



koma* kommunikation + marketing

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- Virtual Screen
- Camera
- Productions

Golden Show Rules

ONLINE PRODUKTIONS – GOLDEN SHOW RULES

Digital event productions have been experiencing an unexpected hype since 2020.

Merely a few years ago, nobody would have foreseen what is revolutionising the market of today: The business world has gone digital and so has the live entertainment field. By utilising innovative technologies, digital streaming and broadcasting productions have been jump-started.

From a show director's point of view, the demands associated with these such productions are increasingly high. Both the planning and show calling of these events have become significantly more complex than ever before.

Indeed, digital events require a didactically different approach in regard to story-telling. And there is a consistent need for new and innovative tools in order for the events to remain interesting, emotional and compelling.

Furthermore, new methods have had to be implemented in regard to the technical planning side of things. This is of particular importance when one considers that the embedding of media content may result in the creation of additional virtual layers, which then need to be accurately programmed and cued.

This opens up the field to new and exciting tasks as well as to new ways of thinking. As an experienced director with more than 15 years in the event and broadcast business under my belt, I welcome this transformation.

For those acting in front of the camera, digital events and virtual screen productions have become performance masterpieces. This white paper aims to summarise the main principles to be recognised and taken into consideration.

I hope you enjoy reading this just as much as I have enjoyed writing it.

Yours truly,
Konstanze

IMPORTANT TIPS FOR SPEAKERS

What to bear in mind when broadcasted

IMPORTANT TIPS FOR SPEAKERS

- Dress to impress: Please refrain from wearing patterned or striped clothing in order to reduce the so-called moiré effect. Single coloured tops appear smoother through a camera lens and the saying 'the simpler the better' definitely holds true. Camera and lighting reinforce brightness, so I therefore recommend choosing subtle colours and avoiding any strong colour contrasts.
- Shiny or blinking devices become a nightmare for camera productions. Their reflections have an impact on lighting and may even distract the audience. This applies to jewellery, buttons and even make-up. Glittery eye shadow and lip gloss appear way too shiny through a camera lens.
- If you are appearing before the camera whilst wearing glasses, please do make sure they are non-reflective and are equipped with an anti-reflective coating – otherwise your eyes may not be visible to the audience.
- Make-up artist: For a studio production equipped with HD cameras, it is an essential prerequisite to work with a make-up artist. The headlamps cause high heat emission, resulting in sweat production. So, what is the magic solution to keep your face fresh and sweat-free? HD powder! The risk of the unwanted and possibly unbecoming 'flying hair' phenomenon can be easily reduced by using hair spray.
- Inform yourself beforehand on which type of background is to be used in the studio. If it is a green screen: do not, under any circumstance, wear green clothing! This rule-of-thumb includes all hues of turquoise or other shades of green. Be careful when wearing lighter colours in front of a green screen, as well. The green background can reflect back on the lighter coloured clothing and negatively alter their appearance. The same applies when the background is black: avoid wearing black clothing when appearing before a black background!

IMPORTANT TIPS FOR SPEAKERS

What to bear in mind when broadcasted

- Microphones: When using headsets, long earrings or facial hair may cause disturbing click-clack sounds – take off at least the one earring worn on the same side of the headset piece.
- Present yourself by using a natural *yet* strong voice. Try to speak as if you were not miked – the levelling of your voice is done by the sound engineer.
- Let yourself get acquainted with the set-up and the stage of your location *in order to be both physically and mentally prepared. Ask yourself:* How would I like to present? Is there a comfort monitor displaying the relevant information needed and is the size adequate for to be easily and naturally read from?
Information that can be displayed on such a comfort monitor are:
 - the actual presentation
 - the upcoming/next slide of a presentation
 - live camera feed
 - notes or script/speaker's notes in a separate document
 - timer or counter for the remaining speaking time
- Should videos or transitions be used, do determine and clarify which slide is to be displayed after the video. Also determine whether show control personnel require any cue words to know exactly when to roll the video.

GREEN SCREEN

Green Screen Productions Tips – Live or Pre-recorded

GREEN SCREEN PRODUCTION – LIVE OR PRE-RECORDED

A green screen is an integral part of the special effects process known formally as chroma-key and is used with the intention of being able to play around and create illusions. Ultimately, it allows you to drop in the desired background images behind the speaker, making them appear to place the actor/presenter in these different settings or locations, all whilst the speaker remains in the exact same spot - in the studio. The green background can then be digitally removed or 'keyed out', making it possible to drop that scene onto the desired background in post-production. This process of removing the coloured background is referred to as "chroma keying".



WHAT NEEDS TO BE CONSIDERED?

- As obvious as it sounds: DON'T WEAR GREEN! Also avoid wearing turquoise or other green-like colours. As well, use caution when choosing to wear lighter colours, as the green screen may cast a reflection on these, hereby negatively altering their appearance.
- Reflective props are an absolute no go! Glasses should also be non-reflective.
- Entrances and exits should be done via one-timers/video jingles in full screen to avoid abrupt appearances/disappearances.
- If movements are planned to be carried out in the forefront of the green screen, these should be rehearsed: In this case, a faster shutter speed is programmed so as to avoid the occurrence of motion blur effects.

ONLINE SPEAKER/“REMOTE” CONFERENCE

Video Conferencing

VIDEO CONFERENCING

- One could easily assume that there is nothing special to take into consideration in regard to standard video conferencing transmissions. However, that assumption is far from the truth! Here again, I have compiled the most important tips in case you join in on such a digital event.
- Ensure you have a broadband Internet connection, preferably via LAN cable.
- Ensure you have a stable internet connection.
- Check the audio and video settings ahead of time.
- Use a headset with a microphone or ear pods for uninterrupted audio and do a sound check ahead of time.
- If you want to work with a virtual background, choose a background: with no wild patterns, checks/stripes or wild colours. Wenn du mit einem Live-Hintergrund arbeitest, Sorge für einen neutralen Hintergrund. Am besten setzt du dich vor eine weiße Wand.
- If you are working with a live background, ensure that it is neutral. It's best to sit in front of a white wall.
- To avoid interference, put an "on air" sign on the door or lock the door.
- Ensure that there is appropriate lighting.
- The angle of the camera should be straight in front of you, allowing you to appear in portrait mode and not from below (filming your nostrils!)
- Last but not least, and this one goes without saying: mobile phones are to be turned off!

GENERAL KNOW-HOW DIGITAL PRODUCTIONS

TV & Broadcasting Know-how

ALLGEMEINES KNOW-HOW ZU DIGITALEN PRODUKTIONEN

- During transitions or breaks in the program, e.g. through stage entrances, either video jingles, so-called stingers, or music can help to hold the suspense. In addition, depending on the set-up, there are camera changes to capture the respective actors.
- Playing with the camera: The camera is your window to the audience. For many, having to look into the black camera lens can feel unfamiliar and disconcerting. This also holds true for professionals! A popular trick is to place a friendly smiley face above the camera, or to imagine that the audience is at home inside the black hole.
- Longer interviews or panel discussions on TV are repeatedly interrupted by interludes, audience polls or audience reactions. That's because a discussion on screen that carries on over 45 minutes at a live event can quickly stretch on, like chewing gum.
- Lower thirds inserts/titles: All actors are introduced - verbally and by way of written inserts. It is advisable to introduce the actors and their roles and to repeat their introduction throughout the course of a dialog, if necessary. Why repeat this? Unknown and/or unrecognized people are less accepted on the screen. After all, you can't always just ask the person sitting next to you who the eloquent person up there on screen is...
- Keep it short! Try to have a TV spot mindset when conveying messages: formats, speech segments, broadcast elements: the tighter, the better. It's better to alternate individual elements over and over again than to have long stretches of the same topic. In TV news, individual sentences are even shortened.
- Don't be afraid of hard cuts! Audience orientation is essential, but as long as the audience knows where they are, they can tolerate a surprising transition. Such elements create suspense and excitement. This applies to moderations as well as camera angles.
- Opening and closing: It is worthwhile to produce so-called intros and outros, at least for recurring formats. Usually, these are done in the form of a picture element accompanied by music (e.g. a camera pan or an animated graphic with a jingle). It makes it easier for the actors - usually the presenters - to dynamically start the program and to provide a pointed conclusion at the end.
- Provide orientation: When working in a studio or stage setting (as opposed to a film production set), show the audience where you are - whether by way of a short trailer or with a live pan/total. After that, the audience will better familiarise themselves with the setting and then be able to focus better on what's happening.

WEBINAR PRESENTATION

How to produce better webinars

HOW DO YOU PRODUCE A GOOD WEBINAR?

- Structure! The presentation should have a clear structure and the information should fit onto a single page.
- Less is truly more.
- Pictures say more than a thousand words.
- Variety helps to maintain energy levels: speaker changes, videos, product demos, interviews...
- It's more fun when attendees are actively involved!
- Encourage involvement by asking and answering questions.
- Call to action: the viewer should be prompted to involve themselves and to interact.
- Utilise intro and outro clips. If necessary, include smaller clips as chapter separators.
- Practice makes perfect: rehearsals result in security and routine!

CAMERA PRESENCE & STAGE PERFORMANCE

Tips from your stage coach

EFFECT & MESSAGE IN THE MIX

Success factors for camera presence and stage performance:

- Pointed sentences: Good speakers, like Obama, lower their voices on average every 3 seconds to finish a sentence. This ensures that the individual message sinks in.
- Authenticity: facial expressions and what is being said must coincide with each other. How often do you encounter commentators who report on a crisis or even a catastrophe with a smile on their faces? This irritates the viewer. It is just as wrong to appear as having a motionless, guarded facial expression lacking emotion.
- Hands are in motion, but please have them coincide with the content being communicated: Hands emphasise the content and make the video come alive. However, if you get ahead of the spoken word, it comes across as either rehearsed or helpless. Maintaining synchronicity with what is actually being said is crucial. Trained standard movements are immediately debunked by the viewer. When telling a story with empathy, the movement comes naturally....
- Ensure that the viewers are able to see the palms of your hands: Open gestures to the audience strengthen the connection to them, even if the gesture is sparked by a speaker's insecurity.
- Small glitches and mishaps are human. Why not ask the audience for an English word if you can't think of it yourself? Even very human reactions like "that's a harsh comment" or "sorry, but it's still very early" can help to create a sense of closeness to the audience.
- Selfie videos can help you to check and monitor your performance.
- Address the audience: If you are speaking in front of an audience, you should fixate on individual participants from the group and address the sentence you are saying to them directly. Looking out just over the audience members helps to combat nervousness.
- Rhythm: finding a rhythm when rehearsing the speech helps the performance by making it easier to listen to.
- Clearly communicate guidelines and structure: How long is the speech? What points will be covered? If the audience knows a few structural points, they can more easily follow along.