



10 Essential On-Camera Performance Tips

Video is a performance. You need to be comfortable, confident, and most importantly, conversational. Perform like a pro in your next video webcast with these essential tips from Donatella Giacometti.

CEO MEDIA COACH

- 1 Focus on the 3 C's of communication: Comfortable, Confident, Conversational. Your video audience may number in the tens of thousands, but your executive should have a one-on-one conversation with the camera.
- 2 Suggest a series of warm-up exercises, especially important to loosen facial muscles and achieve vocal quality.
- 3 Annotate your video script with written cues to indicate a pause or a breath. This will help your talent stay conversational and relaxed.
- 4 Schedule regular on-camera practice sessions in anticipation of last-minute video bookings and ongoing thought leadership programs.
- 5 Compile a reference document of your executives' strengths; this comes in handy when suggesting positive changes to on-camera delivery.
- 6 Quantify the value of the video communication; your executive will appreciate the ROI and analytics.
- 7 Turn the tables and use yourself as the video presenter. By walking in your executive's shoes, you will become a more empathetic advisor.
- 8 What you hear is as important as what you see. Good posture and breathing help to project your voice.
- 9 Arrange for a quick look in 3-way; camera shots can come from many angles and you want your executives to look professional, coming and going.
- 10 Prepare a grooming kit that includes a comb, mirror, matte foundation, make-up sponge, and razor to tackle the "5 o'clock shadow."

These Top 10 Performance Tips are from our webcast: **Perform Like A Pro in Your Next Video**. To learn more about improving your video performance or creating video that gets results, contact VideoLink at 617.340.4200 or sales@videolinktv.com.

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