VIDEO PRESENTATION TIPS

These recommendations have been established so that your video will look professional, help mitigate stress and ensure that have the best virtual presentation experience possible.

1. **Find a quiet, well-lit location:** The first part of a good quality video is finding a location where there will be minimal or no interruptions. This area should be quiet, with little chance of significant background noise. It should also be well lit, either by a window or a nice bright light to ensure that participants can see your face clearly.

2. **Be aware of how your camera and microphone are positioned:**

   - Position your laptop or web camera so that the light source is behind it. You should be sitting in, looking at, the light. Your face should look natural on the screen. Make sure that you are not sitting too close (you will be too bright) or too far away (you will be in the shadows).

   - Your microphone should be pointed at you and fairly close so that you can clearly be heard and it doesn't pick up unwanted noise.

   - Position your camera so that it is roughly at the same height as your eyes. If you are using a laptop, raise it up so the screen is basically at the same level as your face. Your head and part of your shoulders and chest should be in the shot. Do not position the camera in a way that forces you to look down at your device. One tip is to look at your camera when you are talking, rather than looking at your screen, this helps viewers feel as if you are speaking directly to them.

3. **Keep your environment simple:** Try to keep your background as basic and clutter-free as possible. There can be a few things behind you, but too much will detract from the main focus – you. Be sure to sit in a comfortable chair, which will help minimize your need to shift, and constantly keep you on camera. You are welcome to use the INFORMS background provided.

4. **Dress like you would for a conference:** You don't need to wear your fanciest suit, but dress professionally. Avoid small prints such as pin stripes, checks, and tiny polka dots. At times those prints can make a screen "dance" and be distracting to viewers. Avoid pure white or black. Depending on the background, you could blend into it or make it difficult for the camera to focus on you. If you tend to have a shiny face or forehead, a light layer of powder can help minimize it.

5. **Minimize distractions:** Another key to having a professional video is to turn off all email, text, and phone notifications before you begin recording. A simple trick is to put your phone on Airplane mode. If you are in a room that can be closed off, do so. You can hang a note on the door stating that you are recording and that there should be no disruptions for the next hour.

6. **Make eye-contact and have fun:** Looking at the camera lens will ensure your viewers feel like you're talking directly to them.

7. **Practice:** Have a trial run or two beforehand so you know you'll look and sound great. Being prepared will make you more comfortable and that much more enjoyable to watch.

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