

Tuesday, June 23, 2015

### Planning Your Webcast

There are many ways to do a webcast and knowing as much about your event will help us to plan it and budget it correctly. We like information because we do not budget low to impress a client and we don't budget high to cover ourselves. Accuracy helps both of us and we like information.

<b>Contacts</b>	<b>Information</b>
Organization	
Organization Website	
Contact Name	
Contact Email	
Contact Phone – Office	
Contact Phone – Cell	
Estimated Budget	

<b>Event</b>	<b>Information</b>
Event Date / s	
Event Location	
Room Name	
Multiple Days	<b>Yes      No :</b>
Type of Event	i.e.: panels, meeting, speaker, etc.:
Type of Venue	<b>Indoor      Outdoor</b>
Time of Day	<b>Daylight      Night</b>

<b>Requirements</b>	<b>Information</b>
# of Cameras	
Type of Audio	
Recorded for Archiving?	<b>Yes      No :</b>
Projection of Materials	<b>Yes      No :</b>
Size of Audience	
Additional Materials to Be added to broadcast:	<b>Music      PowerPoint      Remote feeds of video or audio Computer Images      To Be Discussed with PS/A</b>

<b>The Web</b>	<b>Information (answer as possible and we'll help with this)</b>
Streaming Service	<b>Your own site      Commercial Service      Our PS/A for You</b>
Type of Transmission	<b>Direct to Web      Microwave Location      SAT Truck</b>
Archiving on the Site?	<b>Yes      No :</b>
Length of Program	
Viewer Contact Required?	<b>Through Email      Through Fax      Through web page</b>
Pay Per View?	<b>Yes      No :</b>
Expected Web Audience	i.e.: size, national, int'l :

## Planning points:

Knowing the size of local and web view audience is important from the standpoint of which service and method for streaming your event. There are commercial services available for hosting your event or we have the ability to host it on your page or ours.

We'll do a site survey in advance of any budgeting in order to determine the best means of getting your material away from the site. Some hotels have excellent internet connectivity and others don't – or don't have it where your event is. We can go direct to the web, microwave the event back to our studios for transmission, or in cases we use satellite trucks which then involve a downlink location.

The size of your event audience and the type of program will dictate the number of cameras to be used to adequately cover your show. The type of event and number of people on stage will determine the needs for audio, the type of mics to be used and any “communication” between participants. Music events require different mic'ing and placement based on the show. Are there soloists, vocal or instrumentalists or both? How large a music group etc.

Will there be lighting considerations? Hotels have lighting that covers dining tables but rarely have the correct lighting to make presenters look good or special items like spot lights. Will there be a need for any effect lighting such as colors, lighting for pipe and drape, etc. to make the group look good.

The timing of your event will dictate load in and load out times so at some point we'll need to know if access to your room is available the night before or early the day of in order to be ready for you and out of your way. The amount of time to get into the site, set up equipment, test, do the event, tear down and load everything back out all goes to labor costs for time and are figured into the budget.

Your additional input and ideas below will help us to initially plan some things and we are accustomed to working with a client in order to answer the questions so we all know exactly what is going to happen. We've learned a lot from doing events and production over our 44 years so we extend that experience to you and your event.

