Where Dreams Go Digital

VIRTUAL TECHNICAL GUIDE

This brief guide outlines some advice for your on-camera team.

Questions? Please contact us at any time: info@baselinecommunications.com

1. Ensure you have a wired connection.

Plugging your computer directly into your modem will create a solid Internet connection to avoid problems associated with a Wi-Fi connection. Wi-Fi (wireless) is highly susceptible to video/audio degradation, and could even cause your connection to shut down completely.

Recommended solution: Plug an Ethernet cable from your modem or router to your laptop or desktop computer.
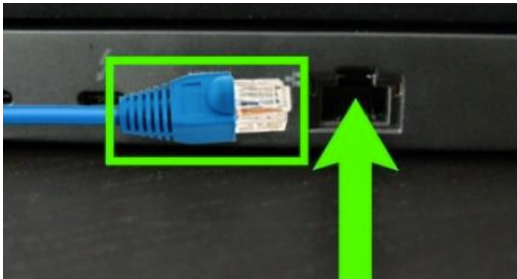
What you need:

A. An ethernet cable long enough to run between your modem and computer.

B. Most new laptops do not have an Ethernet port, which means you will need to purchase a "USB ethernet adaptor".

Image 1   *Image 2*

Older laptops and some new ThinkPad and Dell laptops, plus almost all desktop computers, should have an ethernet port (Image 1). But if not, purchase an adaptor with a USB connector (Image 2).

2. Using Wireless

If you must use wireless because your modem/router is too far away from your computer, then make sure of the following:

- Microwave appliances are turned off (they can interfere with Wi Fi).
- Cordless phones could also interfere with your WiFi connection.
- Ensure smart devices in your home are not trying to update or backup certain items.
- Others in the home are not watching movies or using a lot of bandwidth.
- Consider going to a wired location such as an office or another residence.
- Consider appointing a back-up person who can fill in for you in the event your signal drops and does not come back.

3. Camera and microphone

If you are using a laptop, the webcam and microphone built into your laptop should suffice in terms of acceptable video and audio quality.
However, in some cases, the tiny microphone on your laptop will pick up room noise, making it more difficult for people to hear you.

Laptop users:
Purchase an inexpensive USB
computer clip-on microphone.
This will replace the built-in mic
on your webcam and provide
superior audio quality.

Desktop users:
In a rare instance you have a desktop computer (not a laptop): you may need to purchase a USB webcam (if you do not already have one).

4. Smartphones

Keep your smartphone away from computer speakers.
Cell phones that are placed within 3 or 4 feet of computer speakers can cause static bursts each time you receive a text or someone is calling you. Move your phone to the other side of the room or turn your phone off.

5. Position and Lighting

Ensure you are in a quiet area with no distractions.

Lighting must be in front of you, not behind.
If your room is dark, place a lamp directly in front of you. Avoid strong lighting beside you, which will darken one side of your face.


Be sure to center yourself. You can practice on your own by opening up a camera app on your computer to see yourself. BUT, on the
day of the dry run and webcast, make certain that your camera is not being used by any
other software program. (Your camera can only be used by one software program at a time).

Do not point your camera towards the ceiling.
Your camera should be at eye level.
If needed, place your laptop on a box or some books to have the camera at eye level.

Please avoid using virtual backgrounds. These generally don't look visually pleasing. They also consume more bandwidth which can lead to an unstable transmission (lagging, freezing, etc.)
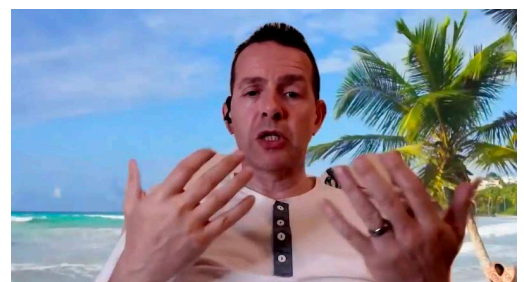
6. Video Conference Platform

Depending on the platform (Zoom, WebEx, Microsoft Teams, etc.), you may be asked to download an app. Simply follow the directions to install. Most video conference software also allows you to run in a browser if you do not want to download the app. Follow directions when you click the meeting link.

If possible, join the meeting a little early to test your camera and microphone. Ideally, check your camera and microphone they day before your virtual event. This will allow you to troubleshoot any issues ahead of time. Most meeting apps allow you to test your camera and microphone without having to join a meeting.

There are buttons at the bottom of your screen that allow you to mute your microphone and/or video camera. We would prefer your microphone is muted until you are ready to speak or make a comment. The Meeting Organizer may have control to mute your microphone and turn your camera on or off.

7. Finally

Make certain that on the day of the webcast, you are using the exact same computer that you tested in advance and used for the dry run, and that you are using the same Internet set-up in the same room.

Do not be afraid to ask for help. We are here to ensure the meeting runs smooth. Testing ahead of time helps alleviate stress for everyone on the day of the event.

Please feel free to reach out if you have any questions.

Thank you.