



Video3 Technologies Ltd.

## Guide to web-casting The Event Organiser's Guide to getting the most from your Web-cast

This guide has been written to help conference and seminar organisers understand and make use of web-casting to increase their audience capacity.

### The Guide covers the following

1. What is web-casting
2. Why consider web-casting your event
3. What's involved?
4. Some technical considerations.
5. Making the most of your web-cast - tips & hints.

#### What is Web-casting?

In its simplest form, web-casting allows you to "broadcast" your live or archived presentations via the internet. The presentations can include all of the following elements

- \* Video of the presenter
- \* The presenter's PowerPoint presentation
- \* Questions and polling motions from the presenter to the viewers
- \* Questions, comments and responses from the viewers to the presenter
- \* Downloads of relevant documents etc relating to the presentation



#### Why Web-cast?

Web-casting all or parts of your event not only allows remote viewers to listen, watch and participate but will significantly enhance the overall enjoyment and benefit for the attending delegates, allowing them to revisit the presentations after the event and at their chosen time and location. This helps to reinforce conference messages and avoids the need for delegates to take copious notes during the event.

During a live web-cast the remote viewer can submit questions and comments to the presenter via the Interactive Text Box as well as participating in voting and responding to on-screen, multiple-choice questionnaires.

If the web-cast features archived material, rather than live presentations, viewers can still interact with the presenter via the Interactive Text Box, with questions and responses dealt with via e-mail.

When delegates simply cannot attend due to travel costs, time or other commitments, Interactive Web-casting is the most effective means of "being there without being there"

## What's Involved?

When organising the web-cast for your event it is important to consider the following points:

Will the venue support web-casting and can a suitable broadband connection be provided? (more on this later)



It is important to brief your presenters well in advance to ensure they are properly prepared for the event.



Make sure that your presenters understand that they need to submit their PowerPoint presentations at least 36 hours before the event to allow slides to be incorporated into the web-cast and to allow time for any changes.



Ask your presenters to contact the web-casting supplier directly if they have any technical or operational queries they need to resolve.



Think carefully of your screen layout. If the presenter will be standing at a lectern then the PowerPoint presentation screen should be placed to the left of the presenter. This means that when viewers are watching the presentation the presenter is looking at the screen and not away from it.



If you do not have the necessary in-house expertise, book a reputable audio visual hire company to look after the sound / lighting and projection and give their details to the web-casting company. Working together they can deliver a superior service.



### Some Technical Considerations for the Non Technical

The whole point of bringing in a reputable web-casting and AV hire company is to let them get on with organising the web-cast, allowing the event organiser to focus on the key objective - the success of the live event. However, knowing something about the technical requirements will help you to produce a better looking and, ultimately, more effective event on the day. Don't leave web-casting consideration to the last minute.



As part of your planning process you should consider:

#### The Broadband Connection.

Many hotels and conference venues will tell you that they can provide an excellent broadband facility. However, the truth is that their broadband may be fine for uploading and downloading e-mails but totally inadequate for web-casting. So, check with your web-casting company to see if they have experience with your choice of venue or if they can check it out on your behalf.



Hotel chains such as the Hilton Group, Marriott and Best Western use a company called iBAHN to provide their broadband services and iBAHN have proved time and again to deliver a first class service because they fully understand the technical requirements of web-casting.



#### Sound.

If your presenters need to address a reasonably large audience (20 plus) we would strongly recommend the use of a Public Address system. Your chosen venue should be able to supply this, often via a hire company. It's worthwhile checking if someone from the sound system supply company can be available during your event but, at the very least, someone needs to know how to change a battery in a radio microphone for instance.



## Lighting

Remember that good video footage requires adequate lighting. This means that the subject (presenter or interviewee) should be adequately lit if you want to avoid a flat and lifeless picture. This has to be balanced with the need to avoid too much light spilling on to the video projection screen, although a video projector with a decent light output will help overcome this.

Ask your presenter to avoid, if at all possible, standing too close to the slide projection screen as the light spillage from this can adversely effect the video recording of the presenter.

If your presenter is more comfortable in peripatetic mode (although this can be quite traumatic for the cameraman trying to anticipate changes of direction etc., whilst trying to maintain a fairly tight shot) then make sure that the full presentation area is reasonably well lit.



## Projection.

If you can possibly have back-projection or ceiling-projection then this would be the preferred means of presenting any PowerPoint slides. If this is not an option, be sure that the projector is a reasonable distance from the presenter to avoid lighting problems. Consider asking the projection supplier to provide an extension VGA cable to make sure that there is adequate distance between the presenter's PC and the video projector.



## Making the most of your web-cast - tips & hints

As you'll have gathered, most of the things relating to a successful web-cast are common to all successful presentations. However, with a web-cast you need to remember that you're dealing with a remote viewing audience and that the "grammar" is slightly different. It's vital that you and your presenters are aware of your remote viewers and remember to engage with them during the course of the presentations.

### The following basic rules should be applied whenever possible:

- \* Once you have finalised your event programme forward it to the web-casting company as soon as possible, seven days before the event if possible. They can then prepare the on-screen artwork and create a Test Link for the remote participants who are to view the event live, ensuring that everyone authorised to view the event can do so easily.
- \* On the day of the event, when making your introductions, always remember to welcome the remote viewers and don't forget to look directly at the camera as frequently as possible so that they really feel that you are talking to them.
- \* Remind your presenters that if they want to welcome questions from the floor, they should also ask for questions from the remote viewers.
- \* During question time the presenter should check frequently to see if there are any questions from the remote viewers.
- \* Remind presenters that the use of small fonts are never a good idea and can cause problems when web-casting. Where possible, the smallest font size should be no less than 12 points.



All successful events are down to teamwork with the event organisers, the conference venue suppliers, the Audio Visual suppliers and the Web-casting company, all working together to produce a memorable and motivating conference or seminar.

May your next event be a huge success.

Joe Dorfman, Managing Director  
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