

- **Stage versus Camera** – The main difference between presenting to camera and presenting to an audience is that your audience is only one person at any time – your relationship with them is far more intimate. Rather than seeing you full length on a stage or platform, they see you **close-up**. Each person who watches your video clip is engaging with you one to one.
- **The Camera is your friend** – when talking to camera, imagine that the person watching is a friend sitting opposite you, and you're having a chat. Conversational style, as if talking – as opposed to presenting, is far more effective for camera work. Each person who watches your video clip is engaging with you one to one.
- **Expressions and faces** – The main difference between presenting to camera and presenting to an audience is that your audience can see you **very clearly**. Every smile, every twitch of a muscle, every eye movement. This will show them the honesty and passion behind your message in a way that a large audience never sees. Being in the right state to present a relaxed, focussed message is crucial if you want them to engage.
- **First Impression** – there is always a first impression that the camera catches before you speak. Are you ready, are you thinking about your message, are you nervous – or are you relaxed and confident. Practice your smile – because the first impression will set the tone of your message for the viewer.
- **Know your message – but don't learn your words.** Only very experienced broadcasters can get away with learning a script and presenting it in a natural, believable style. An audience can **see** that you are working to a script straight away, and therefore know that your message is pre-prepared. That, in turn translates into the possibility that message might have written for you – and you've lost them. Know what you want to say, but don't write it down as a script. **Be yourself** using your own natural language, and talk in a conversational style.
- **Pause for thought** – there is a temptation, when you know that a camera is looking at you, to feel the pressure to talk, and keep talking. This isn't natural in day to day conversation. We pause and collect our thoughts. Remember to treat a presentation to camera as if it's a conversation with a friend, and take a pause between sentences. Even if you are really trying to remember what to say, as long as you don't look concerned, the audience will see it as natural as conversation.
- **Practice, practice, practice** – what more can I say. Practice your presentation one to one with a friend or colleague. Ask them to tell you which parts look natural, and where your face gives away another emotion. Another trick is to practice to yourself while standing close to a mirror – notice your expressions and eye movements.