



## **A simple guide to Internet Streaming.**

### **Purpose**

**We've put together this short guide as a basic introduction to Internet Broadcasting. It doesn't cover everything, but it does provide the information most people need to get started, including:**

- ☒ What Internet Streaming is**
- ☒ Why it should be considered for your event**
- ☒ What's involved**
- ☒ Some technical considerations**
- ☒ Tips on making the most of your Internet Broadcast**

**If you need any additional information, just get in touch by email or telephone. We're always happy to help.**

### **What is Internet Streaming?**

**Internet Streaming is sometimes known as „webcasting“. It allows you to send video programmes directly to people's computer as long as they have a broadband connection, which most people do.**

**The video programmes can be from live events such as conferences or seminars, or from your archive (or library) of previously recorded material.**

**Video3mediamedia streaming includes all of the following features:**

- ☒ Video of your conference or seminar speakers, together with their**

### **PowerPoint presentation**

- ☒ The ability to bring in subject experts from anywhere in the world, direct to your event, via the internet**
- ☒ Remote conference delegates, who are participating from their office or home, can interact with the presenter by making comments or asking questions or asking for clarification on a point that's been made**



☑ Your Internet Broadcast can also be used by remote delegates to download any conference documentation such as a speaker's hand-outs, etc.

☑ All Internet Broadcasts from Video3media are automatically archived, which allows both live and remote delegates to watch the presentation again at a time that suits them best.

Why consider Internet Streaming for your event? There are lots of reasons to consider Internet Streaming and some have already been listed, but the Big 5 reasons have got to be:

### 1. Costs

Events are expensive, whether it's a conference or a training seminar, and the costs are increasing annually. Internet Streaming, either as part of your live event, or instead of a live event, can deliver major savings.

Some people tell us that the delegates pay for everything anyway but the opposite argument is that delegate numbers are falling and so too has the number of events. Delegates will only pay for a conference if they find it cost-effective and more and more potential delegates, and the organisations they work for, are adding up the real costs of travel, accommodation, delegate fees, catering, lost productivity and time away from their families.

With Internet Streaming, everyone wins – the event organisers, the delegates, the organisations they work for, and the environment.

### 2. Increased delegate numbers

You may be thinking of arranging a conference for, say, five hundred people. The problem is that many of your target audience won't be able to make it to your chosen venue. Others won't be able to make it on your proposed date and, for others, commitments will change after the booking date and they won't be able to make it after all.

Dates, times and venue locations don't matter with Internet Streaming. Those who can tune in live will get the live version and those who can't make the conference dates will catch it all on their computer at a time that suits them.

All of this increases delegate numbers and encourages those from further afield to attend via your broadcast. If delegate fees aren't charged, you still get a bigger viewership from a wider geographical area and, if delegate fees are charged, reduced rates can apply for remote delegates.



### **3. Message reinforcement from archives**

How many conferences or seminars have we all attended, where we've been forced to take copious notes rather than relax and enjoy the content being delivered by the speakers? The short answer is, "Too many!"

If a point is missed, it's missed forever. There's no rewind button on a keynote speaker, but there is with Internet Streaming.

Those who attend the live presentation don't have to take all those notes because they know they can listen to the presentation again at home or in the office. And remote delegates already know that this multiple viewing option will be available to them.

Both live and remote delegates can also share the presentation with their colleagues as part of a training session for example.

### **4. Environment**

Virtually everything about a large international conference is environmentally unfriendly. With Internet Streaming, the opposite is true.

### **5. Efficiency**

Internet Streaming is efficient. It makes financial sense and it's very effective at delivering messages through high quality video production.

In building your archive of speakers on different topics, you will also create a resource that can be used again and again in multiple situations.

**What's involved?**

When organising your event for internet Streaming, you should consider the following points.

**Does the venue have the necessary broadband services?**

**Have you briefed your presenters in advance about the event being broadcast via the internet? They should submit their PowerPoint presentations at least 36 hours before the event if they are to be incorporated into the internet broadcast and allow time for changes**

**If presenters have any technical or operational queries, they should contact Video3media directly**

**During any presentation with slides, the slides should be at the presenter's left hand side.**



Video3media has a wide network to draw on should any problems need to be resolved. Contact us as early as possible with any queries.

## Technical considerations for the non-technical

The easy option is to talk to Video3media first for any technical advice or practical support that may be needed.

Video3media exists to allow you, the event organiser, to focus on the main objective, which is to deliver a successful event. However, knowing something about the technical requirements of internet broadcasting will help you deliver a more effective conference or seminar.

Don't leave internet broadcasting decisions until the last minute. Take early action on anything that concerns you or anything that may cause problems.

## The broadband connection

Many venues claim to have an excellent broadband facility but, unfortunately, they don't. Many can be totally inadequate for internet streaming. Check the venue thoroughly or ask Video3media to speak to their events people.

## Sound

We recommend the use of a PA system for any audience larger than twenty and most venues should be able to supply this. If not, they can be easily hired. Whatever the source of the sound equipment, try to get someone from that company to be there during the event. But at the very least, someone needs to know how to change a battery on a radio microphone (and where the spare batteries are kept).

## Lighting

Good video needs adequate lighting. The presenters need to be lit, but try to avoid „spill“ from the lights hitting the projection screen; although a screen with a good light output will help overcome this.

Ask presenters not to stand too close to the screen where their slides are displayed. The light from the screen can affect the lighting of the presenter and make the video recording less than adequate.



Some presenters stand still (we love them) but others are „happy wanderers“ and tend to roam around the stage (we don't love them so much). There's nothing inherently wrong with wandering unless you are a camera operator who has to guess which way the presenter is going to turn next. If you have “happy wanderers” the full presentation area needs to be appropriately lit.

## **Projection**

For video and slide projection, the best choices are back projectors or ceiling projectors. If these aren't options, advise presenters to stay away from the projector's light to avoid video recording problems.

Whoever provides your projector should be asked to provide a long VGA cable to ensure adequate distance between the projector and the presenter's PC or laptop.

## **Make the most of your internet broadcast**

You've probably noticed that most of the advice we've given here applies to all good event management, whether or not you will be broadcasting it.

When you've finalised your event programme (at least seven days prior to the event), send a copy to Video3media so that we can make a start on any on-screen artwork and create a test link for all remote delegates so they can easily access the event on the day.

When internet streaming, do remember that there is a remote audience, in addition to the one that is attending the live event at the venue. Acknowledge they are there and engage with them during the introductions and presentations. For maximum effect, look directly at the camera when addressing remote delegates.

If presenters invite questions from the floor, remind them to invite the remote delegates to participate too.

If you have any other operational, technical or marketing queries about internet broadcasting, please contact Video3media