

Professional appearance for video conferences

A professional image during a video conference (“VC”) with clients and others is important as VC meetings have replaced many in-person office conferences. There are several simple steps that can improve a professional image in VC meetings.

Position of your device is the first item. Review your own image and adjust the position of your device so your face is square to the camera (not tilted) and fills the frame as much as possible. Place your device directly in front of your face as much as possible to avoid looking sideways at the camera as much as possible. Review the background that shows in your VC meetings. Clean it up as needed. Choose a location that has a neutral background. Consider a virtual background if your program permits it (see item below).

Also position your laptop or other device so that there are no strong lights or windows in the background. They will cause your face to darken or cause “raccoon eyes.”

LIGHTING for video conferences

Lighting is the most critical element in a good video image. As noted, there may be a strong background light that darkens the face of the user or the room light is weak. The cure is adding light directly to the face of the user.

Inexpensive products that can help with lighting are as follows:

Godox LEDM32 Smartphone Mini Light

https://www.bhphotovideo.com/c/product/1342104-REG/godox_ledm_32_led_light.html

This light contains 32 LEDs and clips directly onto your smartphone or monitor to provide soft, even, diffused illumination for videos. It puts out 120 lux of cool 5200K light from 1.6' away and has an adjustable brightness function, enabling you to reduce brightness down to 10% of maximum.

Mini LED Light Portable Pocket Spotlight

https://www.amazon.com/gp/product/B018UOBWDQ/ref=ppx_od_dt_b_asin_title_s01?ie=UTF8&psc=1

Universal Clip-On for phones or iPads. Very small but effective for small devices. 3 brightness settings. USB recharging.

Virtual Background

For a more professional look, use a virtual background to replace the actual background in your home office or other area used for client meetings.

In the Zoom app, click on Settings in upper right Go the Virtual Background setting. Choose a standard one, or download a favorite photo (JPG file) for a background. A good choice is a photo of your conference room.

Here are instructions -

<https://support.zoom.us/hc/en-us/articles/210707503#Instructions>