

Visuals, during Online Webinars

Webinars have audio *and* visual capability, and both have value for a successful meeting. Enjoy the fun image below of our GLP team modeling what NOT to do on a video call and read on for some tips to consider for all things *seen*.



1. **Place your camera at eye level.** Participants like to look you in the eyes and feel like you are sitting or talking to each other in the hall or your office. Looking down or up at someone can be confusing or off-putting.
2. **Check the light.** Your face should be clear to see – not too dark and not too bright. Natural sunshine and amber LED bulbs are best for bringing out your skin tone.
3. **Select your background carefully.** Ensure it is tidy, clear of debris and clutter, and offers a few interesting focal points. Avoid a background with distractions. Sometimes it's as easy as turning your computer around so that you look into the room and there is a wall behind you – that can be wonderfully calm. If you can't find a suitable background, use a virtual one. See instructions [here](#).
4. **Look into the lens.** Put your phone and work aside so you can focus on the call and the people you are with. Eye contact is important, so look into your camera.
5. **Sit in the center of the screen,** showing your head and part of your torso. Communication happens through our body and hands, as well as our face.
6. **Stay focused.** People can tell when you are distracted. Whether you are checking your phone or writing an email, it is easy to know if someone is not fully present in a meeting. Turn your phone over and refrain from doing other work – it'll help you be more effective and efficient.
7. **Share facial expressions as people speak.** If you agree with the speaker or find what they are saying interesting, smile or nod. This helps people know you are listening and can offer helpful feedback.

8. **Smile.** As the facilitator, greet everyone with a warm smile; as a participant, be aware of your facial expression throughout your meeting. Remember: anyone can see you on a full screen at anytime, so you don't want to be caught with a scowl or frown.
9. **Turn your video off when you step away.** Because everyone has it on when they are present, turning it off will signify you are temporarily away from your computer. During long meetings this is totally acceptable.
10. **Use the Raise Hand feature.** This offers a clear visual queue for the facilitator that you would like to speak and minimizes the need to raise your physical hand or voice. If you are running the meeting, ensure that everyone knows where to find Raise Hand feature on their screen. See instructions [here](#).
11. **Use a few PowerPoint slides to help guide the meeting.** Keep these slides to a minimum, but carefully selected ones can help deepen dialogue, keep people on track, and clarify a task.
12. **Consider inviting participants to use visuals to communicate.** Virtual meetings can get tiresome and monotonous when it is just bla-bla-bla for hours at a time. So, change it up! Invite people to hold up a carefully selected object, or a quick sketch, or a book they are reading. Small breaks from this traditional meeting model – if purposeful - will help keep us out of the meeting doldrums and can keep us on task.

What visual tool or technique do you use to strengthen your virtual meetings?

Just for Fun: Check out this Twitter account that rates the homes and backgrounds of celebrities and newscasters doing video calls from home. <https://twitter.com/ratemyskyperoom>