Be prepared.

- Test Equipment in advance. Have a contingency plan.
- Allow participants a brief "practice session" to familiarize them with the equipment and set-up.
- Run video conference sessions according to a well thought out agenda.
- Let participants know ahead of time what to expect and who will be present.
- Set clear objectives regarding what will be accomplished in the session and communicate them to participants.
- Appearance counts. Remind participants that they should dress as they would for an in person meeting.

Lights, camera, action!

- Begin and end on time.
- Introduce all participants.
- Speak clearly and loudly.
- Make eye contact with the camera and with other participants in your room.
- Use names to direct questions to specific people. Consider using name plates.
- Don't speak over people or interrupt.
- Don't be too close to the camera.
- Avoid making excessive background noise, like rustling papers.
- Turn off beepers, watch alarms and cell phones.
- Don't leave the room unless absolutely necessary.