

- **Stage versus Camera** – The main difference between presenting to camera and presenting to an audience is that your audience is only one person at any time – your relationship with them is far more intimate. Rather than seeing you full length on a stage or platform, they see you **close-up**. Each person who watches your video clip is engaging with you one to one.
- **The Camera is your friend** – when talking to camera, imagine that the person watching is a friend sitting opposite you, and you're having a chat. Conversational style, as if talking – as opposed to presenting, is far more effective for camera work. Each person who watches your video clip is engaging with you one to one.
- **Expressions and faces** – The main difference between presenting to camera and presenting to an audience is that your audience can see you **very clearly**. Every smile, every twitch of a muscle, every eye movement. This will show them the honesty and passion behind your message in a way that a large audience never sees. Being in the right state to present a relaxed, focussed message is crucial if you want them to engage.
- **First Impression** – there is always a first impression that the camera catches before you speak. Are you ready, are you thinking about your message, are you nervous – or are you relaxed and confident. Practice your smile – because the first impression will set the tone of your message for the viewer.
- **Know your message – but don't learn your words.** Only very experienced broadcasters can get away with learning a script and presenting it in a natural, believable style. An audience can **see** that you are working to a script straight away, and therefore know that your message is pre-prepared. That, in turn translates into the possibility that message might have written for you – and you've lost them. Know what you want to say, but don't write it down as a script. **Be yourself** using your own natural language, and talk in a conversational style.
- **Pause for thought** – there is a temptation, when you know that a camera is looking at you, to feel the pressure to talk, and keep talking. This isn't natural in day to day conversation. We pause and collect our thoughts. Remember to treat a presentation to camera as if it's a conversation with a friend, and take a pause between sentences. Even if you are really trying to remember what to say, as long as you don't look concerned, the audience will see it as natural as conversation.
- **Practice, practice, practice** – what more can I say. Practice your presentation one to one with a friend or colleague. Ask them to tell you which parts look natural, and where your face gives away another emotion. Another trick is to practice to yourself while standing close to a mirror – notice your expressions and eye movements.

What makes us nervous?

We get nervous because our brains are being introduced to something that we aren't used to experiencing, so it copes the best way it knows how, with butterflies. A hormone called Noradrenaline (NA) gets released when we are aroused, scared or encounter novelty. When we are surprised or scared the brain has to make a fast (ms-sec) response to either flee or engage the source of our fear/surprise. In situations with high levels of perceived vulnerability (public speaking, first dates, combat) our NA system gets primed because we interpret our situation as threatening.

Simple but effective exercises to reduce nervousness/boost energy before speaking to the camera

Warm ups

Exercise reduces tension and helps you concentrate. Getting a little bit of physical activity before your speech will calm you and help you get rid of excess nervous energy. Try taking a walk outside, doing arm circles, or stretching gently.

Expel the energy

Bend at the waist and slump forward, arms should be relaxed and feet slightly wider than shoulder width. Take a deep breath stretch up to the sky and looking up expel all the air. Watch the energy disappear up and into space.

Reducing anxiety

Before you enter the studio try *three long deep breaths*. Simply breathe in through the nose and then sigh out, make sure the sigh is elongated, really lengthy.

Then take the next breath and this time as you let it out, sigh even deeper, really get in touch with the sound and the effect the breathing has on your nervous system.

Really hear the sound relaxing your body, imagine a wave of the ocean going out if you like, allow the body to totally relax.

Then take the third breath and this time as you let it out sigh even deeper.

Three times. Do this as often as you like. Do this before going in front of a camera.

Tip of the tongue Behind The Teeth

To really calm and centre your mind place the tip of your tongue just behind the back of your front teeth, pressing very gently on the point where your teeth meet your inside gum area. This has the calming effect of stilling the mind.

Anchor your feelings

Pick a memory with strong feelings attached to it. If you want to anchor "confidence", then choose a time when you were feeling truly confident. If you want to anchor "motivation", then pick a memory of when you were super motivated. When you start feeling the positive feelings, create a trigger – rubbing two fingers together, or rubbing an earlobe.