

# VIRTUAL LIVE WEBCAST EVENT



Stay connected with your audiences, internal or external, by doing a **Virtual Live Webcast Event**. These unprecedented times have called for new ways for communicators to speak to and engage with their audiences. A Virtual Live Webcast can help:

- » CEO Company-wide Addresses
- » Analyst Meetings
- » Press Conferences
- » Key Media Interviews
- » Product Announcements

During these times, we've been able to use Zoom and/or Skype to help enable the remote acquisition of Speakers and then use our expertise and resources to connect that to your audience by webcast. CEOs, Senior Execs, Speakers, and more don't have to leave the safety of their homes while still being able to communicate with that important audience.



We can provide both a **Virtual Live Studio Webcast** (stream your event with full production support and testing) or a more economical **Virtual Live Feed** only (connect directly to our streaming encoders via your Zoom or Skype account). Either way, expand your messaging by being front and center with your target audience.

## Virtual Live Studio hosted video webcast - \$13,500

- » Stream your video webcast with the additional support of our off-site production team
- » Connect into the studio via Skype or Zoom (via your account or ours)
- » One hour video stream
- » Our studio will handle switching the view between speakers, conducting tests, and troubleshooting any connection challenges
- » All standard webcast services apply: registration, reporting, slides, Q&A widget, archive, etc.

## Virtual Live Feed only video webcast - \$7,500

- » Stream your video webcast by connecting directly to our streaming encoders via your Skype or Zoom account
- » One hour video stream
- » All standard webcast services apply: registration, reporting, slides, Q&A widget, archive, etc.
- » Manage your speaker's access directly through your team

# What to Expect From Your Virtual Live Webcast Event



## BACKGROUND/VISUALS:

Find a **quiet location in your home or office** and be mindful of your background and lighting. Try to have some depth in your shot, and do not sit in front of a bare wall. Look at yourself in the Skype or Zoom window and make sure the background is clean and not cluttered. Also make sure that there are no objects protruding out behind your head, like a plant or picture frame. For a more visual set, keep in mind what you want in view.

## Setting up for a Zoom Webcast Event



- There is no need to sign up for Zoom or create an account to use the service. The invitation link provided by MultiVu will take you directly to the video conference window. Please do not use your cell phone; a computer or tablet is preferred.
- If you would like to create a free account, go to <https://zoom.us/>
- Speakers will need to share preferred email address so the studio control room operator can initiate the video conference.

## Setting up for a Skype Webcast Event



- Download Skype <https://www.skype.com/en/get-skype/>
- Select your computer's operating system and download and install the Skype app to your computer.
- Speakers will need to share Skype address so we can initiate and/or receive a call with the studio control room.

## TECHNICAL INFO

Be sure your Speaker has a **strong (5mbps minimum) internet out-bound connection.**

Disconnect all other Wi-Fi enabled devices in the home or office setting and make sure to keep your device powered for the duration of the call. We recommend that you use a set of headphones or earbuds for better audio quality.

## SET UP & TEST DAY

A technical visual and audio test will be organized with the speaker, client, producer, and studio control tech two days before the Virtual Live Webcast and the morning of the Virtual Live Webcast.

## MAKE-UP TIPS

- Smooth out the skin with an anti-shine cream to help complexion stay matte on camera.
- Use powder to maintain even skin by matching appropriate color.
- Keep eyeshadow colors in a more neutral range to avoid shadows under eyes. Avoid using anything with glitter or too reflective.
- Blend blush/ bronzer to avoid any unwanted shadows on jaw line.
- False lashes always look great on camera.
- Always use a lip liner that pairs well with lip color to define lips - a strong lip gives a pop to the face.



The Speaker **should not** wear white shirts or striped shirts. “Business casual” attire is generally most appropriate.

## DAY OF WEBCAST EVENT

- On the Day of the Webcast Event, the Speaker should be set and ready to go 30 mins before the start of the presentation.
- Once the Speaker and studio control room are connected, the video signal will connect to the webcast stream for the audience to view.

**REMINDER:** The producer **will not** be with the Speaker, but will be communicating with them via phone, text or Facebook Messenger.

## Here’s a few tips for Virtual Live Webcast

- Speak naturally and clearly. Don’t rush.
- Speaker should be looking at the camera or above during the Webcast.
- Speaker should be prepared to answer any questions as needed.
- Be concise; get your messages out clearly.
- Have a glass/bottle of water nearby.
- If the Speaker needs talking points, call to action, or any other reminders, it is recommended to have them printed (poster board/white board) positioned above the computer camera.

