

snapshot

Flower Clique NICEVILLE, FLORIDA



GREEN SCREEN LaFever changed her video call background with a can of paint and a few green plants. The result keeps callers focused on the message. For your backdrop, use a color that represents you or your company.

FOCUS TIME Craft a background for your video calls that's uncluttered. LaFever's first background included a feature floral picture frame design and a succulent wall. When clients started asking her how she made those designs, she knew they were distracted and possibly not listening to her message.

MAKE THE MOST OF VIDEO CALLS

> Here comes the bride — on a video call! If you're grappling with this new reality with your wedding customers, try some of these tips for polishing your video presence. Flower Clique founder Vonda LaFever, AIFD, PFCI, CFD, works each day with clients and coworkers via video conferencing. "It's a bit more challenging now," she admitted. The secret to success? "Have the same degree of preparedness and professionalism that you have with a face-to-face consultation."

Start by practicing. "Technology is not as easy as you think," she said. Create a clean background with limited distractions and consider adding lights. LaFever uses a ring light so her face is bright, without shadows.

Make sure you know how to turn your webcam on and off (get an inexpensive webcam cover slide to prevent unintended views), how to mute yourself (and others), how to share your screen — and how to stop. "Screensharing is how you share your ideas now," LaFever explained. "It could be a PowerPoint or keynote presentation, or pictures and storyboards you share with your bridal client."

Ask the couple to share their venue, storyboard or website with you prior to the meeting. "This allows you to be proactive with digital images of their location that you have decorated before," LaFever said. "Share images of bouquets, reception decorations, and any ideas that will help your bride fulfill her dream."

Instill trust by looking into the camera. "On video calls, it's easy to be thinking ahead, but you want to key in on that couple."

LaFever uses multiple monitors to ensure she's always making eye contact via webcam. "I have a laptop in front of me for the video call and a 34-inch monitor just behind that where I have notes and idea boards ready. When I look at the second monitor, I'm looking into the laptop webcam."

Finally, dress professionally. "This may be the only impression your bridal clients have of you," said LaFever. Consider wearing something that matches one of the bride's colors. "That really shows you're interested in helping her big day be a success." 🌸

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EYE CONTACT A laptop for video calls backed with a larger, second monitor allows LaFever to keep her gaze fixed on the camera, making eye contact with clients.