



Virtual Event Attendee Tips and Tricks

Welcome to the 2020 Tech Symposium! Below please find some tips and best practices we've compiled in a convenient checklist.

Setting Up

Check your internet connection

Ensure your internet connection is strong. If possible, use hardwired internet. If that is not available, disconnect all other devices from the Wi-Fi. Please do not use a hotspot. Zoom, Remo, Teams, etc. require a lot of bandwidth and use of a hotspot will result in choppy video and/or audio feed. Some speakers have also had similar audio/visual issues when accessing Zoom through their VPNs. We recommend turning those off.

Update and use Chrome and the Zoom App

If possible, please use the Chrome browser to access ATCA's event platforms. Ensure your browser and operating system are updated. We have encouraged exhibitors to use Zoom for live chats, so please also ensure your Zoom app is updated.

Choose your space wisely

We discourage the use of virtual backgrounds whenever possible. They draw heavily on bandwidth and can look glitchy when you move, especially around your face, hair, and hands. We're all in this telework thing together, so pick a spot in your home or office that is tidy and interesting while not distracting. Many people choose to sit in front of bookshelves, houseplants, or hanging artwork. So much better than a blank white wall or a wonky virtual background!

Position your computer and camera

Just because you can't see your audience doesn't mean they can't see you. You do not want people to see up your nose or the top of your head! Elevate your computer or device so that your camera is at eye level or very slightly above eye level. You don't need a fancy stand. A stack of books does just fine. Your device should be about an armlength away in order to avoid "wide-angle face." You want some space between the top of your head and the video frame. We should be able to see your shoulders and your lapel. Think of this as you would a headshot. You should treat your computer camera as you would another panelist or member of the audience. Make eye contact with your camera! Need a reminder? We recommend placing a stickie note or tab to the side of your computer. Write yourself a note saying: "LOOK HERE!"



Experiment with lighting

Make sure you choose a well-lit room. Do not sit with an open window directly behind you or to the side as this can make you video look dark. Direct overhead lighting can also cast unflattering shadows on your face. We recommend using a lamp with a soft bulb or specialty lighting placed out of the frame of your video in front of you (behind your computer) or to the lesser lit side if your room's lighting is unbalanced.

Test your audio

We recommend using an external microphone (there are many great, affordable options. Including [this lapel mic](#) for \$20). However, if an external mic isn't an option, make sure you test your computer audio or headset.

Looking Your Best

Dress for success

No need to wear a full business suit while sitting in your home office or living room. Business casual is just fine. For men, a button-down shirt with or without a sports coat is great, no tie required. Of course, if you prefer to wear a suit and tie, go for it! Our programming director loves wearing bright clothing colors when she presents, though warns to stay away from stripes, checks, houndstooth, or any other small patterns (this holds true for men's sports coats as well). These patterns tend to "breathe" on camera and can be distracting for viewers.

Practice making eye contact

Remember what you read in the computer and camera positioning section above? Eye contact goes a really long way. We know your video and the video of other presenters can be distracting but looking into the camera will make your presentation feel much more professional for the viewers.

Know your Zoom options

Generously, Zoom offers a couple video enhancement features, including our favorite, a "Touch up my appearance" option. Learn more about that setting [HERE](#).

Thank you for participating in this ATCA virtual event. We sincerely appreciate it.



More Resources

Zoom FAQs and Support: <https://support.zoom.us/hc/en-us/articles/206175806>

Video on setting up your equipment for optimal results: <https://www.youtube.com/watch?v=bFIFFIN-4l&feature=youtu.be>

“A Highly Scientific Post About Lighting Zoom Meetings”:
<https://blog.zoom.us/scientific-lighting-zoom-meetings-will-ever-read/>

“How to Pull Off a Professional Video Call From Home”:
<https://www.nytimes.com/wirecutter/blog/professional-video-call-from-home/>

“Six Tips for Looking Great in a Zoom Meeting”:
<https://www.usatoday.com/story/tech/2020/04/11/zoom-meetings-go-better-these-6-tips-look-your-best/5125980002/>