



Welcome to the new normal – How to talk professionally online

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MAKING EVERY WORD COUNT

WELCOME TO THE NEW NORMAL - HOW TO TALK PROFESSIONALLY ONLINE

PRESENTER
ROZ MORRIS
MANAGING DIRECTOR - TV NEWS
LONDON LTD

TALKING PROFESSIONALLY ONLINE IS THE NEW NORMAL

MEETINGS

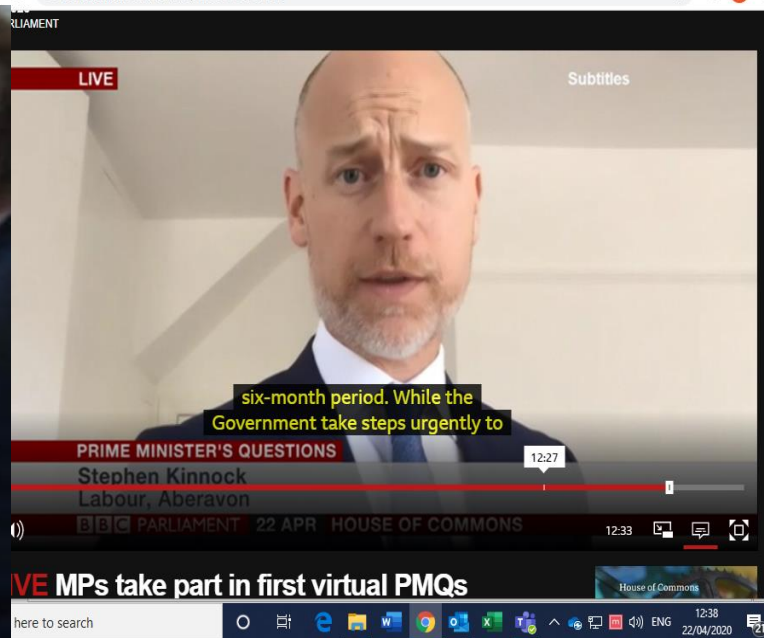
INTERVIEWS

PRESENTATIONS

ONLINE VIDEOS

UK'S FIRST ONLINE PARLIAMENT





THIS NEW NORMAL ISN'T EASY - YOU'RE THE PRODUCER AND DIRECTOR

PREPARE YOUR EQUIPMENT

PREPARE YOUR SPACE

PREPARE YOUR CONTENT

PREPARE YOURSELF

LOOKING PROFESSIONAL ONLINE WHAT CAN GO WRONG?

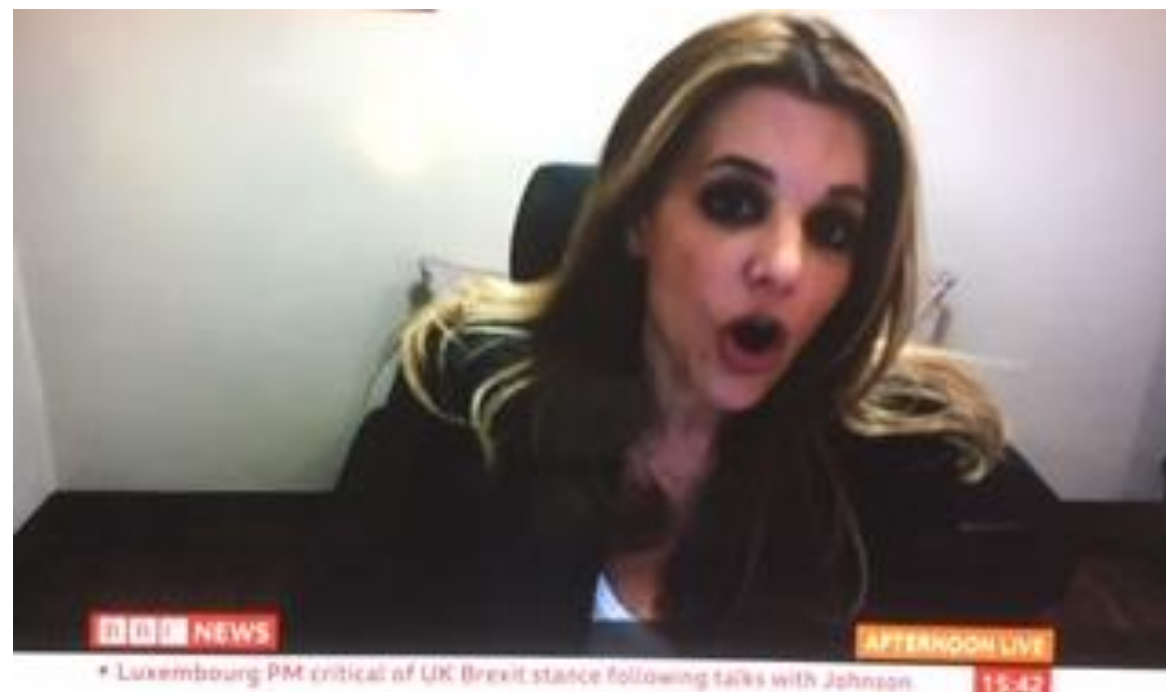
BACKGROUND

LIGHTING AND FRAMING

CAMERA ANGLE

EYELINE









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Barnstaple, Devon

barrfinancial What's the difference between a buy to let and a holiday let?

-

Well here's my answer just for you... 😊

-

Full video on our YouTube channel...check it out 😊

-

-

#remortgage #mortgagebroker #mortgage
#mortgages #ukmortgages #ukmortgage
#family #home #houses #ukhome
#ukhomes #ukbusiness #businessuk
#buytolet #buytoletinvestment
#buytoletproperty #buytolets
#buytoletmortgage #holidaylet #holidaylets
#holidaylettings #holidayletting
#propertyinvestor #propertyinvestment
#propertyinvesting #propertyinvestors
#propertyinvestments #landlord #landlords



65 views

OCTOBER 2

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MAKING EVERY WORD COUNT



FORMER US
AMBASSADOR
TO TURKEY



SENIOR
NEWSPAPER
JOURNALIST



TALKING ONLINE YOU'RE THE PRODUCER AND DIRECTOR

ALWAYS CHECK YOUR BACKGROUND

IS IT CLUTTERED?

UNTIDY?

DISTRACTING?

RELEVANT?

ADD LOGO?

DO YOU WANT A POSITIVE BACKGROUND?



TOO MUCH BACKGROUND?



YOUR APPEARANCE MATTERS

AVOID DISTRACTIONS

TIDY HAIR

NO BIG JEWELLERY

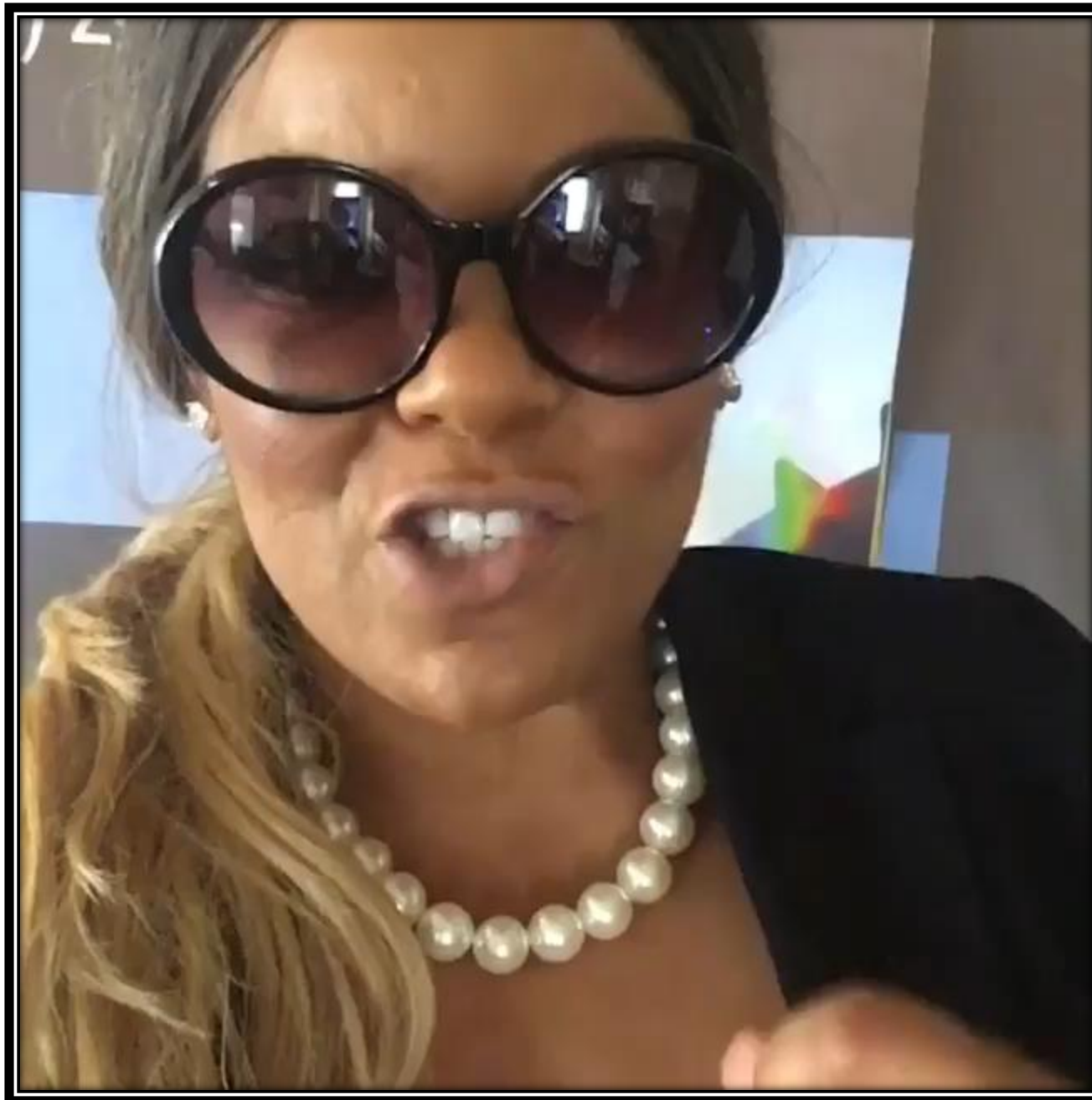
NO BADGES OR SUNGLASSES

NO BIG PATTERNS

NO TINY PATTERNS

LADY HALE AND THAT BROOCH





AVOID THE PERILS OF BLOUSES



AVOID THE PERILS OF CRUMPLED SHIRTS



EVEN EXPERIENCED PRESENTERS CAN MAKE MISTAKES



TALKING ON SCREEN YOUR BODY LANGUAGE MATTERS

AVOID DISTRACTIONS

SIT UP STRAIGHT

LOOK POSITIVE

NO HANDS IN SHOT

KEEP STEADY EYELINE THROUGHOUT

AT THE END – STAY STILL AND LOOK POSITIVE

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**Samantha Bramley**Founder of Active Potential Therapy -Multi Award Winning Sports and Health Clinic
1w

Need a few tips on looking after yourself at your desk today? ! Try this! Don't be put off by my very poor bunny impression half way through - I am actually a highly trained professional!...

...see more



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YOUR PERFORMANCE MATTERS

KEEP YOUR HEAD UP

LOOK AT THE CAMERA

SMILE AND LOOK CONFIDENT

INTERVIEW MATTERS

SPEAK UP DON'T SPEED UP

BE CALM AND CONFIDENT BUT NOT COCKY

PREPARE BULLET POINTS AND PRACTISE THEM

LISTEN TO THE QUESTIONS

DON'T TALK TOO MUCH

DRESS SMARTLY

LOOKING SMART ON SCREEN THE CLASSIC LOOK



**LAW &
ORDER**
SPECIAL VICTIMS UNIT

LOOKING SMART ON SCREEN WITH A JACKET





NICOLA STURGEON
ACES CLASSIC
DRESSING

LOOKING SMART ON SCREEN WITHOUT A JACKET



LOOKING SMART ON SCREEN WITHOUT A TIE





LOOKING SMART THE APPRENTICE



LOOKING SMART THE APPRENTICE

SOUND MATTERS

CHECK YOUR SOUND LEVEL – SPEAK UP

HAVE YOU PUT YOUR MOBILE IN AIRPLANE
MODE?

ARE YOU IN A QUIET PLACE?

WITH NO INTERRUPTIONS?

YES IT CAN HAPPEN TO ANYONE!



YES IT CAN HAPPEN TO ANYONE!

DON'T FORGET TO ENSURE YOU WILL BE FREE OF INTERRUPTIONS



[watch the full interview here](#)

FINALLY

ALWAYS KEEP YOUR OWN SPACE

ALWAYS PREPARE YOUR SETTING , YOUR SHOT, AND
YOURSELF
TO LOOK PROFESSIONAL ONLINE

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www.icaew.com/coronavirus

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