



*"There are three responses to a piece of design: yes, no and WOW! WOW is the one to aim for!"*

*Milton Glaser*

## **WOW On Your Webcam – Webinar – 16 April 2020**

Stephen Preston, DTM – Programme Quality Director 2019/20 – District 72 – New Zealand



# What To Expect:

- Know Your Platform
- Prepare Your Environment
- Effective Body Language
- Power of the Voice
- Interact With Your Audience



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# Know Your Platform

## Choices:

- **Zoom**, *Google Hangouts Meet, GoTo Meeting, Skype, Pexip, TeamViewer, Cisco Webex, etc*
- Do your research
- Devices - video and audio input
- Internet stability

## Functions:

- Optimise your image (enhance and mirror)
- Virtual backgrounds
- Share your screen
- Chat (everyone/private)
- File sharing
- Rename



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# Prepare Your Environment

## Your Setting:

- Devices
- Zoom in
- Clear the clutter
- Lighting
- Stage area
- Deny distractions

## Yourself:

- Appearance – dress your upper half
- Have resources handy
- Practice



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# Effective Body Language

- **Eye Contact**

- Webcam at eye level
- Look at the webcam
- Do you wear glasses?

- **Facial Expressions**

- Match your words
- Display energy
- Smile

- **Body Movement**

- Gestures in the speaking area
- Posture
- Don't distract (fidgeting, moving your chair, looking away)



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# Power Of The Voice

- **Modulation**
  - Pitch and Pace
  - Pause
  - Projection
- **Articulation**
  - Clarity
  - Inflection
  - Energy
- **Preparation**
  - Practice
  - Warm up your voice



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# Interact With Your Audience

- **Your Audience**
  - Imagine they are there with you
  - Lead with power
  - Keep their attention
  - Ask for participation (even rhetorical)
  - Use props
  - Share content
- **Practicing Improvement**
  - Record yourself
  - Critically review your recording



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