



# Livestream Guidelines for Organisers

## What is a livestream?

It is a live broadcast, involving **audio, visual** and/or **slide presentations** of a **social protection related** event, embedded on the [socialprotection.org](https://socialprotection.org) livestream page.

## Why livestream your event?

Live broadcasting your event enables viewers from around the world to tune into the event on [socialprotection.org](https://socialprotection.org). In the lead up, [socialprotection.org](https://socialprotection.org) promotes and disseminates the event on **social media** and via **email campaigns** among our global audience of social protection experts and practitioners. The [socialprotection.org](https://socialprotection.org) team also provides **live tweeting** coverage in multiple languages. The livestream **recordings** are uploaded onto [socialprotection.org](https://socialprotection.org)'s **Youtube** channel, and shared, following the event.

## What do you need?

Organisers of the livestream need to independently arrange the **audio and visual (filming and/or slide presentation) broadcasting** of the event. This may require **hiring an external company** to film and mic the event if the organisers do not have independent capacity to perform the livestream. An external company is necessary if the event is livestreamed in multiple languages using **simultaneous translation**. The **livestreaming platform must be determined by the organisers (eg. Youtube live or Facebook live)**, and the **embedding code(s)** supplied to [socialprotection.org](https://socialprotection.org)'s technical lead.

### Livestreaming options:

#### For small events (up to 30 participants):

1. *Audio and video:* A computer, connected to a camera and microphone(s).
2. *Slide presentation and audio:* A computer connected to the PowerPoint slide presentation, as well as a microphone.
3. *Audio only:* A computer, featuring a PowerPoint holding screen with the title and logos of the event, as well as a microphone.

#### For large events (more than 30 participants):

*An external company must be hired by the livestream organisers to broadcast the audio and visual of the event.*

1. *Audio and video:* Multiple cameras are recommended to capture multiple angles. Audio of the live presentation and simultaneous translations (if applicable) are broadcasted.
2. *Slide presentation and audio:* Broadcast of the PowerPoint slide presentation as well as the microphone.
3. *Audio only:* A PowerPoint holding screen with the title and logos of the conference needs to be provided to accompany the audio livestream.

## Livestream Checklist for Organisers

	Activity	Time	Details
<b>First things first</b>	<p><b>Secure technical capacity:</b></p> <ul style="list-style-type: none"> <li>• Assess the cable and/or wifi connection at the event venue</li> <li>• Designate a technical lead</li> </ul> <p><b>For a small event:</b></p> <p>Determine the audio and visual (video and/or slide presentation) approach, as well as technical and human capacity.</p> <p><b>For a large event: Hire a livestream broadcasting company:</b></p> <ul style="list-style-type: none"> <li>• Video: Multiple cameras?</li> <li>• Audio: Language (synchronous translation?)</li> <li>• Recording</li> <li>• Embedding codes</li> </ul>	At least 3 weeks in advance	<p>We recommend securing livestream broadcasting company before approaching the socialprotection.org team.</p> <p>The designated technical lead will be the focal point of communication with the technical lead of the socialprotection.org team.</p> <p>Please note, that if a company is not hired, as may be the case for a small event, the designated technical lead must be on hand full time and in person, at the event.</p>

<b>Preparation</b>	<p><b>Programme:</b></p> <ul style="list-style-type: none"> <li>• Event title</li> <li>• Date(s)</li> <li>• Time and timezone</li> <li>• Session titles</li> <li>• Panelist titles</li> <li>• Language(s)</li> </ul>	At least 2 weeks in advance	<p>The livestream programme is essential to the <b>promotion</b> and dissemination of the event.</p> <p>This information will also be used for the details of the recordings once uploaded onto <b>Youtube</b>.</p>
	Determine whether questions will be fielded from the livestream audience using a <b>live chat</b> . If so, assign the role of a <b>moderator</b> .	At least 1 week in advance	Determine how questions will be relayed to the panelists during the event.
<b>Testing</b>	Testing the <b>embedding code(s)</b> and <b>livestream link</b> .	At least 2 days in advance	The technical lead of the organisers or the hired broadcasting company will be responsible for supplying the <b>embedding code(s)</b> to the socialprotection.org team in advance and conduct a test.
<b>Promotion</b>	Livestream <b>announcement invitation</b> campaign sent.	1 week in advance	The socialprotection.org team sends out an announcement of the livestream.
	Livestream <b>reminder</b> campaign sent.	On the day	The socialprotection.org team sends out a reminder that the livestream will soon commence.
<b>Livestreaming</b>	Inform the panelists and participants that the event is being livestreamed.	One the day	Remind the panelists to speak into the microphones.
<b>Follow-up</b>	Promote and disseminate <b>recordings</b> and <b>content</b> outcomes from the event. A follow-up email campaign is sent if there is a corresponding socialprotection.org <b>Online Community</b> .	Within 2 weeks	Content is promoted on social media following the event.