

VIP Accelerator

with Ravi Rajani

Session Five Workbook: Build Your Virtual Studio

Introduction: Normally you just show up to a live event, find the event planner, find the stage, grab the microphone, and do your thing. That's not the case for virtual. You must worry about the production side of the event as well, which includes having a functional virtual studio.

Big Idea: Your talk is only as good as the production value, so invest in a quality studio.

There are three key areas to a proper studio. Here they are in order of priority:

1. **Audio** - consider the following:

- a. Your environment
- b. Echo created from the space
- c. Use an external microphone (remember you get what you pay for in a mic)

1. **Lighting** - consider the following:

- a. Studio lighting vs. natural lighting
- b. Consistency in lighting
- c. There are three lights for studio:
 - i. Fill light - diffuse it as much as possible
 - ii. Key light - this is the beauty light, keep it at a distance
 - iii. Backdrop light - have fun with this as it can be any color to enhance the space.

1. **Studio & Backdrop** - consider the following:

- a. The size of the space
- b. Try to find a dedicated space if possible
- c. Use a feature wall or colored photo paper for the backdrop
- d. Camera 4-5 feet in front of you.
- e. Backdrop 4-5 feet behind you.

Note: Consult the gear list for a list of studio components to include camera options.

Priority of work for your virtual studio:

1. Select studio space
2. Select audio source
3. Select lighting source
4. Setup backdrop
5. Decide on a camera

Contact Craigery Dennis at craigery@inhidden.com for questions about the virtual studio.

Notes:

