# Live Streaming Event Setup

This playbook outlines the procedural steps essential for setting up and administering high-quality live streams tailored for events. It aims to guide through the technical and strategic aspects to enhance online attendee experiences.

### Step 1: Preparation

Gather all necessary equipment for the live stream, including a reliable camera, microphone, lighting, encoder, and a stable internet connection. Test everything in advance to ensure compatibility and proper functioning.

### Step 2: Platform Choice

Select an appropriate live streaming platform that suits the event's needs. Consider factors like audience size, interactivity features, and streaming reliability.

### Step 3: Visual Planning

Design the live stream's visual elements. Prepare graphics, lower thirds, and overlays. Ensure the event branding is consistent and visible.

### Step 4: Sound Check

Conduct a thorough sound check. Test all microphones, audio sources, and sound levels to make sure the audio is clear and free from interference.

### Step 5: Lighting Setup

Set up the lighting strategically to enhance the visual quality of the stream. Ensure the subject is well-lit and background distractions are minimized.

### Step 6: Rehearsal

Run a full rehearsal of the event as it will be live-streamed. This includes testing transitions, video playback, and any interactive elements.

### Step 7: Streaming Protocol

Establish a clear protocol for managing the live stream, including roles for each team member, cues for switching scenes, and a process for addressing technical difficulties.

### Step 8: Engagement Strategy

Plan for audience engagement during the live stream by incorporating Q&A sessions, live polls, or real-time social media interactions.

### Step 9: Backup Plan

Create a backup plan in case of technical issues. Have spare equipment ready and know the steps to quickly switch over if something fails.

### Step 10: Post-Event Review

After the event, review the live stream's performance. Gather feedback from attendees and analyze any technical issues that occurred to improve for future events.

## General Notes

### Internet Speed

Ensure the internet connection is sufficient for streaming high-quality video. A wired connection is preferable over wireless for stability.

### Recording

Record the live stream as a backup and for post-event on-demand viewing.

### Accessibility

Provide closed captions or live transcription services to make the event more accessible.