

Speaker Side — HOW TO GO LIVE



The desktop browser view shows the event page for "Who's Next - Porte de Versailles". The navigation menu includes Home, Attendees, Program, Exhibitors, Speakers, Map, Products, Chat rooms, and My visit. The main content area features a list of sessions on the left and a video player on the right. The video player shows two men in a discussion, with a play button overlay. Below the video, the title "The 3 Golden Rules Professional Graphic Designers Don't Want You To Know About" is displayed, along with a "Only 35 seats left" notification and event details for Thursday, October 10, 2019.

The smartphone view shows a "Live discussion" chat interface. The chat includes messages from "Mable Love" and "Eric Dwaners", a question from "Mable Love" with 29 likes, and a poll titled "The text is derived from Cicero's De Finibus Bonorum et Malorum" with a "Vote" button.



Here are some tips to help you
prepare your session and engage
your attendees.

BEFORE YOU GO LIVE



First Requirements

Internet Browser

We strongly recommend to have the latest version of **Google Chrome** and/or **Mozilla Firefox**.

You may have technical difficulties with **Internet Explorer**



System Check

The minimum required bandwidth for live events is around 1 Mbps, but an optimum situation would be a **bandwidth of 3 Mbps**.

Test your connection speed, browser and operating system version, microphone and webcam [HERE](#)

Internet Connection

The best scenario would be to have a wire connection with an ethernet cable.

Alternative would be a Wi-Fi connection, or at least a 3G/4G wireless connection.

We strongly recommend that you have **two different methods** of connection to prevent any technical difficulties.



Your Equipment

Which device should you use when speaking at a virtual event? When you are leading a conference, we suggest that you use your **computer or laptop** rather than a **smartphone**. In any case, it's not possible to stream YouTube live on a smartphone without a minimum of 1000 subscribers to your account.

"A poor quality video can make someone 62% more likely to have a negative perception of the brand that produced it." - Hubspot

Integrated webcams and microphones can work well for small events, but you may have to invest on **external equipment** if you want to provide a high-quality streaming experience to your audience.

At the very least, we suggest you use a **lapel/body mic** or a **headphone-mic combo** instead of your integrated microphone, especially to avoid background noise during the stream session.

But if you have a budget to spend on a microphone, the **Yeti Nano** from Blue, (\$100) is famous in the broadcasting world. The **HyperX QuadCast Microphone** also ticks the live streaming boxes. (\$140)

Recommended Equipment

krisp

Krisp is a powerful app that mutes background noise. Excellent idea when there's people around you during the live and there's nothing you can do about it!

[FIND IT HERE](#)

logitech

A good investment would be to buy a new webcam that can film in HD and automatically manage all settings (focus, exposure, framing, image stabilization, etc.).

The StreamCam from **Logitech** fits all these requirements and costs less than \$200.

[FIND IT HERE](#)

Another one from Logitech, the Brio 4K webcam provides the best quality for broadcasting.

[FIND IT HERE](#)

elgato & **litra**

If you want to have the choice between warm or bright light and the possibility to adjust the intensity, you can invest in professional materials. The **Elgato** Key Light for around \$200 is a great buy.

[FIND IT HERE](#)

Or the **LitraPro** and its Soft Box.

[FIND THE LITRAPRO HERE](#)

[FIND THE SOFT BOX HERE](#)



DO NOT TAKE ANY RISKS

In order to prevent an equipment failure, we recommend you have a running backup for every item.

→ extra cameras, extra microphone, extra audio cables , extra computer, extra battery, etc.



Manage your Image on screen

SOME TIPS

#Background



Have a simple background: avoid "visual noise". Make sure your background space is refined. If you can't do so, with certain streaming tools you have the possibility to create a virtual background. See more at the Streaming Session Onboarding part.

#Lightning



The sun is your best friend here! Play with window shades to find the perfect lighting for you. Avoid backlighting by using a simple lamp right next to your screen, pointing at you. Make sure to close your curtains and blinds and turn off any other lighting. To invest in professional equipment, see our suggestions in the equipment section.

#Notifications

To avoid any visual noise or the accidental spread of your private information, close all the running apps from which you receive push notifications (Mailbox, Messenger, Skype, Slack, dropbox, Google drive, etc).

#Shirt Color



Avoid any patterns like stripes or squares, as they can cause optical illusions and eye sensitivity for the audience.

#Camera



The lens should always be a little bit above your headline for a more flattering profile. Make sure you don't sit too close to your device.

#Eye Contact



To give the illusion of making eye contact with your audience, look straight into your camera lens to create a feeling of intimacy and engagement between you and your audience.

#Smile



Join the session 10-15 minutes early to double-check technical points and welcome attendees. A little effort goes a long way in looking professional and prepared.



INTERACTIVITY

Give your audience a voice

Interactivity

We know it can be challenging to keep an audience **attentive**. When your event goes virtual, it's even more challenging to captivate them non-stop for an entire session. Interactivity is your best bet!

Engage them through **pictures, videos, illustrations, examples and questions.**



Customize your presentation for a virtual audience. Don't forget to ask some questions, answer the audience's questions and save time for a quick break!

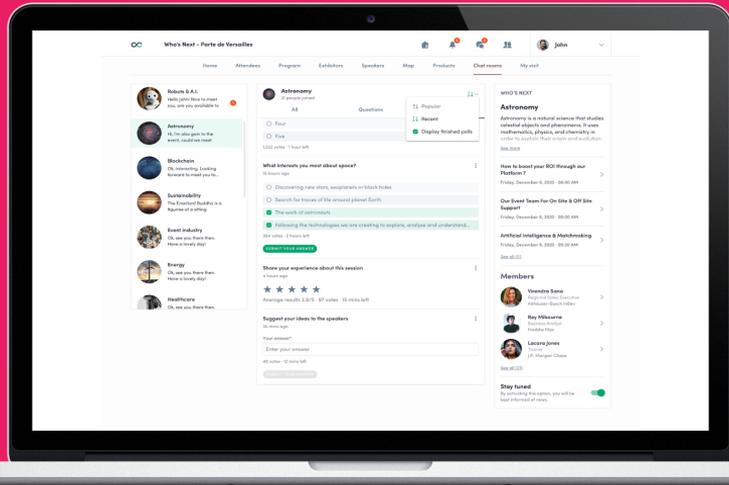
Polls & Chat

TIPS

It's important to create your polls in advance, even if most interactivity tools provide poll creations on the fly 🪁

Engage with your audience in real time and create data analytics by **launching polls** during your presentation. Find out who your participants are and what they think. These tools help you increase your engagement rate by capturing your audience's attention.

Chat is now a must have for all virtual events. And allows your participants to speak together during your session. The chat increases the collective engagement of your audience and can be a source of information about who they are, and their opinion. Most of the common streaming tools are providing a chat feature.





Brainstorming & Gamification

Curate the best ideas from your audience by launching brainstorming about the subject of your choice. It can go through a word cloud tool, a vote tool for the submitted ideas, ... You can also enrich the experience with some quizzes and challenge !

Choose to anonymize participants' posts, and no one will be too shy to participate ! 🦸

Schedule Time



Don't forget to schedule time for these interactions.
They can act as pauses, or can be planned at the beginning and end of the session, depending on their relevance.

Takeaway experience



Provide your audience with something they could leave with : it can be a simple digital copy of your conference, or a coupon for any other item you can offer.



Streaming Session

ONBOARDING

Onboarding



Your onboarding on streaming tools as a speaker will depend on the process chosen by the event organizer. In any case, you will find some advices below. For more information, please have a look on our Resource center

[LINK TO OUR RESOURCE CENTER](#)



Main Tools

You Tube Live

- Click on the link sent by the organizer, and connect yourself with the credentials provided
- Go on the live session created
- Enable Audio & Video & Microphone
- Here you go !

YouTube Live is more a Player than a Streaming Tool. Features are then more limited (for example, you can't share your screen on YouTube Live).

zoom

- Click on the link sent by the organizer
- Enable Audio & Video & Microphone
- Here you go !

Train yourself through a Zoom test meeting room [HERE](#)

With Zoom, you can easily share your screen, create polls, or even launch a virtual background.

RUN A
SUCCESSFUL & STRESS-FREE
LIVE SESSION

swapcard