

VIDEO CONFERENCE MEETINGS - TOP TIPS

1. Be aware of your video conference username, email address and **profile picture** (it might be judged by the customer/client, if this information is not suitable).
2. Preparation - be available on video conference **10-15 minutes** before the arranged meeting time, in case of technical issues or delays.
3. **Check surroundings:** room lighting, what the video conference camera can view in the room apart from you and the room's potential noise levels (Research suggests noise distracts cognitive performance, don't let a noisy environment hinder your communication!).
4. Dress smart. Your appearance will be assessed just as much as **face-to-face** meeting, maybe even more.
5. **Positive** body language and facial expressions (This is very important during a video conference meeting to continuously engage and build rapport with the customer/client).

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6. **Listening** and communication - silence will have a negative impact, especially during a video conference meeting; provide timely responses to the customer/client when appropriate; there might be a time lag between the internet connection and the video conference camera. Nodding your head and smiling might not always be enough.

7. Have a copy of your 'pitch' material, company information, and **prompts** near you (better to have a physical copy rather than your computer distracting you from the video conference meeting). Also, the customer/client won't be able to see all your research and will be impressed by how prepared you are. Although be conscious not to glance your eyes too much away from the video conference camera.

8. Enthusiasm - the video conference meeting might be your only chance to **impress** the customer/client; apply various techniques to demonstrate your interest regarding the customer/client's business.

9. Video conference/internet technical issues. **Learn** how to use video conference and how to recover from technical issues with the internet, be honest with the customer/client if a technical issue occurs during the video conference meeting.

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10. **Practice, practice, practice**

(colleagues, family and friends are a valuable resource to diminish any nerves you have about meetings over video conference).

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