



An Event Organisers Guide to Internet Broadcasts

In the past, Internet Broadcasts were often regarded as a “Nice to Have” addition to the conference or seminar. However, in today’s harsh economic climate Internet Broadcasts are now seen as the best way to increase audience numbers and to engage with those delegates who are being excluded because of their geographical situation.

As an event organiser you’ll be very familiar with the nuts and bolts of organising your conference or seminar. However, organising the Internet Broadcast as an integral part of your conference may be less familiar to you. That’s why we have created this step by step guide to organising your conference Internet Broadcast.

- 1. Check with the venue that they can supply a fixed broadband connection as opposed to a wireless connection. We cannot over emphasise the importance of a stable broadband connection during the Internet Broadcasts and wireless is notoriously unreliable for this type of application. If at all in doubt, ask your Internet Broadcast provider to check out the location well before time and report back as to its suitability.**
- 2. If the venue cannot provide a stable, reliable broadband connection we may be able to use one of the new 4G routers to provide a quality connection for the day. This can be very effective and is very reasonable in terms of cost.**
- 3. Contract with a good reliable AV company to provide the projection and audio systems. They’ll liaise with you to determine the correct number and types of microphones you’ll need to make sure that both the presenters and questions from the audience are heard clearly by the Internet Broadcast viewers.**
- 4. Inform your presenters well in advance that you intend to Internet Broadcast the presentations. If they come from out with your organisation you will probably need then to sign a Release Form prior to the conference.**
- 5. Ensure that each presenter is sent a copy of the Presenters Guide to Internet Broadcasting not only as a matter of courtesy but also to ensure that they are aware that they also have a remote audience and should be engaging with them as well as the conference delegates in the auditorium.**
- 6. Try and ensure that presentations are delivered in PowerPoint format and if the presenter normally uses a Mac ask them to export to PowerPoint.**



- 7. Ask presenters to ensure that their presentations are available at least the day before the event to give the Internet Broadcast company time to upload to their server and if necessary deal with any issues.**
- 8. If any of the presenters plan to use video clips or DVDs please advise both the AV company and the Internet Broadcast company beforehand in order that these can be incorporated into the Internet Broadcast.**
- 9. Advise both the AV company and the Internet Broadcast company of the room layout (either theatre style or cabaret style) prior to the conference so that they can plan for camera positions etc.**
- 10. If a keynote speaker cannot attend for any reason we can, with reasonable notice, arrange for them to broadcast live to the conference and to the online viewers and this presentation can also be archived for future access on demand.**
- 11. Finally, always remember that there is no such thing as a stupid question. If you are unsure of any aspect of Internet Broadcasting just ask.**
- 12. During the Question & Answer sessions of your conference or event it's always a good idea to have one of your team to act as moderator. They are more likely to know many of the online delegates and can encourage them to actively participate by asking questions or commenting on what they have just heard.**
- 13. More and more organisers are asking delegates and presenters to do a short interview to capture the key messages and learning points of the day.**