

Keep it C.L.A.S.S.Y.

How to Optimize Your Virtual Setup

Now that working remotely and virtual meetings are part of our new normal, we want to represent ourselves, and Salesforce, in the best possible way. Especially with customers. But, it doesn't take a sophisticated setup to look like a pro – all you need is to keep it C.L.A.S.S.Y.



Tech Recommendations

GOOD

Any Meeting

BETTER

Customer-facing meetings

BEST

Large-audience broadcast or executive-level meetings

C Camera

Your camera is the foundation of your digital image. While our built-in laptop camera is convenient, it's a bit like showing up to a conference room wearing sweatpants. Instead, using a simple app and less than \$10, you can actually use your mobile phone as an HD webcam. It gives you a far superior image with minimal fuss. For even better results, you can use a regular HD webcam, or if you want to go for maximum impact, you can repurpose a mirrorless or DSLR camera.

GOOD

[Logitech Streamcam](#)
[Logitech Brio \(4k & HDR\)](#)
[EpicCam iPhone App](#)
+ [iPhone tripod](#)

BETTER

[Sony 5100 16-50mm Interchangeable Lens Camera with 3-Inch Flip Up LCD](#)

BEST

[Sony a6600 DSLR camera with HDMI out and 180 degree tilt screen](#)

L Lights

No matter what type of camera you choose, you always want to put yourself in the best light. Ideally, your light source should be in front of, or just off to the side of you. Lighting yourself from behind, top, or bottom can cause undesirable results (such as the “witness protection” look or the “interrogation room” – yikes!). Remember, your laptop screen is also a source of light, so keep that in mind when setting up your front-facing lighting so you don't overexpose yourself.

GOOD

[Constant, front-facing lighting source / *Diva Ring light*](#)

BETTER

[Elgato Key Lights](#)

BEST

[Godox VL150 LED key lights x3](#)
[Instructions for setting up 3-point lighting](#)

A Audio

Of course you want to look good, but you also need to be heard – loud and clear. Your laptop mic and speakers can subject your audience to background noise, sounding distant, or the echo chamber effect. Using a pair of earbuds or headphones with a built-in mic is the easiest, cheapest, and most effective way to make sure you're heard clearly. Of course, a nice USB or condenser mic can go long way – but to avoid ear-piercing feedback from the mic, make sure to wear headphones. To minimize echoes, try broadcasting from a room that has a rug and furniture. Finally, remember to mute your notifications as constant pings can break the flow of conversation.

GOOD



[Sennheiser Headset](#)
[Jabra Evolve 80 MS Stereo \(4k & HDR\)](#)

BETTER

[Blue Yeti USB Microphone](#)
[Rode USB Microphone](#)

BEST

[Rode Podcaster *](#)
[Sure SM7B *](#)
* Require audio interface - see [Setup](#) section

 +  *Always use headset as recommended*

S Setup

To make the most of the space you have, it's time to get creative! Tabletop tripods, clamps – even a stack of books – can give your digital setup a boost. If you've got a tablet, you can set it up as a dual monitor to help maximize your screen space.

Make sure to avoid bandwidth-hoarding activities like streaming, gaming, and device syncing so you can stay smoothly connected during critical calls. If wifi is limited, consider using an ethernet adaptor to connect directly to your router for the most reliable internet connection.

CAMERA TRIPOD

[QuBona](#)
[Manfrotto PIXI EVO 2-Section Mini](#)

CAPTURE CARD FOR DSRL CAMERAS

[HDMI Capture Card & Micro HDMI to HDMI cable](#)
- to connect DSRL cameras to laptop

AUDIO INTERFACE FOR XRL MICS

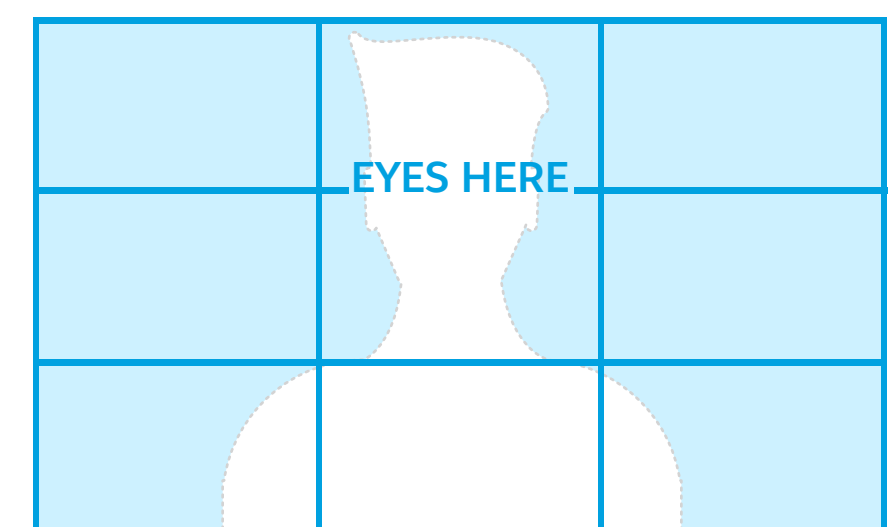
[Focusrite Scarlett 2i2 & XLR cable](#)
- to connect XLR Mics to Laptop

S Stage

Whether you're working from a home office or the laundry area, what surrounds you on screen is now your digital “stage.” Setting your stage is an opportunity to express yourself and humanize virtual meetings, but try to keep visual distractions to a minimum so your audience can focus on what you are saying. Before your call, take a few minutes to remove any clutter. Double-check your camera position and lighting, and get ready to participate fully.

Y You

Once you click in to the meeting, assume that all eyes are on YOU. Speak with confidence, and look straight into the camera lens as if it were the eyes of your customer. Reading from a script is more noticeable on screen and can come off as insincere. The more you can be present and authentic on camera, the more your audience will be engaged and the more impactful your virtual meeting will be.



Don't be afraid to dress up a bit for virtual customer meetings. Looking put-together and professional sends the message that even though we're working remotely, we are working harder than ever on behalf of our customers and respect the time and attention they are giving us.

Finally, keep in mind that we're all experiencing this unprecedented moment together. So when a cat walks across the screen, a kid bursts into the room, or someone's connection freezes, be empathetic and take it all in stride. By keeping it CLASSY, you can be confident you're delivering the best possible virtual experience.

