Livestream

Guidelines and checklist

for organisers

Content

1. What is a livestream?

It is a live broadcast of **audio**, **visual** and/or **slide presentations** of **a social protection-related** event, embedded on the socialprotection.org livestream page.

2. Why livestream your event?

Broadcasting your event live enables viewers from around the world to tune in on socialprotection.org. In the lead-up, 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 team also provides **live-tweeting** coverage in multiple languages. The livestream **recordings** are uploaded and shared on socialprotection.org's **YouTube** channel following the event.

3. What do you need?

Organizers 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 organizers do not have independent livestream capacity. An external company is necessary if the event is to be streamed in multiple languages using **simultaneous interpretation**. The **livestreaming platform must be determined by the organizers (eg. Youtube live or Facebook live)**, and the **embedding code(s) supplied** to soocialprotection.org's technical lead.

4. Livestreaming options

4.1 For small events (up to 30 participants):

1. *Audio and video*: A computer connected to a camera and microphone.
2. *Slide presentation and audio*: A computer featuring the PowerPoint slide presentation and 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.

4.2 For large events (more than 30 participants):

An external company must be hired by the livestream organizers to broadcast the event's audio and visuals.

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

5. Livestream Checklist for Organisers

	Activity	Time	Details
First things first	**Secure technical capacity:** • Assess the cable and/or Wi-Fi connection at the event venue • Designate a technical lead **For a small event:** Determine the audio and visual (video and/or slide presentation) approach, as well as technical and human capacity. **For a large event:** Hire a livestream broadcasting company: • Video: Multiple cameras? • Audio: Language (simultaneous interpretation?) • Recording • Embedding codes	At least 3 weeks in advance	We recommend securing a livestream broadcasting company before approaching the socialprotection.org team. The designated technical lead will be the focal point of communication with the socialprotection.org team's technical lead. 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.

Preparation	**Program:** • Event title • Date(s) • Time and time zone • Session titles • Panelist titles • Language(s) • Pictures / Logo	At least 2 weeks in advance	The livestream program is essential to event **promotion** and distribution. This information will also beused for the recording details once uploaded to **YouTube**.
	Determine whether questions will be fielded from the livestream audience using a **live chat**. If so, assign a**moderator**.	At least 1 week in advance	Determine how questions will be relayed to the panelists during the event.
Testing	Test the **embed code(s)** and **livestream link**. If possible, do a dry run to test video streaming.	At least 2 days in advance	The technical lead of the organizers or the hired broadcasting company will be responsible for supplying the **embed code**(s) to the socialprotection.org team in advance and conducting a test.

Promotion	Livestream **announcement invitation** sent.	1 week in advance	The socialprotection.org team sends out the livestream announcement.
	Livestream **reminder** campaign sent.	The day of	The socialprotection.org team sends out a reminder that the livestream will sooncommence.
Livestreaming	Inform the panelists and participants that the event is being livestreamed.	The day of	Remind the panelists to speak into the microphones.
Follow-up	Promote and distribute **recordings** and **content outcomes** from the event.	Within 2 weeks	Content is promoted on social media following the event.