



# Dress to Impress

CCB Employment Conference 2021

Presenter - Jessica Marquez

# Agenda

- Appearance and Credibility
- About Delivery
- Appearance and Dress Tips
- Makeup
- Online Appearance - (Camera Usage and Lighting)
- Posture

# Why Appearance?

Appearance influence's speakers' **credibility**.

**Credibility** - an audience's perception that the speaker is well prepared and qualified to speak about a topic.



Michelle Obama at the Democratic National Convention

# About Delivery

- Delivery is the vocal and physical elements a speaker can use when presenting a speech (Capece, 2012)
- Verbal Delivery
- **Nonverbal Delivery**

# Appearance

- Dress appropriately for the situation!
- Need to be comfortable and confident in the way that you present yourself!
- **Pro Tip:** Err on the side of formal
- First impressions MATTER!
- Be tidy and clean!

# Dress

- **Watch out for keys in pockets!**
- **Caution:** long hair can be a distraction.
- Personal appearance affects how audience will respond to the speaker.
- Debating what to wear? Just go professional and conservative.

# Attire for Women

## BUSINESS CASUAL



## BUSINESS PROFESSIONAL



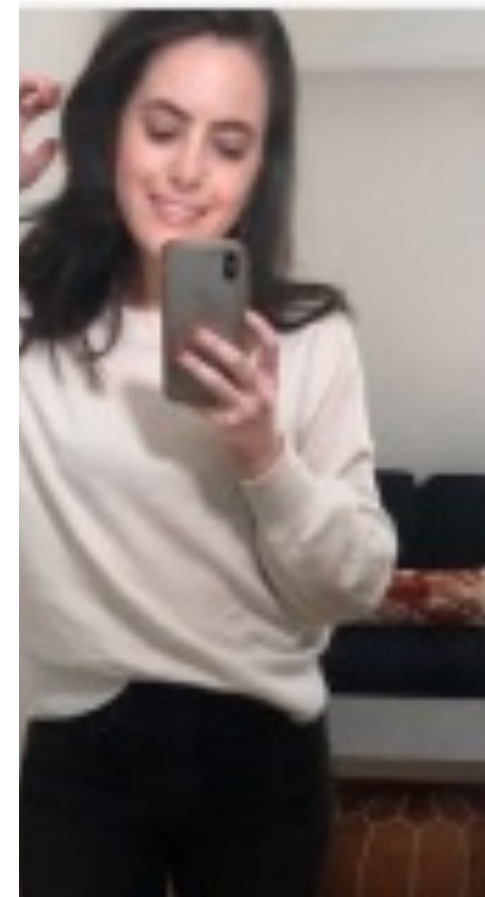
# Attire for Men And Gender Neutral

## BUSINESS CASUAL

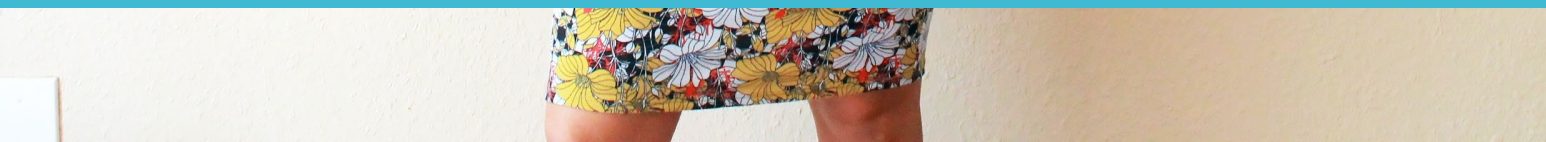


## BUSINESS PROFESSIONAL



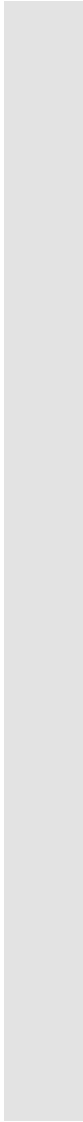


# Examples





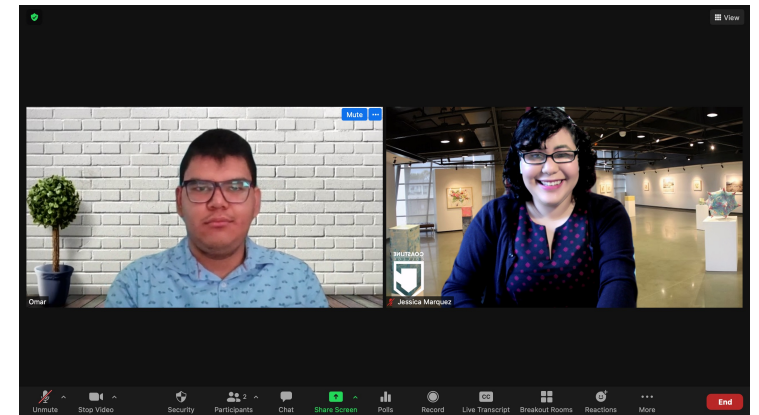
# Makeup



# Online Appearance

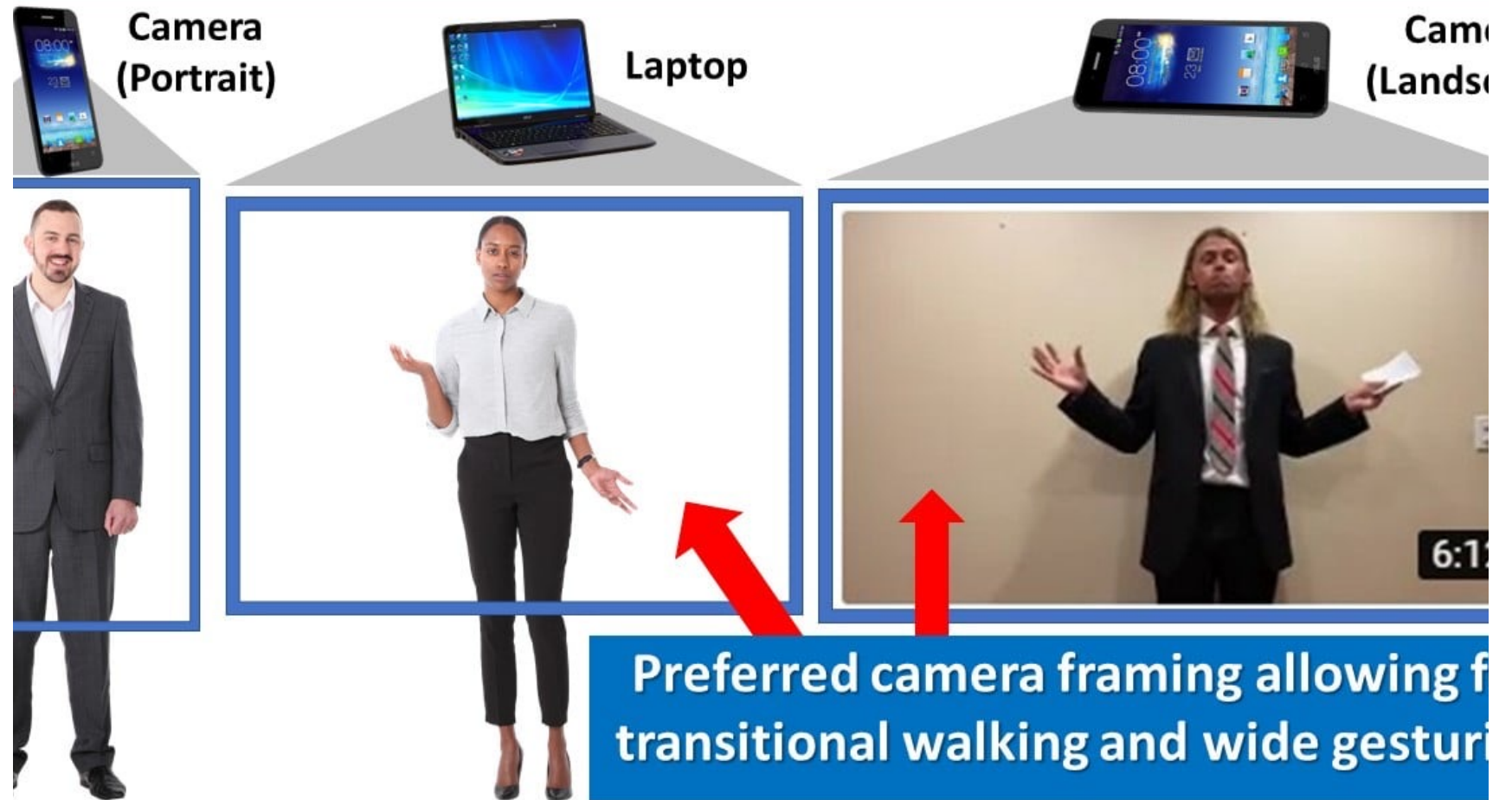
# Camera Usage

- Sit right in the center of the camera.
- Prop the camera up with a box to be at forehead level.
- Look straight at the center of the computer camera.



# Recording on Zoom

## Camera Framing: Record From The Knee Up



# Lighting

Sit directly in front of a window for natural light.  
For cloudy days, get a lamp to go on the other side of the computer to shine light.  
Get a ring light if needed!



# Posture

- “Body stance, gestures, and facial expressions can be generally categorized as **body language**” (Capece, 2012).
- Watch out for slouching!
- Avoid shifting from foot to foot.
- Do not stalk people from behind.
- Stand up straight with **confidence!**

# Power Pose

Amy Cuddy



# Recap

- Talked about how your appearance can enhance your credibility.
- Talked about different methods to work on appearance
- Talked about the 21<sup>st</sup> century for camera and lighting!
- Talked about posture and power poses.



# Q&A

Please feel free to ask any questions, comments, or concerns.

**Have more questions?**

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