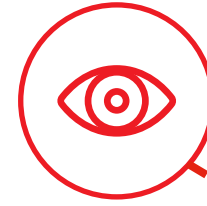


# 7 TIPS for a persuasive VIDEO CALL

## EYE CONTACT

Make eye contact by speaking directly into the camera. This makes your counterpart feel like you can really see them, and thus builds a connection.



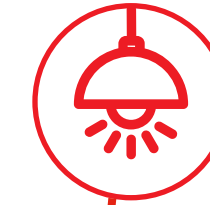
## CAMERA

Use a camera that transmits HD images or better, and position it just above your face for the best effect. A laptop can simply be placed on a couple of books.



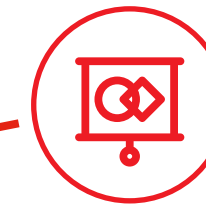
## LIGHTING

Always light yourself as directly from the front as you can to avoid unattractive shadows. It is also important that the light is filtered, e.g. through a lampshade, and has a reddish hue.



## ON SCREEN

Engage in initial small talk before you begin a presentation, and pause it if dialogue develops now and then, so that you can see the other people's faces.



## HAVE FUN!

And last but definitely not least: have fun!



## BACKGROUND

Your background should not be distracting, should be less brightly lit, and should appear calm and tidy. However, you can add personal touches such as a plant or a bookshelf.



## SOUND

Integrated microphones leave your voice sounding tinny. Invest in a good USB microphone, and your counterpart will be able to understand you as well as if you were talking face to face. Acoustic mats also help to dampen any echo.



Adecco