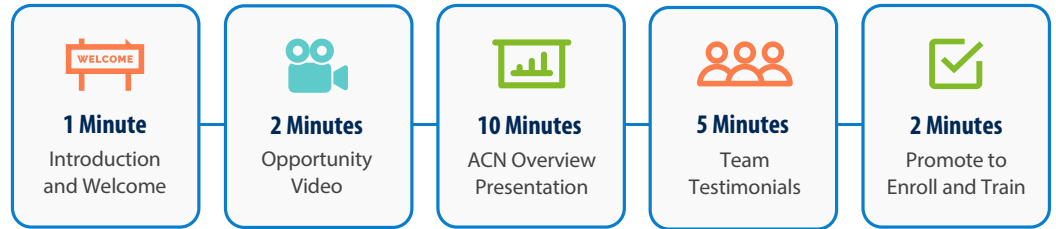
Top Tips for an Effective ACN Video Presentation



Keep Your Presentations Short

Zoom is a great technology for virtual presentations. The #1 key to success is keeping your presentations short, direct and end with a call to action to lead people to take the next step.

ACN Overview Zoom Meeting Agenda



Video & Audio



Test your video and audio before your meeting at www.zoom.us/test. Your appearance and background are important. Your surroundings say a lot about you. Make sure everything that can be seen is appropriate and not distracting. Remember, you are building trust and engagement.



Lights, camera, action! Make sure you are well lit. Position yourself so that most of the light is coming from in front of you (behind your monitor), instead of behind you. If you have a window behind you, shut the blinds. Otherwise, you will be backlit.



Barking dogs, noisy children and slamming doors can be very distracting, and on a Zoom call, even annoying. Find a quiet space and mute yourself as necessary.



Look at the camera. This takes a bit of getting used to since you want to look at the other participants, but try to look at the camera when you're talking. This will mimic the in-person feeling of eye contact. It's important to gauge reactions by looking at the screen but alternate that with looking at the camera to make the audience feel like you're really talking to them.



Adjust your camera if it is too low or high. Your camera should be at eye level.



If you can, hardwire your computer to the internet. Zoom works well on wireless, but the quality is best on a solid wired internet connection. Otherwise, make sure your using a high-speed Wi-Fi modem.



For best quality and uninterrupted playback, download videos onto your computer and watch from the download. Do not rely on video streaming.



Be Polite!

There are some general rules of courtesy for virtual (and in person) meetings.



Don't eat, drink or multitask during your meeting. Participants will notice, and it sends the message that they are not important.



Be early for the meeting and be ready to start on time.



Refrain from private behavior – i.e. scratching, biting your nails, you know.



Hone Your Presentation Skills



There is nothing worse than a call droning on, and on, and on. Make full use of the short opportunity video, company presentations, and testimonials to support an engaging delivery that's less than 30 minutes.

If feasible, stand up! This keeps you dynamic and energetic.



Don't get too close. Position yourself so that the camera captures you from the chest or waist up, instead of just your face. This is more natural for the viewer (after all, in an in-person meeting you usually see more of a person than just their face). This is especially beneficial if you tend to gesture a lot.



Your best teacher is yourself. Record and watch the playback with a critical eye. Did you talk too quickly? Are there too many ums and ers? You can even send the recording to your friends and family for candid feedback.



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We hope these quick tips on virtual communications help you put your best foot forward.