



[SPEAKER TIPS and TRICKS for OPTIMAL RECORDING PERFORMANCE](#)

This guide was developed to help you with your speaker recording. Before starting, please make sure you have a computer, audio and webcam (if you don't have a built-in computer camera) setup that allows you to use and be seen for the recording. If you do not have a built-in camera or webcam setup, please reach out to jhusk@iaem.com. IAEM is using GoToWebinar as the platform for the recording.

SLIDES:

All speakers will load the final approved slide deck sent to IAEM on their own computer and advance the slides as needed. If assistance is needed, please send Julie Husk an email at jhusk@iaem.com.

TECH PREP:

Please use a computer for the best experience. If you have GoToWebinar / GoToMeeting installed on the device, delete and reinstall the program to ensure you have the most up to date version. You may also have to update the security settings on your device when you do this. Make sure all open windows and other applications are closed on the desktop before beginning. Check your system at least a day before and again about 15 minutes before your scheduled recording time. To do that, simply click here: [System Check](#). This includes your network connection, device battery life, and speakers.

AUDIO: Use a Good Microphone

For maximum audio quality, we recommend using a set of headphones with a built-in microphone that can be attached to your computer, if available. These can be in-ear headphones (ear buds) or over the ear headphones. The mic can be built into the cable, or attached on a boom. The headphones can be wired or wireless. If you have to rely on the internal computer microphone, bring the computer closer without compromising your appearance.

ELIMINATE AMBIENT NOISE: Close the Windows

You want to find a quiet spot to do your recording. Remember to disable email notifications, any other pop-ups and place your cell phone on silent. Close all the windows as you'd be surprised how much environmental noise gets picked up! A barking dog is distracting for both the speaker and audience.

DON'T WORRY ABOUT THE CAMERA:

We find the cameras built into most computers and laptops work really well! But we ask that you please test the camera on your device before your scheduled recording time.

BACKGROUND: Not Just a White Wall...please!

Have something innocuous but discernible in the background. Don't be afraid to show your natural environment e.g. bookcases, plants, painting – as long as they are not too distracting.

LIGHTING: Not Overhead!

Lighting can have a big impact on the quality of your video. Go for bright, soft lighting coming from behind the camera to light up your face; a desk lamp or window that lights you from the front. Avoid having shining lights or windows behind you; they'll interfere with the light levels on your video. Don't stand under your room spotlights – they can distort your face on camera!

CAMERA HEIGHT: The Angle of Your Camera is Important!

The camera lens should either be directly eye level or be pointing ever so slightly downwards towards your face. Angle the computer until you are centered in the frame. Do not sit too close to the lens as it may cause face distortion.

WHAT TO WEAR: Plan the Same Outfit for the Recording and the Live Q&A

As speakers, we want you to convey a professional image to the IAEM audience. Dress should be similar to what would be worn in a face-to-face business meeting: business casual outfit, makeup, etc. Avoid wearing stripes, bold patterns and clunky jewelry (they are distracting). Attendees will not be aware the session has been pre-recorded, that is unless you wear a different outfit.

CONSIDER A TELEPROMPTER:

One great thing about video is that you can have an entire script in front of you, if you wish. If you tend to forget your words when in front of a camera, try the Teleprompter App on an iPad, or use the presenter view to see your talking points if you have a dual display. Another trick is to stick talking points up on a wall behind the camera in the correct order to help keep you on track.

BE YOURSELF!

Dial it up a few notches so your true personality fills the screen.

TALK TO THE CAMERA LIKE IT'S YOUR FIRST DATE:

Your eyes are lively and smiley, and you speak with an earnest intensity, when you try to interest and impress your date. You basically want to do that! Remember to look at the camera lens so you appear to be engaged with the other person when speaking. It's ok to shift eyes to PowerPoint but shift back when speaking.

GOOD POSTURE: Sit Up Straight!

PREPARATION: The Secret Ingredient!

The most important thing you can do is: PREPARE. PREPARE. PREPARE. Practicing your presentation is critical to its success.

Record yourself on camera and force yourself to watch it (but leave a week between recording and reviewing it as you can't be objective immediately afterwards).

RECORDING:

IAEM will assign you a date and time to record your presentation based on your availability from the Doodle poll responses you submitted. You will be provided a presenter link to the GoToWebinar that is unique to you; please do not share your link with other speakers or panelists (even if they're part of the presentation). We ask all speakers to join the meeting on time so we can get everyone set up and ready for the recording. We will practice for a few minutes to familiarize everyone with the platform. The presenter will run the presentation from their computer while IAEM HQ staff records the session.

Questions? Contact jhusk@iaem.com if you need help preparing for your speaking opportunity!

This document contains information sourced & borrowed from Shepard Exhibition Services.