



CONFIDENT ON CAMERA CERTIFICATE COURSE

Sports Tourism Learning Institute

Course Description

Embark on a transformative journey in this STLI course, *Confident on Camera*, where you will acquire the skills needed to excel in virtual communication. Instructor Kathrine Nero guides you through a step-by-step process that will build your comfort and confidence on camera. She will dive into the intricacies of optimizing your virtual interview or call setup, mastering video, audio, and composition for a polished presentation.

Uncover strategies to enhance your connection with viewers or interviewers, creating a lasting impact in every interaction. As you progress through the course, you will gain insights into the art of preparation, promotion, and flawless execution of compelling social media live sessions. Whether you're navigating interviews, virtual meetings, or live broadcasts, this course empowers you to have confidence on camera, ensuring you leave with the expertise to shine in any virtual setting.

Meet the Industry Expert Leading this Course



Kathrine Nero, Director of Media at Game Day Communications

Kathrine has spent 25 years on camera in news, sports, and social media and has experience in podcasts, radio, and digital media. She currently works as the Director of Media for Game Day Communications, helping to promote the events and companies that make Cincinnati great. She is also

STLI Certificate Playbook Course

STS Credits: 4

Format: Online, Self-Paced

Length: 6 sessions - approx. 4 total hours

Sports ETA Member Price: \$399

Non-Sports ETA Member Price: \$499

an on-camera coach for individuals, companies, and charities, helping them become more comfortable and confident on camera. She's a two-time breast cancer survivor who reminds you and the women you love: it's time to get a mammogram.

 <https://www.linkedin.com/in/kathrine-nero/>

 <https://www.instagram.com/kathrinenero/>

Course Learning Outcomes

After completing this course, you will be able to:

- Develop a heightened level of comfort and confidence in front of the camera, allowing you to present yourself authentically in various virtual settings.
- Master the art of setting up your virtual environment for optimal video, audio, and composition, ensuring a professional and polished appearance in virtual interviews and calls.
- Explore diverse techniques to establish a deeper and more meaningful connection with your viewers or interviewers, fostering engagement and building rapport in virtual interactions.
- Acquire comprehensive skills in preparing, promoting, and executing engaging social media live sessions, maximizing your impact and interaction in the dynamic world of live broadcasting.

Course Content

This is a fully online, self-paced course consisting of six sessions. Each course session includes an informative video lecture and a printable PDF resource page. This course takes approximately four hours to complete.

Session 1

Let's Get Started!

In the first session, Kathrine will outline the course, detailing the skills and knowledge you'll gain. She'll also share her professional background and passion for the subject. Get ready for a course that gives you actionable steps to take to enhance your camera confidence!



Session 2

Logistics, Location, and Lighting

In this session, you will dive into the practical aspects of hosting a successful virtual event. Learn essential skills to troubleshoot technology issues proactively, ensuring a seamless experience for both hosts and participants. You will also discover how to strategically choose the optimal location for your virtual event and master the art of using natural and artificial light to create an engaging and well-lit virtual environment. By the end of this lesson, you'll be equipped with the expertise to navigate the logistical intricacies and elevate the visual quality of your virtual events.

Session 3

Angles, Audio, and Limiting Distractions

In session three, you will learn how to elevate your virtual presence by mastering the art of camera angles and audio clarity. Learn to identify the optimal level and angle for your camera, ensuring a visually compelling presentation. Discover techniques to limit distractions, allowing your content to take center stage. By the end of this lesson, you'll possess the skills to captivate your audience with a polished and distraction-free virtual presence.

Session 4

Connecting With Your Viewer

Session four will help you refine your virtual communication skills to establish a deeper connection with your audience. Explore the power of eye contact in fostering engagement and creating a meaningful connection. Dive into the nuances of effective body language, understanding how it translates through the screen. Additionally, discover valuable tips on clothing, makeup, and other considerations to present your best self on camera. By the end of this lesson, you'll possess the tools to authentically connect with your viewers.

Session 5

But What do I Say?

In session five, Kathrine will share her strategies for tackling the art of effective communication. Explore the significance of maintaining a conversational tone, even in formal interviews, to establish a genuine connection with your audience. Learn to deliver your message with confidence through the power of trial and practice. This lesson equips you with the skills to articulate your thoughts seamlessly, ensuring your message resonates authentically and confidently in various virtual communication scenarios.



Session 6

Preparing for a Social Media Live

In this final session, you will learn about the intricacies of successful live broadcasting on social media platforms. Learn the art of planning ahead to ensure a seamless and engaging live session. Explore the impact of strategic engagement tools within the first minute, maximizing viewership and interaction. Discover the art of crafting a compelling call to action that guides your viewers on the next steps. By the end of this lesson, you'll be well-prepared to navigate the dynamic landscape of social media live broadcasting, creating impactful and interactive content that captivates your audience.

Upon Completion

Successful completion of the course materials will earn you a Certificate of Achievement from the Sports Tourism Learning Institute and four credits towards your [Sports Tourism Strategist Designation](#).

Having completed this course, you will also gain a deeper understanding of the topic, real-world application strategies, and numerous professional resources and connections to reference during your career.

Questions?

If at any time you have questions about this course or any of our other courses, please contact us at info@sportseta.org. Because this course is self-paced, please do not try to contact the course content providers (instructors) with your questions.

If you need technical help with the course, please email us at support@sportseta.org.

