

## Tips for Better Virtual Meetings and Presentations for ALANY

### Sound and noise

*Good audio is most important*

- ☐ Use a headset with microphone or earbuds if you need to avoid background noise.
- ☐ RULE: Everyone must mute themselves when not talking. Silence your phone.
- ☐ Use "mute all on entry" feature if possible when leading a call or presentation.

### Camera position

*Camera position makes you look professional and technically adept - or not*

- ☐ **The 'camera' should be eye level.** Sit your laptop on books = right height + angle.
- ☐ If laptop sits on a desk, the webcam is 'shooting up your nose.' NOT a good look.
- ☐ Be about one arm's length from the camera. Be seen from the mid-chest or elbows up.
- ☐ Look at the camera when talking. Otherwise you seem to be avoiding eye contact. Yes, it is hard to do. Being further from the camera makes it less obvious.

### Lighting and background

*If you don't like how you look on video, this section is for you*

- ☐ Sit facing a window or other soft light that shines on your face.
- ☐ DO NOT sit with window or light behind you – it makes you dark and hard to see.
- ☐ DO NOT sit under overhead light. Creates shadows and makes you look tired, older.
- ☐ Use the Zoom>Video setting called *Touch up my appearance*. Really.
- ☐ Create simple, uncluttered background. No distractions.
- ☐ Have distance between your back and background. That depth keeps the focus on you.

### Messaging for virtual presenting

*Keep your messages short. Focus on what impacts your audience.*

- ☐ Virtual presenting is always tough. Now we are all more distracted and less able to focus.
- ☐ **Plan one thing you want your audience to take away. Write it out in a bullet.**
- ☐ Plan two other things also important to this audience. Write those in bullets.
- ☐ Start with questions if you know audience. Connect on a personal level. If you don't know audience yet, ask questions after you build some trust.
- ☐ Use 'bottom-line' phrases to highlight what is most important. Ex. *What matters here is, The key is, Bottom-line, We expect to see, Why this matters is.*

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## **Biography**

### **Marsha Redmon, Esq.**

Marsha is a former practicing attorney and award-winning journalist who specializes in teaching lawyers and other professionals how to communicate most effectively with clients, the media and each other. Marsha's expertise is in helping professionals communicate complexity simply and to connect with their colleagues and clients.

For 20 years, Marsha has coached lawyers and other professionals to get the business and recognition they want through communications, presentation and public speaking skills, business development, media interview and messaging workshops. She works with summer associates, associates and partners, as well as in-house and government lawyers.

Marsha's experience spans broadcast news reporting, law, and graduate level teaching.

- She was an award-winning consumer and investigative reporter on television.
- She practiced law at Gibson, Dunn & Crutcher and at a women-owned litigation boutique.
- She taught Business Communications to MBA students full-time for two years at the Smith School of Business at the University of Maryland.