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Four Tips for Flawless EW Video Interviews

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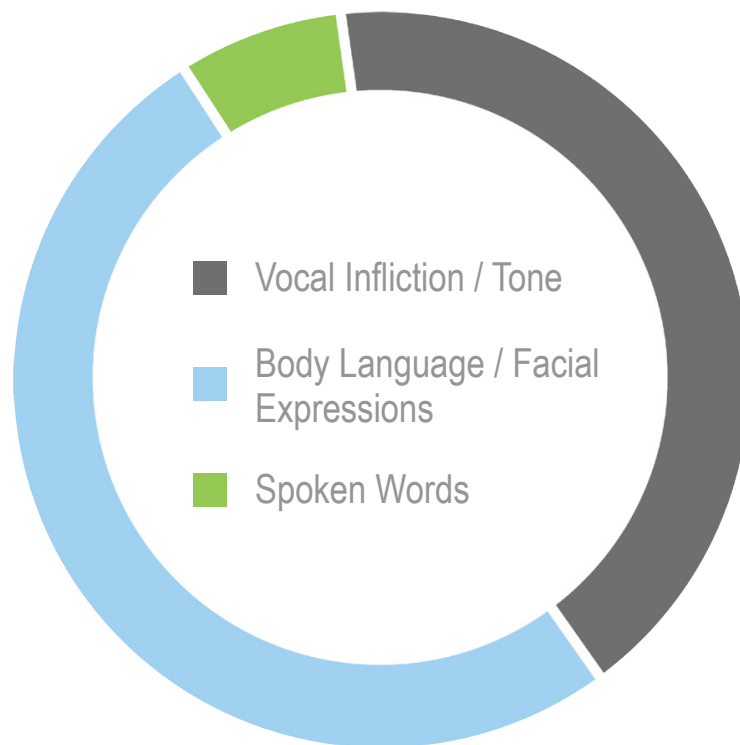


One-hundred forty years after the invention of the telephone, organizations across the globe are still using it to run their business. That is, until recently. For the past decade, video conferencing technology has continued to mature and is rapidly becoming the preferred communication method for remote business meetings. Video-based interviews are providing hiring authorities worldwide access to potential candidates without the cost of bringing them onsite.

What makes this method so attractive is the face-to-face experience with easy setup and virtually no cost. Being ready for a video conference is becoming increasingly important in the expert witness industry. Attorneys are always looking for an edge, and saving time and money finding the right expert is no exception. Below are practical tips that will help you look your best during web-based video interviews.

Even the most tech-savvy experts and consultants who have mastered basic video streaming apps can falter from simple oversights.

Communication



1. Invest in the Right Tools

The most important tool for video conferencing is a webcam. Webcams come in many varieties at different prices, which may make choosing the right one an intimidating venture. Logitech is a great choice when it comes to webcams. Not only do they have excellent optics and noise-canceling microphones, but they are also compatible with the majority of web conferencing software. The Logitech C310 is the base recommended model, however, for the best picture quality on a web conference, we recommend the Logitech HD Pro C920. These devices cost around \$30 and \$60 respectively.

2. Don't Skimp on Bandwidth

While the hardware your PC or Mac is running is important (I recommend a machine fewer than 3 years old, with business-class specs for best results), your internet connection speed - both upstream and downstream - are vital to running a quality web conference. While the recommended connection speed for HD video is at least 1.5Mbps, keep in mind that other activities on your network, such as online video streaming or gaming, will affect that speed. Plan accordingly. Avoid conducting interviews on public Wi-Fi connections, such as in coffee shops or airports. Not only are these locations full of distractions, the quality and integrity of the internet connections are suspect at best.

3. Know the Software

The vast majority of web conferencing software contains similar features and functions, albeit organized differently. Familiarize yourself with the controls of the most prevalent platforms - such as Skype, Webex, and GoToMeeting. If an interview has been set up using conference software you are unfamiliar with, ask the organizer or their assistant to conduct a test run prior to the meeting. Not only will this allow you to pre-install any software plugins necessary, it will also allow you to familiarize yourself with the controls - making you look much more prepared and professional during the conference.



4. Know Your Stuff

While looking your best and dressing professionally for an interview may be a no-brainer, there are other considerations when interviewing remotely. Since you are essentially bringing a would-be employer into your home or office, ensure the area is well lit, clean, and looks professional. Natural light is best, but make sure that it is coming from an angle that complements your appearance without creating a glare. Avoid light from the back or side that cast hard shadows or create a silhouette effect. Avoid bright colors, solid blacks and reds, and busy patterns. Light pastels and muted colors provide the best video appearance. Place the webcam on the top center of the monitor that is displaying the meeting video window. This ensures you are face-to-face with the interviewer and gives the appearance of maintaining good eye contact. Mitigate potential noise issues and other distractions such as household appliances, cell phones, children, and pets.

Video conferencing is shaping the future of business communication today. Web-based video technology will continue to improve and enhance every aspect of business as we know it. Very soon, starting a video call with a friend or colleague will be an extension, if not the default method, for communication. In the meantime, becoming proficient with the various offerings in this space can give you the competitive edge you need to win the best expert witness opportunities.

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If you would like to learn more about preparing for expert videos, check out the [Expert Video Toolkit](#).