

2020 Virtual FREIGHTCAMP 

Optimize your Video meetings

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Content Summary

3 BASIC ELEMENTS

1

Technique

- Lighting
- Focus
- Sound
- Tools
- Connectivity

2

Context

- Background
- Distractions
- Use of objects

3

Person

- Visual aspect
- Attention
- Energy
- Expression
- Voice

Introduction

The pandemic generated by COVID-19 has fuelled remote working in most countries. Many transport and logistics companies have had to adapt, in record time, to all kinds of video conferencing solutions and collaborative work in order to move their businesses forward.

The coronavirus has imposed a social distancing, which we have also had to apply in the workplace and which has forced us to eliminate, almost completely, face-to-face meetings.




The big question is: will this model continue after the crisis?

Most experts agree: yes.

Therefore, we want to explain how to maximize your resources when you make a video conference, how to better communicate and ultimately how to get your message heard. We will do it through 3 basic elements: technique, context and person.





The light should
be shining on your
face, rather than
behind you



1 Technique Lighting

In a videoconference everything communicates and of course lighting also. Before starting, we have to think about how we illuminate ourselves, how much light we have within our reach. It is key not to be backlit and try to make the lighting as indirect as possible, so that nothing disturbs our message.

Position your camera

For a formal meeting we should use a short medium shot (similar to that of the newscasts) and our camera lens should be at eye level or slightly higher in order to focus attention on the interlocutor. In addition, we must always look at the camera so that the listener feels that we are talking to him, it would be the simile of looking directly into the eyes.



USE A MEDIUM SHOT

Don't be too close to the camera



GET A FLAT ANGLE OF VIEW

Bring your camera at your hairline and point it down at your eyes



LOOK AT THE CAMERA

for a better face-to-face feeling



Connectivity

You should also test the network before conducting the conference and if necessary use the ethernet cable for the connection to be optimal.

Sound

It should be as clear and polished as possible, taking into account direct sound and ambient sound, without being too high or too low.



The tool we use

Whether it is Skype, Zoom or Google Meet, you must familiarise with the tool, so it is important that you do a test before making any video conference and check how it works.



HOW TO SHARE THE SCREEN

HOW TO ADJUST, FOCUS THE CAMERA



HOW TO CONFIGURE THE AUDIO


HOW TO MUTE



HOW TO INVITE TO THE MEETING

2

Context



Customize your background so it supports what you have to say and won't be a distraction

Our background

Before starting the videoconference we must ask ourselves: What do we want to communicate with what appears in the background of our image? A background with a bookshelf does not communicate the same as a background with cluttered piles of clothes. Pick the best room you have access to for the call and remove anything inappropriate. You can opt to have a built-in green screen feature choosing a background picture or video.

Distractions

Avoid them

or at least minimize them as much as possible.
For example, if you have WhatsApp
synchronized on your computer, the sound of
the notifications can cause your message to be
altered.



**TURN YOUR COMPUTER
NOTIFICATIONS OFF**

Use of objects

each object
communicates,
and depending on the
one you use, you will
be saying something
different.



CLOTHING
HEADPHONES
A PEN
A CUP

You can make deliberate use
of objects to communicate
something that interests you
specifically or to call attention

3 Person



VISUAL

Our visual aspect comprises our clothing, hairstyle, etc, which requires same consideration as for in-person meetings

ATTENTION

The capacity of attention when we send the message and when we receive it: we not only have to "be" on screen, we have to have full attention in what we are doing and listening.

VOICE

The voice is the communication channel that we use the most. We have to work it, take into account the tone, speed, pauses, etc. It will help us to communicate better.

ENERGY

The energy that we transmit at the moment of communicating is an important point. Before starting the videoconference we must consider what energy we have at that moment. If we feel that it is not adequate, there are exercises that allow us to place ourselves in one energetic situation or another.



FACIAL AND BODY EXPRESSION



NON-VERBAL COMMUNICATION

We must know how to use non-verbal communication so that our face and body enhance the message

GET ATTENTION

Expression is very important in trying to keep other's attention.

PRACTICE

We can also perform exercises that allow us to obtain a greater openness of our expressiveness.

Turn on your camera!

Meet, share, learn

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2-6 November

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