



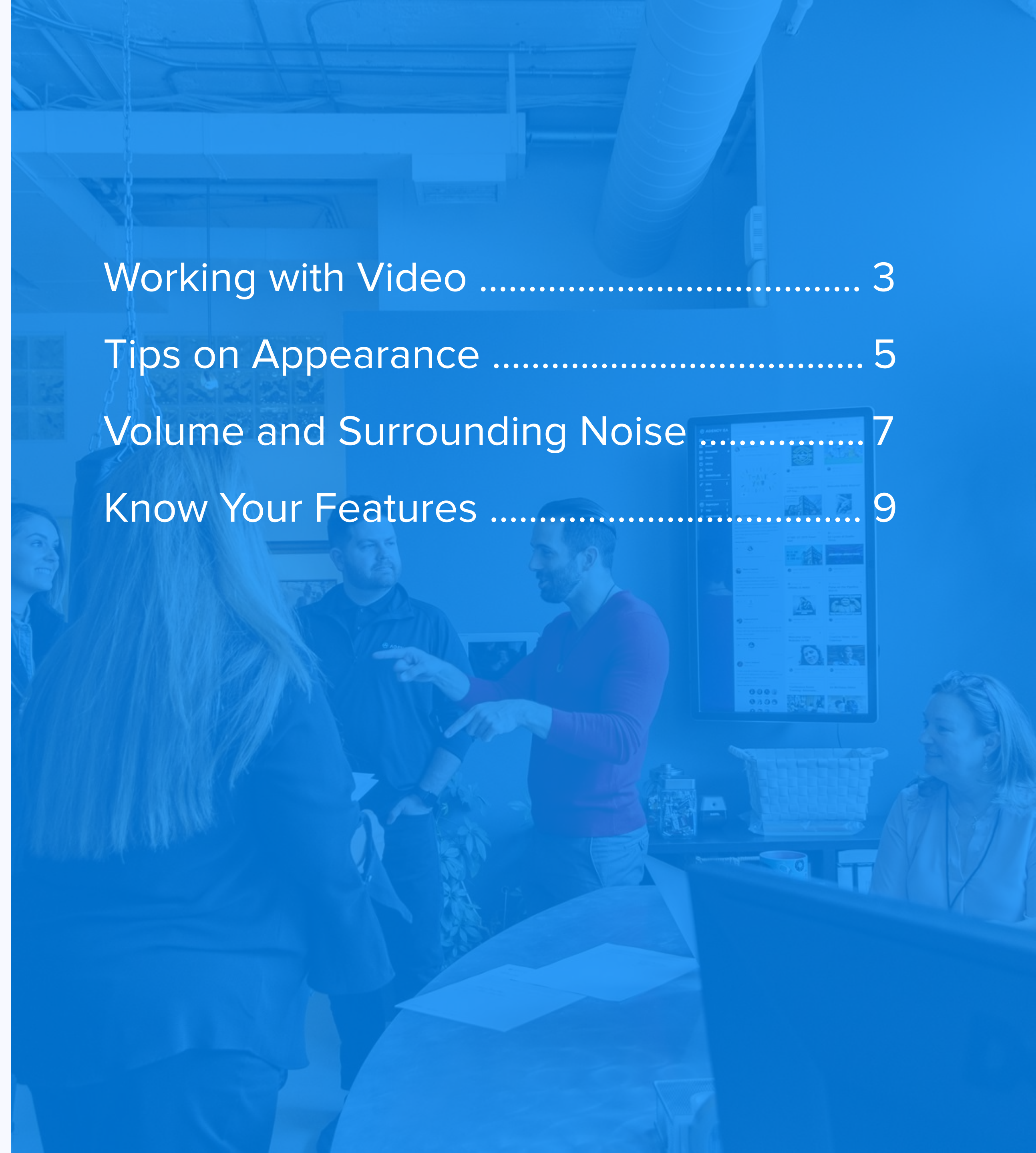
WELCOME

Hello, We're PC XP.

This deck has been built as a guide for clients using a digital platform for video and events. Many of the elements in here have been put together by Patrick Crosson, CMP, DES, Owner & Executive Producer at PC XP, during his certification as a Digital Event Strategist (DES). We've also added best practices from our own internal events for a more robust presentation. For clients, we'll even rebrand and retool to utilize for your own events.

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WORKING WITH VIDEO



Lighting Considerations

- Sit facing a window if you can so you can take advantage of any natural light.
- Don't sit with a window behind your back as you'll show up too dark on camera.
- Utilize semi-professional lighting if you can, like a Lume Cube! They're inexpensive you'll look great with a front wash across the whole webcam screen.
 - If you don't have professional lighting, utilize lamps from multiple angles to avoid shadows on one side or the other of your face.

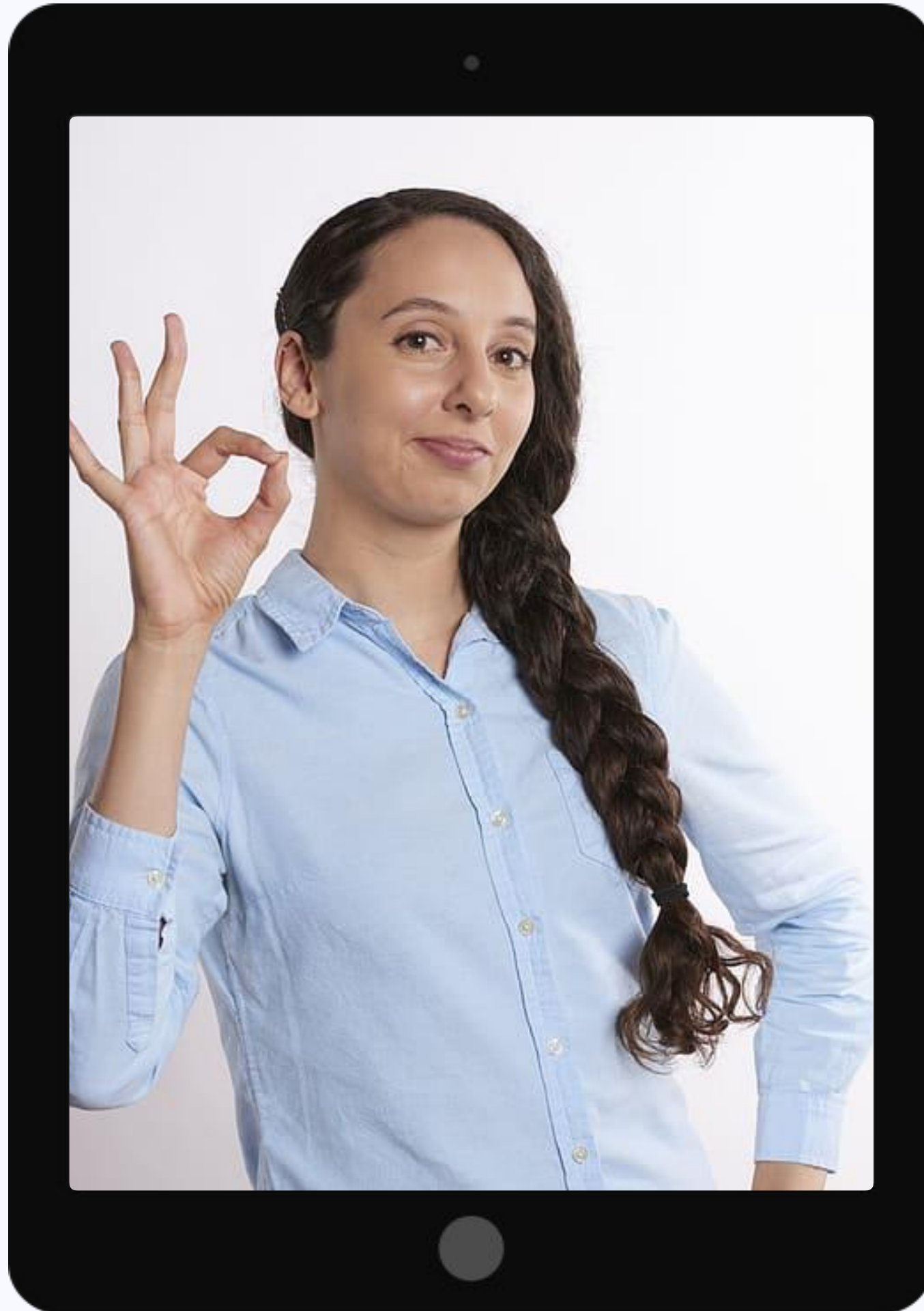
The Camera Itself

- Place the webcam (whether internal to the computer or external) at eye level so you're looking right at the webcam. Place books underneath your laptop if you need to! Most importantly, LOOK at the camera when speaking!
- Make sure there are no distractions in your background. Try being centered wherever you are and utilize as plain of a wall as possible to keep the focus on you as the speaker. One or two hanging items like a picture, clock or simple decor is okay and shows some personality.
- Remember to check where doors and windows are in case there are passerbys.



A hand holding a smartphone displaying a social media post, with a laptop in the background. The text "TIPS ON APPEARANCE" is overlaid in the center.

TIPS ON APPEARANCE



Appearance Considerations

- Blue and other cool color tones enhance the presenter on camera.
 - Avoid small patterns, stripes, busy colored patterns, or white/black,
- Tie long hair back as it can interfere with a headset microphone and distract audience.
 - Don't wear scarves or dangling earrings/shiny jewelry as the scarves can cause microphone interference and the jewelry can reflect lighting and cause glare.
- If possible, avoid glasses, which can cause glare. Wear contacts instead!
- Make-up can be your friend, whether male or female! A little foundation will reduce the shiny/washed out appearance.

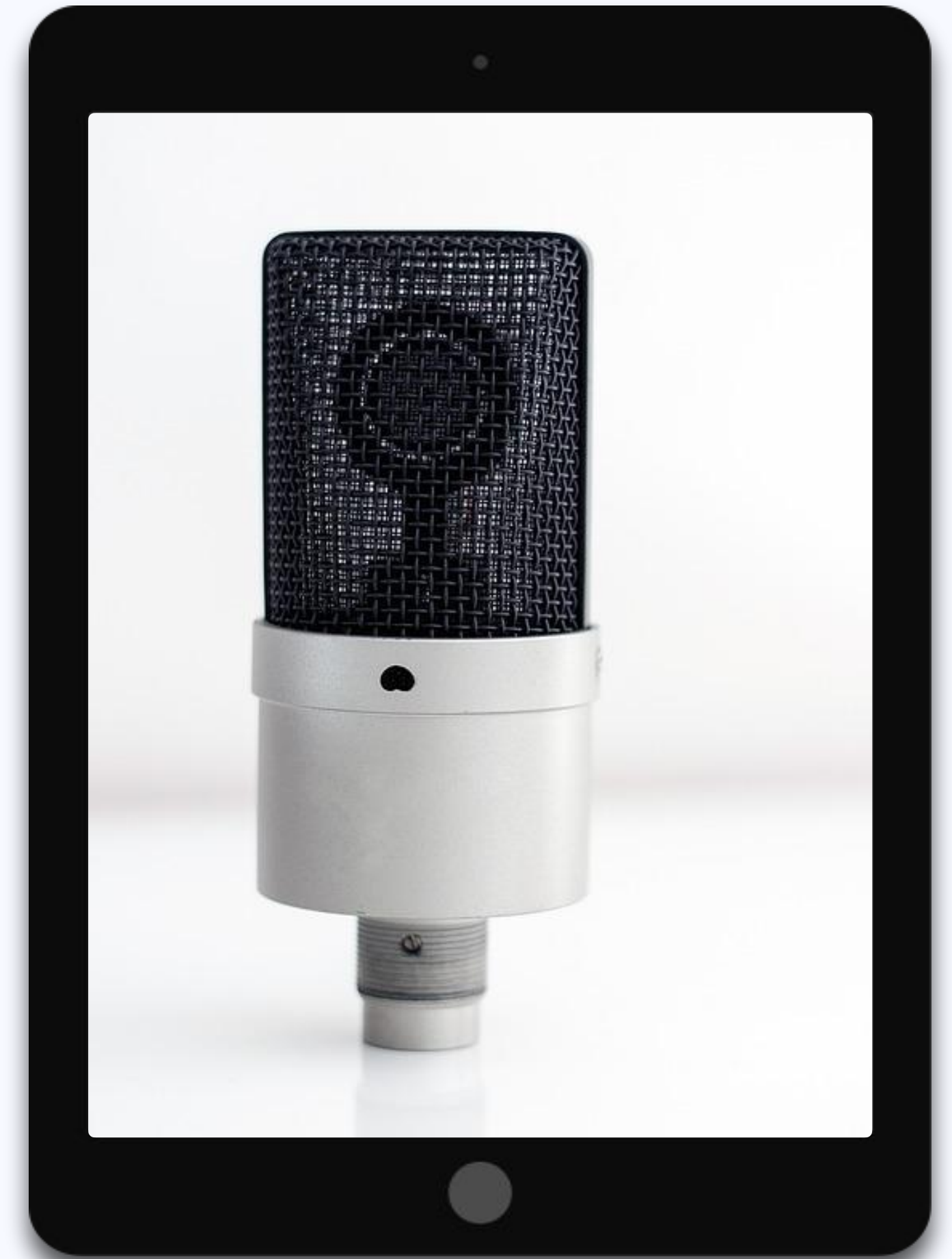
You can about your appearance when going to the grocery store, you should care when you're on camera presenting to 50 attendees!

A hand holding a smartphone displaying a news article about the 2011 earthquake in Japan, with a laptop in the background.

VOLUME AND SURROUNDING NOISE

Volume and Noise Considerations

- Choose a location that has a MINIMAL noise distractions as possible. A room where you can shut the door and not hear anyone outside is optimal. But just remember: turn off other devices; turn off noisy AC or HVAC; close the windows to ensure no outside noise comes in; ask anyone in the house to be quiet while on the digital event; close out of your email and Facebook to avoid computer alerts.
- If you have a professional headset, use that! Otherwise bluetooth headphone or your standard headphones with the microphone can work. Just remember, no scarves or jewelry to hit your headphones!
- **SPEAK UP and HAVE ENERGY:** You need to project your voice even more for digital events! Your energy level is key to ensure attendees connect with your presentation online. Don't mumble and don't speak softly, the microphone can only pick up so much volume.



KNOW YOUR FEATURES



Know the Features



- Not only is it important you know your content (so you don't look like you're reading from your screen), you should also know how to utilize the features of whatever digital platform you're using!
 - If there are chat features, make sure you're familiar with how to check incoming chats from attendees and engage with chat messages out loud during the event if time allows.
 - Know where all the buttons/features are located to mute and unmute yourself, turn on and off your video, and share your screen if you have to share a presentation.
 - Test the audio levels of your microphone, know how to increase and decrease your own volume.

No one likes announced problems or the “I don't know how to...” comments. They distract from the attendee learning and viewing experience. Come prepared!

Better yet, have a practice run to give yourself play time with the platform. <https://www.expertforum.com>



COMPANY OVERVIEW

THANK YOU!

Until we can meet again F2F, I hope these recommendations come in handy for your digital events!

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