

Professional Development

How to Be Your Best on Camera

Course Code: PD207

You never get a second chance to make a first impression.

With social media, a bad (or good) video appearance never really goes away. It's more important than ever to be prepared for on-camera interviews, presentations and opportunities to tell a story the way you want it heard. With our half-day workshop developed with a professional video producer-director and camera crew, you will learn how to make the impression you intend.

Learning Objectives

- Recognize the magnitude and impact of video versus other communicating tools
- Build your on-camera confidence
- Media training to stay on message and bridge to key objectives
- Understand the factors you can control that influence the impression you make
- Recognizing the skill differences needed for live presentations versus being on-camera
- Develop skills to increase trust, engagement, and effective communication skills

Topics & Content

- Adopting the on-camera style that's right for you
- Delivering on-camera messages that are congruent with your body language and tone
- Pre-production preparation including what to wear (and avoid), the importance of clearly writing out your message and practicing it out loud, the role of sleep
- "Warm-ups" and direction for engaging your viewer through your body language, eyes and voice
- Building trust, engagement, and understanding
- Conveying excitement and conviction
- Creating action

Course Information

Duration

1/2 day

Audience

Executives

Directors

Managers

Anyone that may represent your company on video

The full package includes:

- Training materials
- Camera
- Monitor
- Teleprompter operator
- Practice sessions (before and after training)
- A personalized video following the workshop, reinforcing what you did well, and areas to work on. You will have this video and feedback email to help you prepare for your next on-camera experience.



***"A real eye-opener,
I never thought
about this before."***