7 Tips For Hosting A Successful Video Conference Call

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2020 has been [huge for the video conferencing industry](#):

- 30% of employees work remotely full-time.
- Remote work is projected to increase by 77% from 2019 to 2022.
- Remote gig work is projected to increase by 19% from 2019 to 2022.

This isn't at all unexpected given the events of 2020 – most importantly, the COVID-19 pandemic.

Aside from its rapid popularization, remote work is remarkable in that it has been shown to [increase productivity](#). So though the transition to remote employment was a forced move, it had – perhaps unexpectedly – positive results.

If you are a team leader, you will have to engage in remote communication sooner or later as well. And for the not highly experienced employee, hosting a meeting can be a particularly daunting challenge.

Well, to nail your first hosted online video conference call, read on to find 7 essential tips on video conference hosting!

How To Successfully Host A Video Conference Call

1. Select an app for the call

Your very first step would be selecting the right video conferencing app for the meeting. Which tool to choose is well beyond the scope of this guide, but you should make an effort to pick the optimal solution for your business goals, your team's preferences, and your company's infrastructure.

One thing is certain – you should host the video conference call with a stable and safe piece of software. Bugs, crashes, or security breaches are beyond your control, but they can severely disrupt the flow of your speech and perhaps even prevent you from landing a once-in-a-lifetime deal.

2. Define an agenda

Your presentation should be:

- **Concise.** Participants' and your time is most likely limited. You have to avoid spending the first 10 minutes on gathering your thoughts, and you should make sure that the meeting doesn't last more than it needs to.
- **Focused.** Lengthy introductions, wasted words, and side talk should be thrown out of the window. Your presentation needs to perform a single purpose – deliver the required information and achieve the target result.

A detailed agenda would allow you to ensure that your conference adheres to these points. Not many people can improvise on the go and direct their audience in the right direction. If you aren't excellent with words and can't think straight under stress, do not attempt to enter the meeting unprepared.

Your agenda should be as in-depth as you can make it and as in-depth as it needs to be. For simplicity, you may divide your agenda into sections, like so:

1. Introduction.
2. Point A.
3. Point B (by team member A).
4. Point C (by team member B).
5. Q & A.
6. Conclusion.

3. Assign roles

Assigning roles allows you to distribute the conferencing effort among your colleagues, as well as may help you keep your audience more engaged.

Besides, if your video conference topic incorporates vastly different areas that one individual cannot cover, then you should distribute roles in accordance to your companions' skills and to what should be conveyed to your listeners.

For example:

- A project manager could be assigned to ensure that the meeting stays on track and that your outlined goals are reached within the agreed timeframe.
- The introduction and conclusion could be taken up by your best wordsmith. If appropriate, you could assign ice breakers to the same participant too.

- Deeply technical portions should be covered by employees who have direct expertise with them.
- Recording and note-writing could also be assigned to someone from your team.

4. Ensure an appropriate setting for the call

If you are hosting an online video conference, you are most likely not in the formal setting of your office. You are probably in the comfort of your home or maybe in a café with a cup of fresh coffee.

Well, because locations like these inherently aren't designed for business meetings, they may be – mildly speaking – inappropriate for the call. With that, here are a few points that you should follow:

- Do your best to conduct the call in a place with a neutral background. Though if the topic was related to art or graphic design, then maybe a flashier wall behind you would still be appropriate.
- Pick a good camera angle that would present you in the best light (literally and figuratively).
- You should be well-groomed and dressed with your audience in mind. If you are a project manager and will be conversing with your subordinates, then a more casual attire could be acceptable. But when it comes to top management, you should be as formal as your wardrobe allows.
- You should be aware of your gestures, mimics, and body movements. Again, this is perhaps not as critical if you are the boss of the meeting. But if your goal is to capture a new client in your nets or present a report to your employer, try not to seem weird.
- If you are going to share your screen, then polish your desktop as well. Change the wallpaper to something neutral, remove inappropriate shortcuts or files from the desktop, and keep everything tidy – just like your physical background.
- Be especially careful if you are going to host a meeting from a smartphone or tablet. It's very easy to direct the front camera where it's not supposed to look. Either be very careful with your movements or simply fix your mobile device somehow.

5. Test your setup beforehand

You don't need to have a studio-quality webcam or microphone to have a successful call. But you must ensure that all your conferencing hardware is up and running for the meeting.

If your audience is met with unexplained silence or a dead camera, then here's what might happen:

- You will be most likely wasting others' time.
- You will appear unprofessional. Though issues do sometimes happen, preparatory work and preliminary troubleshooting are not at all difficult to perform.
- You will disrupt the flow of the meeting. Not everybody can take stress well, so even small troubles like bad internet connection could throw you off.

With all that in mind, before the meeting, you should make sure that your hardware is up and running and that you have the freshest version of your video conferencing app installed. Check small details like the stability of your network or background noise too.

6. Maintain order and discipline during the meeting

Once the meeting is going, you should ensure courtesy and discipline until the very end. You may assign this responsibility to a meeting manager as well.

Throughout the meeting, you should make an effort to:

- Prevent participants from interrupting each other.
- Minimize distractions and perhaps request participants to silence or turn off their cell phones.
- Remind participants to mute their mics if they are not currently speaking. Some conferencing apps allow hosts themselves to mute attendees.
- Request participants to raise their hand if they have something to say.

7. Record your conference call

You should record your conference call as well – this would allow you to refer to it in the future if necessary. Fortunately, most modern video conferencing tools allow you to do this automatically and save the recordings to cloud-based storage.

Aside from recording the conference, you could also have it transcribed. This could be performed by a professional transcriber or via your conferencing app (if it has such functionality). Taking notes could be useful as well.

Final Words

The pandemic has changed the world for good, and you should work hard to adapt to the new reality and integrate your workflow into the logic of remote communication. And we sincerely hope that our tips will help you make the most out of the video conferencing boom!

You will most likely have to make some adjustments to our tips or perhaps do more than we've recommended. Don't panic if something in your routine doesn't fit into this recipe – it's only a general guideline to help you get started. The rest is up to you!