Intrado
DIGITAL MEDIA

A Complete Guide to Live Streaming for Events/Meetings Managers

Information to Insight

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What is Live Streaming?

Through live streaming, you're able to take real-time coverage of an event and broadcast it directly to your audience.

Viewers can tune-in through a variety of ways, including: **TV**, **Webcasts,** and **Social Channels**.

You may already be capturing sessions or keynotes at your events and offering viewers on-demand access after the event ends.

Incorporating a live streaming strategy gives your content the power to reach your full potential audience beyond the limits of a physical location to boost ROI and awareness without cannibalizing physical event attendance.
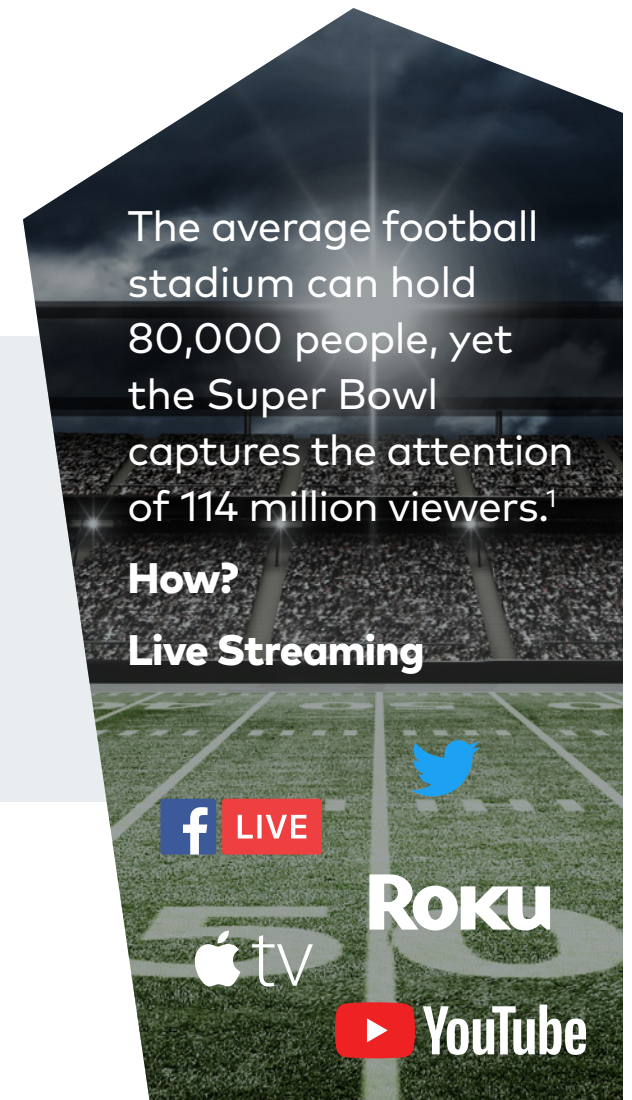
Key Takeaways You'll Gain From This Guide

Throughout this guide, we will walk you through how to **create and market content** that will capture and keep your audience's attention.

Learn how to:

- **Create** engaging and original content from your event.
- **Select** the appropriate live streaming channels to host your program.
- **Promote** your live stream to reach your target audience.
- **Execute** a live stream program from start to finish.

30% of virtual event attendees convert to future physical event attendees.

The average football stadium can hold 80,000 people, yet the Super Bowl captures the attention of 114 million viewers.[1]

How?

Live Streaming

Benefits of Live Streaming

The use of video continues to gain traction as a marketing tactic for building brand awareness.

Live streaming takes video to the next level.

For those who can't meet face-to-face, **live video is the most authentic form of communication** that boosts engagement, brand relationships, and promotes trust.

Other benefits include:

- Reaching a global audience
- Real-time engagement
- Speed to market
- Humanizing your brand
- Creating new revenue streams
- Increasing content syndication

One of our clients cited that, only 1 in 4 people who are interested in their physical event are able to attend due to budget restrictions or scheduling conflicts.

That leaves 75% of their target audience unengaged.

Proof Points

Live video is more appealing to brand audiences: **80% would rather watch live video** from a brand than read a blog.[2]

Live video is **outpacing the growth** of other types of online video, with a **113% increase** in ad growth yearly.[3]

Live
Online

Viewers **retain 95% of a message** when they watch it in a video compared to 10% when reading it in text.[4]

The majority of marketers believe that live streaming will impact events the most.[5]

Video Content Syndication

Given the main goal of live streaming is to maximize reach to drive leads, video content syndication gives you the ability to broadcast to a variety of channels through one feed and to get your content in front of as many people as possible.

There are two types of channels you can use for your audience. Each location serves a different purpose, so it's important to choose a combination that works for your audience.

Public Sites

Social channels that are ungated, like Facebook, YouTube or Twitter, are locations where your community already exists, making access to your content easier. These channels also open the door for expanding brand awareness to like-minded audiences and touching those not in your database.
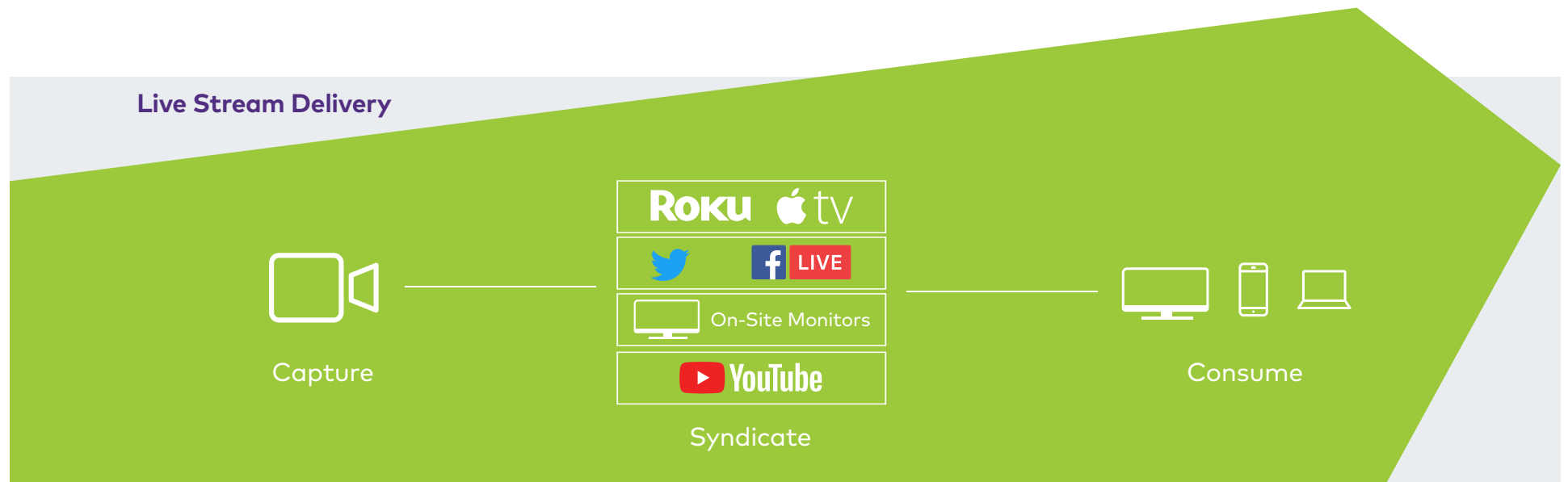
Examples Include: Facebook, Youtube, Twitter, OTT (Roku, Apple TV, smart TVs), websites.

Gated Sites

If knowing more data about your audiences' actions is important, use registration pages to collect information about your audience before they are able to view the live stream. This method works best for lead generation and scoring through tracking engagement and interaction.

Examples Include: Webcasts, Virtual Events, secured websites.

Live Stream Delivery

Capture — Syndicate (Roku, Apple TV, Twitter, Facebook LIVE, On-Site Monitors, YouTube) — Consume

Formats and Use Cases

Live stream programming can consist of a variety of content types, providing flexibility for you to achieve your business goals. Creativity is key when determining what content will work well for your online audience.
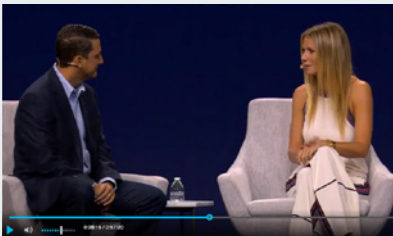
Single Video Steam	Video Stream Series	Virtual Events	Event TV
This works best for one-off programs where you want to showcase a key portion of your event. **Use Cases:** Product announcements, keynotes and general sessions, event recaps	Build a series that is hosted in one location such as a video portal that allows for attendees to tune into the live program but also reference back to previous programs kept on demand. **Use Cases:** Breakout sessions, training and certification, event highlights	Create an immersive event experience to emulate a physical conference with event spaces, sponsorship opportunities, programmed sessions and engagement tools. **Use Cases:** User conferences, virtual tradeshows, customer training	Emulate a TV broadcast experience through one or many interactive live streaming channels that includes structured programming. **Use Cases:** Breaking news, industry panels, interviews, behind the scenes

Case Study

HIMSS TV was broadcast live from a multi-stage set at their global conference, HIMSS19. HIMSS TV programming included panel discussions, event highlights, product demos, and interviews hosted by a professional news anchor.

The **program was syndicated** to Facebook, Twitter, HIMSS.TV, conference TV monitors, a hotel TV channel and Roku.

HIMSS TV doubled their conference audience size and exceeded their sponsorship goals, resulting in a significant increase in event ROI.
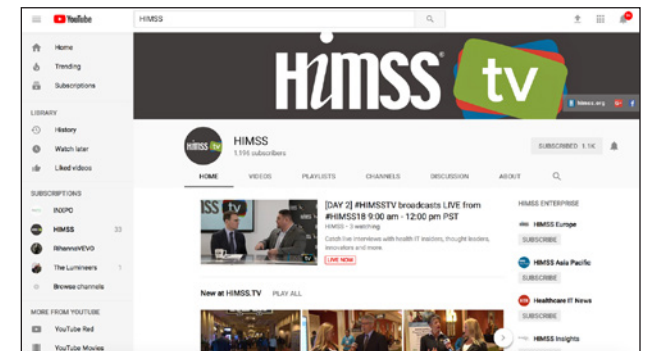

Results

119,000+ LIVE VIEWS
across all channels over three days.

349M+ TOTAL IMPRESSIONS
bringing awareness to content, sponsors, and luminaries.

### 187,000+ MINUTES VIEWED
on HIMSS.TV.

Content Creation

Creating content for your virtual audience should be a combination of what your audience is wanting to see and what will **help you achieve your business goals.**

If you're looking to **create buzz** around your event to **increase physical attendance in the following year**, your programming may look different than someone planning a training conference.

The most dynamic live streams include a variety of content that keeps communities engaged.

Some ideas include:

- Keynotes, general or breakout sessions
- Thought leadership panels
- "Man on the street" attendee interviews
- Pre-session interviews with session speakers
- Behind-the-scenes footage
- Sponsored content
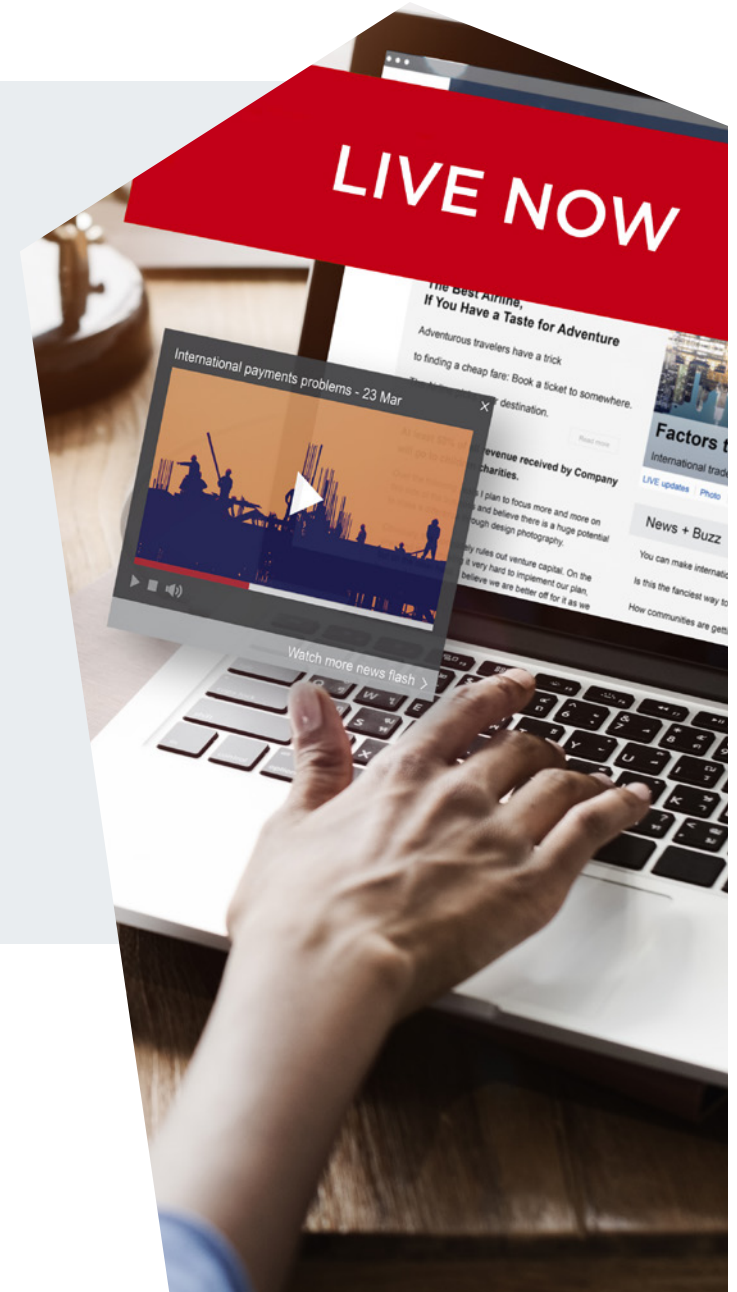
Content Creation Checklist

☐ **Define Your Target Audience** - Establish what your ideal audience looks like. (demographics, challenges, etc.)

☐ **Set Content Goals** - What do you want your content to communicate and your audience to walk away with?

☐ **Create Engagement Opportunities** - Find ways for your audience to interact with the live stream through chat, live Q&A, polls or social media.

☐ **Determine Lead Strategy** - How will you score and follow-up with leads based on program metrics?

☐ **Research Topics** - Identify industry-relevant subjects, as well as popular and current topics.

☐ **Recruit Speakers and Moderators** - Find industry-relevant subject-matter experts or source them within your organization. Often the best knowledge and on-air talent is found amongst your coworkers.

☐ **Build a Publishing Schedule** - Create an editorial calendar with selected programming laid out ahead of time.

☐ **Repurpose Your Content** - Use your live stream content in other ways such as blog posts, video teasers, podcasts, etc.

Program Promotion

Now that you have created your content, make sure your target audience sees it and takes action.

Integrate messaging and promotions about your live streaming session into your overall event marketing campaign. Below is a three-month sample campaign including best practices to consider for a variety of marketing channels.

Pre-Event Promotions

Email

- Create a multi-touch email campaign and segment based on physical event attendance.
- Include registration or where-to-watch links in event newsletters.
- Start your schedule about two to three months out.

Digital

- Post on social media beginning three months out.
- Use an event hashtag.
- Display ads on the event website.

Influencer

- Develop a toolkit that includes email templates, graphics, and social messaging for influencers of your event.
- Write a press release that specifically highlights the live stream portion of your event to attract attention of media.

Website

- Make sure that your event is easy to find and the call to action is clear on the landing and home page.
- Go the extra mile by incorporating real-time personalization and/or content recommendations.

Word of Mouth/Referral

- Provide speaking points to sales and other client-facing staff to talk to clients about the event.
- Create an invitation email template for staff to distribute to clients.

Alliance

- Provide a promo toolkit to sponsors, speakers, or other business partners with sample messaging and graphics for email and social channels
- Post right before live start time and throughout the program with highlights to draw interest. (i.e. live tweeting)

During Event Promotions

Email

- Include live stream registration and where to watch links in daily event emails.

Digital

- Continue social campaign and include real-time video clips from the show for a sneak preview.

Website

- Showcase your live stream by embedding it on the event home page or including links on where to watch.

Mobile App

- Provide access to the stream on the app, and integrate it into the event agenda for physical attendees who might have missed the sessions.

- Set up push notifications regarding key program segments or speaker sessions.

On-Site

- Have printed materials ready about where to watch the live stream on demand when the event is over.

- Post signage where live streaming is taking place to attract interest of those attending physically.

- Display the stream on conference monitors and hotel TVs.

Promotion Checklist

☐ **Outline Marketing Goals** - Strategize your objectives to make selecting the right channels easier.

☐ **Develop Your Messaging** - Remember messaging should be slightly different for each channel. For example if you choose ungated remember to include a call to action.

☐ **Segment Your Audience** - Personalize your message by what is important to each group.

☐ **Pick the Destination** - Determine where to host your live stream based on where your audience spends their time.

☐ **Build the Calendar** - Schedule your promotions so that they flow together.

☐ **Define Metrics** - Discuss how you will measure success to stay on track to meet your goals.

Production and Execution

Based on your goals and budget, you can produce a quality live stream with as little as one person or using a multi-person crew.

Basic Production	Advanced Production	Premium Production

Basic Production

If speed and flexibility are your priorities, you can go live with one presenter or many through a streaming platform and computer webcams, without sacrificing quality. This route is best for marketers who are trying to be cost-effective.

Advanced Production

This option includes a small production crew made up of a professional camera operator, sound, lighting, and host to moderate your program with multiple presenters and guests. Utilizing a production crew is ideal for higher production value, and for capturing content in larger rooms or convention centers.

Premium Production

A full professional production includes multiple camera operators, sound technicians, lighting, a professional host to moderate multiple interviews, panels, and conversations. Going this route is best for event TV experiences when you are looking to create live TV programming with interviews that are shot on multiple stage sets.

Production Checklist

☐ **Internet/Bandwidth** - Work with the on-site event management and A/V teams to secure a dedicated internet connection and coordinate testing.

☐ **Run of Show** - Write out a complete schedule of how the agenda will flow. (i.e. who will introduce the speakers, what is the transition from one speaker to the next, etc.)

☐ **Production Crew** - Secure the appropriate crew members and inform them of their responsibilities.

☐ **Dry Run/Tech Check** - Test out streams on all channels you will be using. Schedule a practice session with A/V team to run through all technical aspects of the production.

☐ **Post-Production** - Set up an editor or team to edit content that can be repurposed on other marketing channels.

Technology Requirements

While video presents unique engagement opportunities between presenter and audience, challenges can arise around your network's ability to provide a stable streaming experience.

Selecting technology that meets the checklist below will narrow your room for error and provide greater quality.

Technology Checklist

- ☐ **Ease of use**
- ☐ **Enterprise integrations**
- ☐ **Adaptive bitrate** streaming
- ☐ **Global CDN** delivery options
- ☐ **HTML5 platform** with no plugins or downloads required
- ☐ **WebRTC enabled** for real-time communications
- ☐ **Delivers slide media and screen-sharing** in addition to video streams
- ☐ **Bandwidth optimization** options for internal delivery
- ☐ **Video syndication support**

Technology Requirements

To ensure a high-quality live stream, share these best practices with your IT/AV teams.

Internet bandwidth requirements

- 10 Mbps upload and download speeds
- Ports 80 & 1935 open
- Dedicated internet line strongly recommended

Preferred resolution

- SD: 640 x 360
- HD: 1280 x 720

HTML5/WebRTC enabled technology

RTMP feed compatibility

Video/audio recommendations:

- SD video: 700 Kbps – 900 Kbps
- HD video: 1500 Kbps – 2500 Kbps
- Frame Rate: 29.97 FPS
- Keyframe interval every two seconds (60 frames)
- Audio: 44.1kHz sample rate, 128 Kbps, mono

Twitter/Periscope Encoder Settings

- 540p (960 x 540) - 0.8 Mbps

Facebook Live Encoder Settings

- Video bit rate: 2500 Kbps
- Resolution: 1280 x 720
- Frames per second: 30
- Maximum stream time: 4 hrs.
- 720p (1280 x 720) - 0.9-3.6 Mbps
- 480p (853 x 480) - 0.6-1.6 Mbps
- 360p (640 x 360) - 0.4-1.1 Mbps

YouTube Live Encoder Settings

- 720p (1280 x 720) - 0.9-3.6 Mbps
- 480p (853 x 480) - 0.6-1.6 Mbps
- 360p (640 x 360) - 0.4-1.1 Mbps

Personnel

Based on your production level, the following personnel may be needed to help you execute the programming seamlessly:

Live Streaming Role	Basic Production	Advanced Production	Premium Production
Platform Software Engineer	●	●	●
Lighting Technician		●	●
Director		●	●
Camera Operator(s)	●	●	●
Audio Engineer		●	●
Producer(s)*	●	●	●
Host/Moderator		●	●
Teleprompter Operator		●	●
Show Manager			●
Technical Director			●

*An experienced Producer can take on multiple roles for smaller productions.

Metrics: Using Data to Track Success

Combining **engagement** activity data with **viewing activity** from social media sites provides valuable information about the reach of your live stream while providing **lead insights** for sponsors.

For example: You know there is strong interest in a topic if **social activity increases** after a sponsor interview.

You can also track the **performance** of text-based content on a specific topic versus video-based content over time. Results of this comparison can tell you which channel your audience prefers.

It's important to track and analyze marketing channel and engagement metrics to get a **holistic view of live stream success.**

Facebook
- Views
- Likes
- Comments
- Shares

Webcast
- Chats
- Q&A
- Polls
- Attendees
- Time spent
- Surveys
- Downloads
- Social shares
- Demographics

Twitter & Periscope
- Views
- Likes
- Comments
- Shares

YouTube
- Views
- Likes/dislikes
- Comments
- Views

Roku & Apple TV
- Views
- Countries

Using metrics like these, you can **assign a value to each activity and create a lead scoring system** that enhances your marketing qualification strategy. Lead scoring allows the lead to determine where they fit in the sales cycle without them even knowing.

Robust scoring models can pinpoint the sweet spot for when a lead is ready to be contacted by sales. By **pairing lead scoring with your Virtual Event data, you can gain valuable insight** into your leads and their position in the buying life cycle.

Getting Started

Comprehensive live video streaming platforms offer all inclusive solutions, allowing you to broadcast, host, embed, syndicate, monetize, and analyze video content.

Here are some final considerations when starting your live stream plan.

- **Finalize Your Goals** - Clearly define what you are trying to achieve with live streaming, so that you can easily identify your needs. (i.e. extend reach, build awareness)

- **Determine Your Budget** - Evaluate where you fall on the scale of basic to advanced production.

- **Assess Your Needs** - Make a list of requirements including functionality, features, and services.

- **Evaluate Live Streaming Partners** - Take the opportunity to consider what software and services partner will best complement your team.

- **Measure Often** – Keep an eye on your performance metrics to continue to grow your audience and elevate your programming.

- **Crawl, Walk, Run** - Start small to get your feet wet and continue evolving your live streaming programs by trying new channels, formats, and use cases.

Sources:

[1] TV viewership of the Super Bowl

[2] 62 Must-Know Live Video Streaming Statistics

[3] Tune in to the Live Video Opportunity

[4] 37 Staggering Video Marketing Statistics for 2018

[5] 2018 Event Marketing Statistics, Trends and Data

About Intrado Digital Media

Intrado, formerly West, is an innovative, cloud-based, global technology partner to clients around the world. We connect people and organizations at the right time and in the right ways, making those mission-critical communications more relevant, engaging, and actionable. Our suite of solutions advances the way companies engage with employees, customers, investors, and the media with the world's only end-to-end communications workflow that allows you to listen, create, connect, deliver, amplify, and measure.

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