COLLEGE of AMERICAN PATHOLOGISTS

Tips for Video-Based Conference Calls and Media Interviews

- **Video-enabled device**
  - What device are you using? (laptop/desktop, smartphone, tablet) Have a device that you are familiar with and the different functionalities.
- **Internet connection**
  - Are you connected to the internet? A direct, physical connection to your laptop will provide the best video and audio connection. If you are unable to connect to a physical internet connect, use a strong WiFi connection.
- **Battery check**
  - What is the battery life of your device? If possible, fully charge your device or have your charger easily accessible to you.
- **Audio and Mic check**
  - What device will you use for audio? In order to minimize feedback, it is best to use wired or wireless headphones. We do not recommend using the speaker phone function on your device.
- **Staging and Camera Setup**
  - Find a quiet spot in your home or office to avoid possible distractions. Your background should be simple and clean, and you should avoid sitting directly in front of a window or a bright light source. Have your device setup on a flat surface and be sure the camera on your device is eye level.
- **Presentation skills**
  - Posture matters. Sit front and center and avoid hunching over into the camera. Maintain good eye contact by looking into the camera and not at the image of yourself on the screen. If you will be using talking points for your presentation, use small post-it notes and place them near your camera without obstructing the view.