Co+Create Network Meeting Notes
Camera Carisma
2/18/21

Daryl's Notes:
- Set the stage with a curated backdrop.
- Sit in front of bight, natural light or aim an LED light at your face.
- Position the camera at eye level. Use props to elevate your computer or phone.
- Have good posture, make "eye contact" with the lens, especially to emphasise a point.
- Use gentle leadership to guide a conversation. Call on people to get even engagement. Be aware of introverts vs extroverts and how they interact on Zoom.

Melissa McCarl's Notes:
7 Ways to Start an Online Presentation
Did you know that people take as little as five seconds to judge how charismatic a speaker is?
1. Reveal a shocking statistic
2. Tell a relevant joke
3. Ask a thought provoking question (don't be afraid to pause after)
4. Quote an influential person
5. Use an interesting prop (Frida Kahlo headband)
6. Tell a story – studies show this is how we can be memorable
7. Show a captivating visual

Energy
-It's important to have energy and confidence onscreen, so do the superman/woman pose ahead of your presentation.
-Wear vibrant, solid colors that are flattering to your skin tone. Avoid distracting prints or any kind of busy pattern that will pull attention from your face.
-Treat the camera like an old friend. Imagine their face there and let it light you up. You don't have to have your eyes glued to the camera every second, but when you want to emphasize info, it's imperative to address it to the camera with focus and intensity.
-Don't feel pressure to be look in the camera 100% of the time, but be sure to deliver the most important info right into the camera for emphasis.
-Take frequent stretch breaks or bio breaks – just be aware of muting yourself before you go and unmuting when you get back!
-Be planned, not canned. If you memorize your material it will sound flat. Know your info inside and out and then give yourself permission to riff a bit. Asking questions frequently is a good way to keep folks engaged. Vulnerability and honesty always resonate with an audience.

-Read the Zoom. If folks appear to be unengaged, it's time to have some interaction or ask a question they can respond to via chat.

-Hide your mess. It's distracting to look at a messy background. Be hyper aware of what the camera (and consequently your viewers) can see.

-Record your presentation for self analysis later (look for annoying habits –saying "you know" too much, etc.)

-If the numbers are manageable, it's helpful to call on folks by name rather than popcorn style replies. Ask folks to populate their zoom square w/ the name they want to be called. If the number of participants is mid sized, it can be helpful to use the "raise hand" feature. Just make sure you take time to school folks on how to do that.