



## WHAT TO DO BEFORE THE CALL



Install the video conferencing software you plan to use ahead of time.

Wear headphones.



Use a grounded, high-speed Internet connection.

Shut down other applications and programs.



Find a quiet, comfortable space with minimal distractions.

Find good lighting.



Open your presentation materials beforehand.

Send pre-call materials to all participants.



## How to Host Seamless Web Conferences

The success of your next web conference is contingent on what you do before, during, and after the meeting. Before the conference even starts, follow these call preparations.

1. **Install the video conferencing software you plan to use ahead of time** Spend a few minutes tinkering with it to familiarize yourself with the available features, and call a colleague to test that everything works properly.
2. **Wear headphones** To minimize echo and ensure you hear other web conference participants clearly, use headphones. This is also a considerate step so the people surrounding you or those in the neighboring room are not distracted by your conversation. Find your mute button (in your headphones or web conferencing program) and keep it handy. You may need it to prevent conference participants from hearing unexpected noises on your end such as a cough, sneeze, or question from a passing coworker.
3. **Use a grounded, high-speed internet connection** Whenever possible, use an Ethernet cord to connect to the Internet, and pay a premium for faster service.
4. **Shut down other applications and programs** Though most users assume a shoddy Internet connection is to blame for a choppy video call, the real culprit may be your computer. End any processes you are not currently using so your machine can run faster.
5. **Find a quiet, comfortable space with minimal distractions** Place yourself in a private room or booth with minimal background noise and a strong Internet signal. Sitting in a clean, blank space helps meeting participants focus on you when your camera is on—not a messy, busy office. Bonus points if there is a whiteboard behind you too, which will allow you to draw a diagram or share notes to better convey your message.
6. **Find good lighting** Proper lighting makes it easier for people to see you and your body language. It is a good idea to refrain from sitting in front of a window. Though a window seat may offer a nice view, window glare can make your face really light or really dark.
7. **Open your presentation materials beforehand** This allows you to avoid having to load documents or web pages during your meeting, which can be disruptive and distracting and waste time.
8. **Send pre-call materials to all participants** Include a direct download link to the software you expect everyone to use, provide user instructions, and share meeting-specific login information. Confirm the meeting's time and date too, and be specific about time zones. Also, use this as an opportunity to share call notes or any meeting-related documents ahead of time. That way, participants can have



# WHAT TO DO DURING AND AFTER THE CALL



## DURING THE CALL



Be mindful of your body, hands, and face.

Start every call with quick introductions.



Quickly cover the meeting agenda.



Choose one person to host the meeting.



Record your meeting rather than take notes.



## AFTER THE CALL

Reiterate agreed-upon action items.



Summarize the highlights of the call.



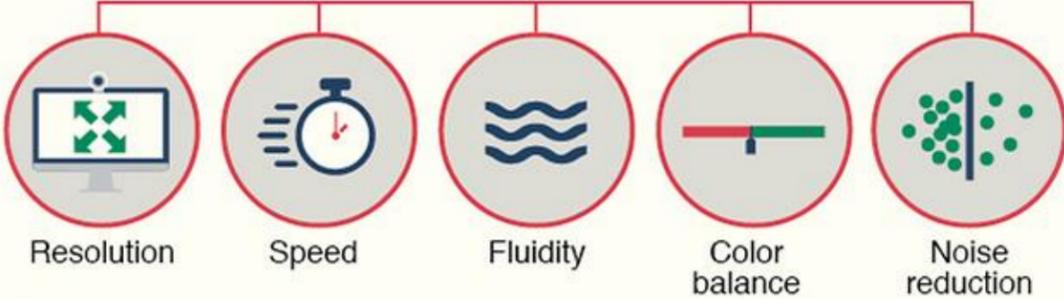
Hosting a web conference can be a nerve-wracking experience, especially because people from different parts of the world have taken time out of their busy day to chat with you. In exchange for their time, you should present valuable information in an engaging format. For your video call to run smoothly, consider these suggestions.

1. **Be mindful of your body, hands, and face** If you use a webcam, carefully consider where it points and how you look throughout the presentation. Odd angles and unnecessary movements can be distracting and will impact how listeners receive your message. A video conference is not an appropriate time for you to impress with your looks, but it certainly demands that you act and look presentable. Don't wear flashy clothes or go overboard on makeup. Instead, focus on nailing the content within your presentation; it is more important that people remember you for what you say, not how you look.
2. **Start every call with a quick introduction** For more intimate web conferences, at the beginning of each call everyone should have the opportunity for introductions. This briefs people on each other's roles and expertise. That way, participants can direct more targeted questions to the right person or group of people and better understand the context of what their peers say.
3. **After introductions, establish an agenda** Confirm the goals of the conversation and the different items to be discussed. With a linear understanding of what is to come, participants can be more engaged and involved with the conversation. A discussion outline sets the stage, allowing you to more effectively deliver your message.
4. **Choose one person to emcee the meeting** This individual will be responsible for guiding the dialogue through each of its critical talking points and giving participants a fair opportunity to voice their thoughts and opinions. The emcee also ensures that the conference concludes in a timely manner.
5. **Record your meeting rather than take notes** Note-taking during a web conference can be disruptive to the overall conversation. Instead, consider having someone transcribe the audio portion of your call so you can recall what people said more accurately.



# HOW AND WHY YOU SHOULD USE AN EXTERNAL WEBCAM IN CONFERENCE CALLS

Compared to an embedded webcam, external webcams offer better:



■ A wider-angle lens to capture more people in the frame

■ Higher-quality video because the camera size doesn't have to be small enough to fit inside a computer screen



■ Seamless integration with many video conferencing platforms

## Tips for using a webcam:



Test your camera before meetings.



Avoid sitting under overhead lighting.



Lights should come from in front and behind the webcam.



Make sure the camera is at a natural distance from your face.



Remove clutter and any other distractions in the background.



Angle the lens so it's at eye level.

After a call ends, take the time to follow up with your peers.

1. **Reiterate agreed-on action items** Then, outline the steps needed to move forward.
2. **Summarize the call highlights** When you receive a copy of the conference's transcript, jot down the main points of the call and share that with participants.

### Tools to Enhance Virtual Communication

To create an experience that effectively substitutes in-person meetings, companies should invest in audio-enhancing tools and external web cameras.

According to Logitech, an external camera presents several advantages when compared to an embedded webcam, including better resolution, speed, fluidity, color balance, and noise reduction. A quality microphone can make a huge difference too. Premium microphones muffle background noise and amplify your voice.

Using advanced technology, web conference attendees can more easily hear and understand each other. This helps prevent the awkward question, "Can you repeat what you just said?"