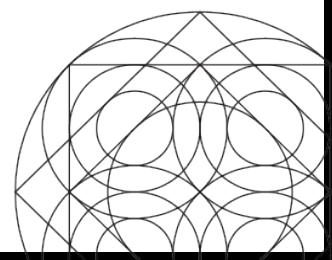
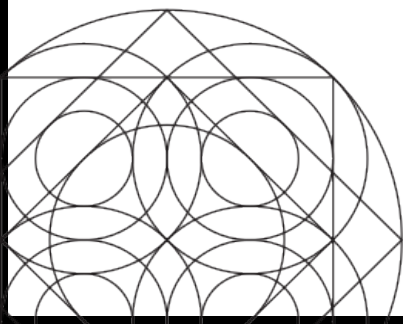


PRESENTATION FOR

TV



PRESENTATION FOR TV



TV appearances are huge opportunities that you'll end up leveraging for year and years to create more opportunities, so its critical that you've got your presentation on point

WHAT TO WEAR

- *The majority of time when you're on TV you'll be a guest on a talk show*
- *You will be angled to face the host, and the camera will be at an angle*
 - *Research beforehand to figure out where the guests sit and at which angle the cameras are to the guest*
- *Test your outfit at home to make sure it work*
- *Check that the outfit is flattering at an angle when sitting*
- *You want the audience to be focused on you, not distracted by what you're wearing. So its better to go for simple over statement.*
- *Keep in mind the longevity of your video shoot and avoid anything that's going to date too quickly*
- *Avoid baggy clothing and horizontal lines*

PRESENTATION FOR

TV



WHAT TO WEAR

- *Wear perfectly tailored attire and follow the Buttoned vs. Unbuttoned rule*
- *If you're wearing a tie, make sure it's the kind of shape that your target audience would appreciate*
- *Men: avoid short sleeves*
- *If t-shirts are in your brand ID, go for a new one that has not been worn more than a couple of times*
- *Think of the image you're trying to project*
- *Wear natural fabrics that tend to breathe*

THINGS TO AVOID

- *Patterns – even with ties*
- *Accessories that make a sound or have a flat surface that could reflect the light*
- *Long necklaces that may rub on your microphone*
- *If you wear glasses, adjust the position or opt for glare proof glasses*
- *Shoes that you can't walk onto the stage comfortably in*
- *Clothes with no place for your lapel mic*
- *Plain blacks and whites...opt for bright bold colours that are in your colour palette*

PRESENTATION FOR

TV

HAIR AND MAKEUP

Ask your producer beforehand what the protocol is for hair and makeup, and ask to be added to their schedule

You can do your own hair and makeup at home and then let them do final checks before you go on

When you arrive at the station, ask your producer when is best for you to go into hair and makeup...but remember....they are busy and your hair is not their priority!!

A few extra tips on hair:

- *Make sure your hair is out of your face and not covering your eyes*
- *Consider camera position when determining hairstyles*
- *Set your hair in a way so that you cant touch it or play with it*



PRESENTATION FOR *TV*

GROOMING FOR MEN

- *Consider camera positioning when determining your part*
- *Ensure your hair is not covering your face*
- *Visit a hairdresser*
- *Clean shaven is better on film*
- *Don't be afraid to ask the makeup artist to touch you up*

