

THINGS TO CONSIDER BEFORE YOU LIVE STREAM

THERE'S LOTS TO THINK ABOUT WHEN PLANNING AN EVENT, BUT SMALL ELEMENTS CAN MAKE YOUR EVENT A HUGE SUCCESS OR A BIG FAILURE.



1: INTERNET & POWER

To ensure a stable and reliable stream, we need access to wired internet and power. Cabled internet is far more reliable than wifi (even high-speed) and prevents any dropouts in the stream. We will discuss this with you in the planning stages of the stream and scope out the best location for us to set up during our site-visit, but it's helpful to know these essentials are ticked off the list as soon as possible.

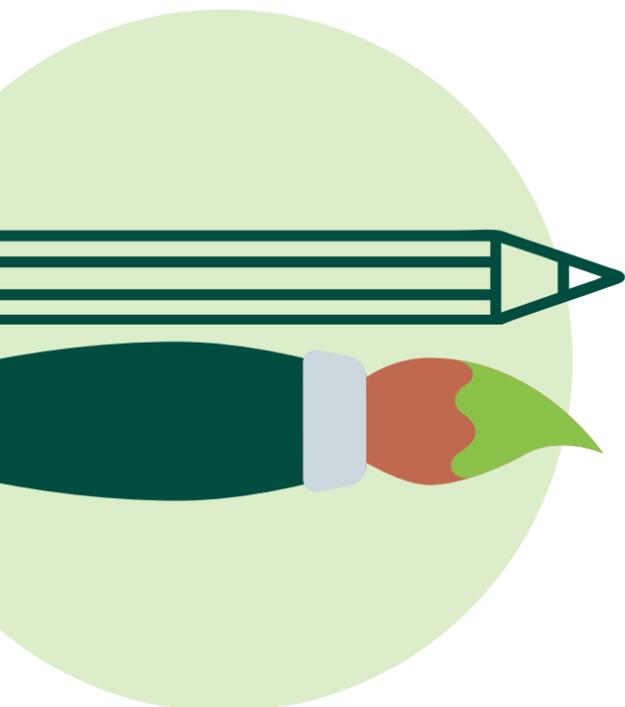
2: AUDIO

It may seem obvious, but we need to hear your presenter or whoever is on stage as well, not just the people in the room. If you have an PA system or someone handling audio from the venue, we'll need an audio feed from them. If the presenter is running a powerpoint presentation, we'll need a feed from either their laptop or the projector as well. If you don't have any AV sorted for the event, let us know so we can quote for one of our trusted suppliers to help.



3: GRAPHICS

By now, we may have already chatted to you about what you'd like shown at the beginning and end of your stream. The usual holding graphic is your company logo and event title/date etc. We can make this up for you, or you can send us one you've made. We can also design name keys for those presenting and holding slides for during the event if required ("we're taking a break, back in 10"). You need to send us any graphics files in the highest quality possible (1920 x 1080p is what we recommend for full-screen graphics).



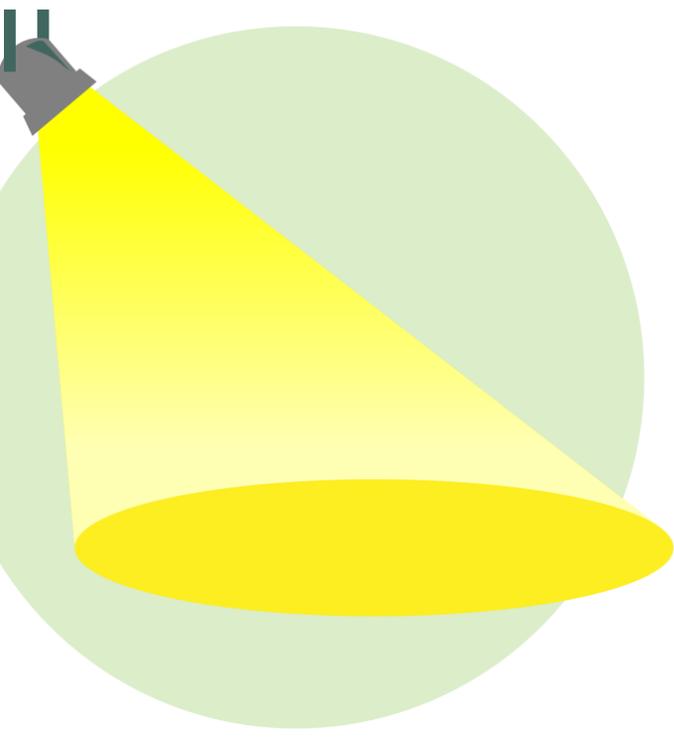
4: VIRTUAL EVENTS

If you need to incorporate virtual elements into your stream, like presenters video calling in via zoom, we need to know this as soon as possible as this adds complexity to the livestream and we'll need to allow for extra equipment and crew. There's also a bit of testing we'll need to do before event day with presenters, to make sure we can see and hear them properly.



5: LIGHTING & STAGE

Setting up the stage and lighting for the audience in the room and watching online are two different things. Bad lighting can mean your online viewers not seeing anything. Placing a banner or plant just to the side of the presenter can help to separate the presenter from the dark background. Make sure the venue has sufficient lighting and some options for dressing the stage. Don't forget, your online audience won't see the whole stage!



6: STREAMING PLATFORM

There are a few options when it comes to your streaming platform. Our usual solution is YouTube, because it's a free platform that works for most of our clients. YouTube offers three options when streaming; public, meaning anyone can view the stream; unlisted, meaning those only given the link can view the stream; private, attendees email addresses are added into the stream event and invited to view. There are other platforms that offer paid services (such as password protection and geoblocking), but we would need to test them out with our equipment in advance of your event.



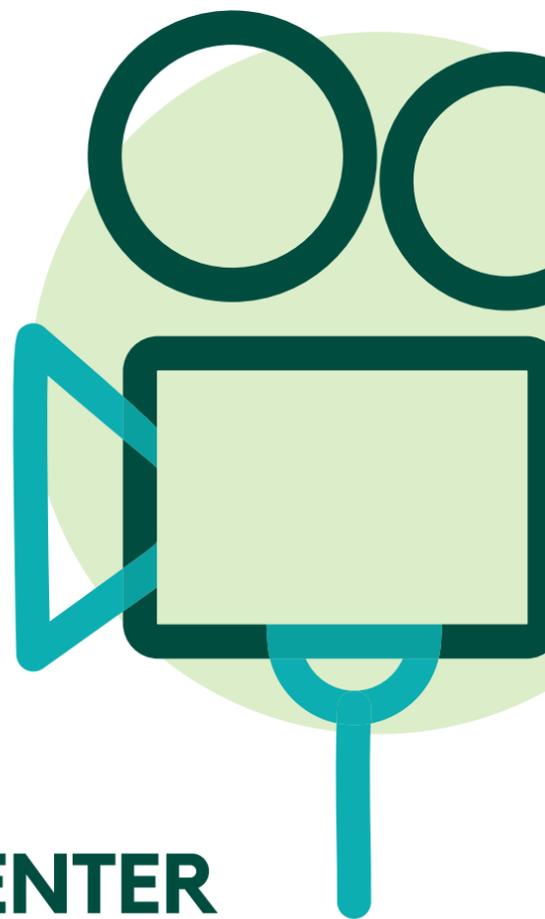
7: COPYRIGHT

One of the main issues we face with live streaming is the risk of copyrighted content being played during events. If you believe any copyrighted content (such as music or videos) may be played during your event, please make us aware of this before event day. YouTube may either mute or cut the live stream during this content. We would advise avoiding playing this content if you can, but if not we can design holding graphics to cut to during the stream.



8: CAMERA POSITIONS

During one of your venue site visits, take a quick look around the seating area to see where the best camera positions might be. We will also advise on this during our site visit, but it's something to keep in mind while you're planning to make sure the venue can fit us all in comfortably!



9: PRESENTER CLOTHING

Floating heads are funny when you're watching Harry Potter, but they just make your live stream look unprofessional. Advise your presenters to avoid wearing black on the day if possible. Lighting may help avoid this look if you can't avoid black clothing.

