



## 3 T'S FOR ON-EVENT LIVE STREAMING

Do you want your event to be at the forefront of social media trends? *Then you **MUST** live stream.*

With the emergence of Periscope, Facebook Live, and Snapchat, live video is key to capitalizing on the energy, passion, and impact of your event.

### TOPICS

#### BEHIND-THE-SCENES PREVIEWS




- Showcase team members and the people who make the event happen.
- Does your event take time to set up? Fans love to get a sneak peek.

#### EVENT BROADCASTING




- Capture the start of your event live!
- Showcase a component of your event that is unique.
- Engage attendees in the broadcast—wave to them, and ask why they're there!

### TOOLS

#### PLATFORMS

-  Facebook Live
-  Snapchat
-  Periscope

#### ACCESSORIES

-  Microphones
-  Lenses
-  Signage

### TIPS

#### PLACEMENT/ANGLE

- Give viewers a sense of where they are in relation to your main subject by showing both the subject and the greater event visual.
- Consider using a tripod or phone attachment to stabilize the broadcast device.

#### LENGTH

- If your event has a ceremony, start broadcasting 1-2 minutes ahead of time to give people time to tune-in.
- The ideal length of Facebook Live is 8-12 minutes. If your audience is engaged, keep streaming!

#### PRODUCTION VALUE

- Live, on-event broadcasts don't need to be overly produced.
- Most Facebook Live viewers watch the broadcast without sound—so don't worry about background noises.
- Remember, mistakes happen, own it and run with it!