



## VIDEO CONFERENCING HINTS AND TIPS



### CHOOSE SOFTWARE

- There's a host of software packages available to support video conferencing. We have looked at some of the most popular ones and compared their features and benefits.



*Take Note*

You will need to select the product that best meets your needs.

### SETTING UP A MEETING WITH YOUR CLIENT

- This kind of software will run on most devices - desktop, laptop, tablet or smartphone. Whatever the device, it'll need to have both a webcam and microphone.



*Take Note*

**These are usually built in to most devices, but it's worth checking that your hardware has both and that they're enabled on your device.**

### GET SET UP PROPERLY

- Ideally you will have access to a laptop or iPad that has a larger screen and allows you to share documents. A headset with a microphone is well worth using as it'll leave your hands free to make notes as well.



## BROADBAND



- Try to avoid a time when there's congestion on the bandwidth as this could interfere with your call.
- If you're working from home, maybe ask your family not to stream television while you're on a video.



**Situating yourself closer to the modem or router can improve reception and remember, walls will have an impact on your WiFi signal.**

## LIGHTING MAKES A DIFFERENCE!



- Pay attention to where you are sitting!
- If there's a window or a strong light behind you, your client won't be able to see you properly. On the other hand, you don't want the room to be too dark. Sit facing a natural light source if you can.



**If it's still too dark, placing a lamp with soft, diffuse light (no bare bulbs!) in front of you and behind your screen can be effective.**

## PRACTICE, PRACTICE, PRACTICE!



- If you're new to this technology set-up, a few practice calls with friends and/or family will help ensure that you're able to run the call confidently and efficiently when it's scheduled.
- It'll also give you a good idea of whether your lighting is effective.



**It's a good idea to do a test call with the client in advance to make sure that you don't spend your valuable meeting time sorting out connectivity issues at either end.**

## REMEMBER, YOU'RE ON CAMERA!



- Working from home, your background might not present the professional message you wish to convey.
- Making the call from in front of a plain, light-coloured wall is ideal. If that's not possible, some of the software packages allow you to set a background image of your choice.



**Dress appropriately, as you would for a professional meeting in the office.**

## BE ON TIME



- If you are the call organiser (i.e. you set up the call), most technologies will only let the call begin when you initiate it.



**Treat a conference call like any other meeting by making sure you start on time.**

## AVOID DISTRACTIONS



- Try to avoid distractions as you would in a face to face meeting.
- Put the dog out and make sure the kids are occupied elsewhere.



**And remember to put your phone and any other device you're not using on the call on silent.**

## USE THE MUTE BUTTON WHEN NECESSARY



- Background noises - including making notes or leafing through paperwork - can affect the quality of the call and even drown out the person speaking.
- If you're using headphones with a built-in microphone, avoid putting your hands near the mic element.



**It can be helpful to use the mute button, even though you are paying attention. You can un-mute the mic when you want to speak.**

## SCREEN SHARING



This is a feature that enables you to share a document with your client as if you were sitting side by side. This is a key feature to look for if you intend using video conferencing for advice and executing sales.

## LIMITS

Some of the free packages have limits on time (e.g. Zoom limited to 40 minutes) or limits on participants (e.g. WhatsApp group call is limited to four people).



**Consider both needs when choosing software.**

## MY CLIENT CAN'T SEE OR HEAR ME/I CAN'T SEE OR HEAR MY CLIENT



- You may not have your webcam and/or microphone turned on or vice versa.
- Check the icons for camera and microphone.



The icons are usually green when on and red when off - or check your settings.

## MY CLIENT CAN'T ACCESS THE MEETING



- In this case, it's best to leave the meeting and retry.
- If you are the meeting organiser, most packages require that you open the meeting as the organiser/host and not a participant.

## SCREEN-FREEZE, AUDIO BREAKING UP OR DELAYED



- These are common problems and are usually as down to a poor network connection or pressure on bandwidth.
- If this happens check your WiFi is working, try to reduce the load by ensuring other users are not using bandwidth (kick the kids off Netflix!). It may also be the same issues but at your client's end.



Find a spot in the house where the WiFi is best.

## ECHO OR NOISE IN THE BACKGROUND



- Make sure you're using a device with noise cancelling technology, or use a headset.
- Mute your microphone unless you are speaking and ask your client to do the same.