The Ultimate Live Stream Checklist

Use this list to pull off a perfect Live Stream for your production.

Pre-Event Preparation

The first step is to determine the purpose and objectives of your event with the addition of adding cameras and recording equipment. Plan your labor based on this to ensure you have enough operators.

Technical Setup and Equipment

Select and position the camera for each desired moment. Choose the microphone and adjust audio accordingly. Ensure optimal lighting for clear visibility. Have a contingency plan for potential issues such as poor internet.

Content Planning and Execution

Focus on the content structure/format of your agenda and sessions for streaming to other audiences. Add engaging and interactive elements to the show flow for both in-person and virtual audiences.

Engaging Visuals and Graphics

Design appealing overlays and lower-thirds that provide thematic and relevant information to virtual attendees. Incorporate event branding and logos of involved organizations. Display call-to-actions to keep attendees focused on the stream.

Audience Engagement and Interaction

Use real-time audience engagement tools. Encourage viewers to participate through comments and questions, and incorporate live polls and surveys. Then assign a dedicated team to monitor and respond to viewer engagement.

On-Site Execution & Analysis

Create a dedicated production area to monitor stream quality. Conduct tech checks before going live. After the conference, evaluate viewer engagement and feedback, analyze stream metrics and viewership data. Identify areas for improvement and document best practices for future events.

Let's Start Planning Your Event

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