The Go Live Checklist

How to produce live video events like a professional.

1. Determine your purpose for going live.

The first thing you need to identify is **why**. Are you launching a new product, and need to reach a wide consumer base? Does your organization have distributed workforces that require access to the same company updates?

Really focusing on the purpose of your event will keep you moving in the right direction throughout the planning process.

2. Identify your intended audience.

If you’re using live video to communicate with internal teams or train retail associates, you likely already have an idea as to who will be tuning in. If the plan is to launch a new product to the masses, think about who you’re trying to get this information to.

This will inform your marketing efforts, and help you to build the right content for your viewers.
3. Nail down the logistics.

Be thoughtful about when and where your event will take place. Have you checked to make sure that the Monday you selected doesn’t fall after a holiday weekend? What’s the best time of day to host an event, if you’re livestreaming to audiences in multiple time zones? Being mindful of logistics will increase the size of, and experience for, your audience.

4. Build out your content.

To keep members of your audience engaged, be prepared to present them with information that they want to know, is clearly defined, and contains key takeaways. Think about it from their perspective: are they experts on the topic you’ll be discussing, or will they benefit from more high-level information?

And what themes can you draw upon that will be the most engaging? Keeping it fun, interactive, and creative is key.

5. Create your Brandlive event page.

It’s time to build your Brandlive event page. Use Brandlive’s customizable features to create a theme, feature your company logo, and display images. Additional options like product tabs, courses, and quizzes are available.

And if you want to capture viewer information, enable event registration.
6. Select your on-screen talent.

Make sure to pick people who are natural on camera, can engage the audience, understand the content being delivered, and - most importantly - are able to go with the flow when hiccups occur.

And don’t forget your host! This person will be responsible for guiding the conversation, relaying audience questions and comments to other presenters, and ensuring that everyone stays on schedule.

7. Identify production staff and moderators.

If you’re broadcasting from a mobile device, you may only need one person. For a more advanced production setup, pick skilled people who are comfortable with the equipment, and who have experience producing live events.

Make sure to also pick a moderator who can feed participants’ questions and comments to the presenters, and respond directly to viewers on the page.

8. Pick a broadcast location.

Your set should reflect, but not deter from, the nature of your event. You might select a quieter backdrop to showcase products that are large or flashy, or opt for a more visually appealing set to add interest to a smaller scale webcast.

Consider the location’s noise level, make sure you have good lighting, and pick out furniture and props that will bring your broadcast to life.
9. Ensure you have the right equipment.

What are your specific equipment needs? If you’re broadcasting from a mobile device, don’t forget a tripod, phone charger, and perhaps a wireless mic. For a fuller production setup, double check that your production staff is familiar with each device.

Give yourself enough time to rent additional equipment if necessary, and don’t forget seemingly smaller items like cables and connectors.

10. Nail down the production details.

We can’t stress this one enough: do not forget to test the internet of where you’re going to be shooting. Internet access / speed and power availability are of the most critical details when setting up live video production.

Next, what visual assets will you need? Gather any logos, pre-recorded videos, images and slides that will be featured on your event page.

11. Create a Run of Show.

Put together a Run of Show (a scheduled, detailed order of events) for the day of the event, so that your production team and on-screen talent are on the same page. Call out places in which you’ll show slides or videos, or have a product demonstration on camera. If you’re looking to drive audience interaction, make sure to leave time for Q&A at some point during the broadcast.
12. Make an intentional plan for audience interaction.

Consider various ways to connect with viewers beyond just Q&A. If you want your audience to watch the whole broadcast, try incentivizing participation with a contest or giveaway that occurs at the end. Having your on-screen talent play a game or perform a task that requires audience input can be fun, too.

No matter what, think about what you can do to create a memorable experience that will resonate.

13. Define your promotion strategy.

Don’t let your killer event go to waste by not properly promoting it. If you have a strong social presence, utilize those channels. These sites allow for paid promotion as well, if you’re looking to expand your reach. If you’re B2B, put together a list of leads and contacts for an email blast.

Give your targeted viewers enough time to put the event on their calendars, and consider an appropriate cadence for your posts and emails. We find that a week in advance, the day before, and the morning of, works well.

14. Plan and execute a rehearsal.

The more rehearsal time you have, the smoother your broadcast will be. Get in alignment on which camera to look at and when, and have your presenters and producers get aligned on the Run of Show. Schedule a full rehearsal the day before, and plan for a quick run-through 90 minutes prior to going live, with the set and production elements in place.
15. Go LIVE!

It’s go time! About ten minutes before your scheduled broadcast, cue up your opening title card or logo in the live window, indicating to early visitors that you’ll be live soon. Make sure that your moderators and producers are all set up and ready to go.

Ask for quiet on set, and remind your presenters to smile, act natural, enunciate, and have fun!

Post Event

Once the webcast is over, don’t forget to debrief with your team and dig into the metrics. How many people tuned in, and for how long? How interactive were the participants? Summarize all feedback, and plan future marketing communications based on the audience that tuned in.

Finally, make sure to post the recording on-demand, which you can continue to promote after the fact.

Thanks for reading!

Next step:

Chat with our live video experts about your specific ideas for going LIVE.

Even if you’re not a Brandlive customer, we can help.

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