



## TIPS FOR GIVING POWERFUL TALKS ON VIDEO

### CLOTHING

Wear a solid color or wide pattern. (Avoid thin stripes and other small patterns — they create movement that's distracting.)

### SETTING

The simpler, the better. However, you might consider staging a (simple) background that connects with the topic of your talk. Think carefully about what objects might appear in the background.

### LIGHTING

Have a light source in front of you (but not behind you).

How to Look Good on Camera, According to Tom Ford: A master class in lighting for your next video conference. (As told to Maureen Dowd. Illustrations by Tracy Ma.)

### PRESENTING\*

Stand, if possible. (You breathe differently when you stand, which usually means you have more energy.)

Raise up your computer or camera so that it's at eye level.

Look into the camera, and not at yourself.

Consider choosing someone to imagine you're giving it the presentation to. Consider putting a picture of them next to the camera to "warm up" your onscreen persona.

Move your hand gestures "up" into camera view.

\*Tips drawn from Tamsen Webster, Red Thread