

# YOUR CHECKLIST FOR LIVE STREAMING

Live streaming content is a great way to extend the reach of your event and to engage with remote participants. Given the various live streaming options available, even at no cost, there is little to hold you back from trying this at your next event.

We have put together a checklist to help you live stream. Enjoy and happy streaming.



## BEFORE YOUR EVENT

### ☐ PICK YOUR FILMING SPOT

- Find a spot that is close to the action. Depending on your live streaming platform and device, you may be able to zoom—but zooming extensively will lower your video quality.
- Take note if you will need to change the point of view to capture a second stage or video wall.

### ☐ CHECK THE INTERNET CONNECTION SPEED

- Don't just rely on what the venue says of their connection speed, test it out yourself.
- We use [www.speedtest.net](http://www.speedtest.net) or the app:  
iOS: [www.speedtest.net/mobile/iphone](http://www.speedtest.net/mobile/iphone)  
Android: [www.speedtest.net/mobile/android](http://www.speedtest.net/mobile/android)
- The upload speed is the number you should pay attention to when it comes to live broadcasting. **The minimum acceptable speed is 1.5 mb/s.** That won't get you HD video, but it will stream. The higher the upload speed, the better the video quality.
- Also note, when you are in a room with 100+ other phones all connected to the same internet connection, the speed you will get will differ from when you are the only one in the room connected.

### ☐ MAKE SURE YOUR EVENT SPEAKER(S) HAVE APPROVED THE LIVE STREAMING OF THEIR CONTENT.

- This is best taken care of as a bullet item in your speaker contract.

### ☐ USE A TRIPOD WITH A PHONE MOUNT

- Avoid a shaky video by using a tripod and a phone mount. You can get a tripod for about \$25 and a phone mount for your tripod costs about \$10.
- Phone mounts on [amazon.com](http://amazon.com): [bit.ly/cell-mount](http://bit.ly/cell-mount)
- Basic tripods on [amazon.com](http://amazon.com): [bit.ly/tripods1](http://bit.ly/tripods1)

### ☐ BATTERY AND BACKUP

- Make sure your phone's battery is sufficiently charged. If your event session is longer than 45 minutes, you should also have a portable battery backup just in case.
- Portable battery packs on [amazon.com](http://amazon.com): [bit.ly/backups1](http://bit.ly/backups1)

### ☐ TEST A LIVE STREAM BEFORE THE REAL EVENT

- Make sure you are familiar with how to start the broadcast.
- Check the viewpoint of your location.
- Ensure your device is functioning properly.

### ☐ SHARE!

- Mention on your blog, emails, event page and social media accounts what/when/where you will be live streaming.



## DURING YOUR EVENT

### ☐ HAVE HUMAN BACKUP

- Have a colleague assist with viewer's comments/questions from a desktop or laptop computer. Depending on the volume of comments and questions you might not be able to answer them or you might not be able to talk much during your event. Having a colleague watching along helps ensure remote viewers receive the necessary level of attention/service.

### ☐ TALK AND SHARE

- Don't just set up the camera and forget about it. Welcome everyone at the beginning of the live stream. Introduce yourself and the session.
- Welcome the new viewers midway through the session and repeat the name of the event session.
- End your broadcast with a friendly good-bye, repeating the session name and thanking the viewers for joining you.
- If you have any pauses during your live event, use this time to say hello to viewers, repeat what you are filming, remind them to ask questions through the chat panel, bring up items the viewers may have not noticed, etc.

### ☐ SHARE!

- Don't forget to share on social media while you are live streaming with the link to watch your broadcast. This is where your colleague can also help!

## POST EVENT

### ☐ SHARE!

- Share your recorded live stream on social media and in your blog recap of the event.

### ☐ LEARN

- Write down what you will do better on your next live stream and take any actions necessary to ensure improvement.

## ABOUT PLAN YOUR MEETINGS

Plan Your Meetings was founded in 1995 to serve and educate the non-titled corporate meeting planner—the person who was hired at an entry-level admin position and then tasked with planning sales incentives, training seminars, holiday parties and conferences in addition to everything else they did. We know that you probably don't realize this, but you're not alone. The majority of the meetings planned in the corporate world are being done by people like you. We'll help you find them and share your own story in the process.

**Our goal is to unite the industry.**

Plan Your Meetings is a branch of the largest and most prestigious association for meeting professionals in the world, Meeting Professionals International. So when you're ready to commit to being in this industry and taking the next step, we can help you find a community of like-minded individuals, local networking events and the education you need to advance in your career. For just \$25/month you can join MPI at a level that gives you access to unlimited on-demand education.

Interested? Learn more: [www.planyourmeetings.com/mpi25/](http://www.planyourmeetings.com/mpi25/)

