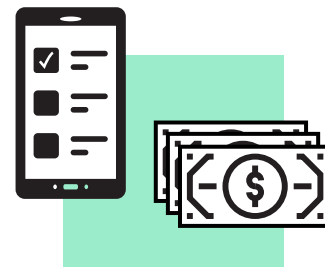


PLANNER'S CHECKLIST

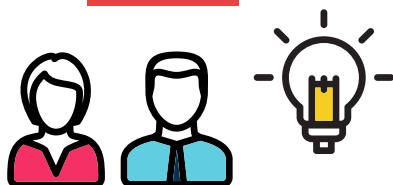
DETERMINE THE GOALS AND BUDGET OF YOUR HYBRID EVENT

- Who are you trying to reach with my content? Define your audience
- What content should you include in your streaming and recording plan?
TIP: Decide which keynotes/sessions will be most effective with your target audience
- How will your audience be receiving this content? Decide which sessions need to be Livestreamed, which need to be offered on-demand.
- For on-demand files, how long will the content be relevant for my audience?
Decide how long you'll need to host your content.
- How much do I have to spend on this project?



VIEWER EXPERIENCE

- What type of viewing experience do I want for my content?
 - Switched program
 - Multi-source (picture in picture)
 - Single source (either data only or video only)
- Onsite considerations:
 - Will the lighting planned for the in-house session work for the video feed?
 - Speaker wardrobe: is it complementary with set design? TIP: Avoid patterns and colors that distract on the video feed
 - Placing speaker marks on stage.
 - Be sure to review with both camera operators and speakers
 - Will you need a moderator for online questions
 - Who will be providing technical support for online audience
 - Do you have a microphone available for in-house audience questions
 - Be sure to let your speakers know you are streaming or capturing and to make sure all questioners use the microphone



CONTENT HOSTING

- When determining where your content should be hosted, consider the following:
TIP: If cost is a factor, rank items from most important to least important so that your site includes your highest priority features.
 - Do you need a site that is customizable with event branding and information?
 - Will your content be publicly available to anyone, or will you need to control access?
 - Would you like your content to be ad-free?
 - Will you need the ability to upload other session assets (such as handouts, powerpoint slides, etc.)
 - Does your site need registration or the ability to integrate with your event registration software?
 - What kind of analytics will you need?
 - Will your content be behind a paywall?
 - Will you need to interact with your online audience through chat or comments?
 - How long will you need to host your content on your site?



PLANNER'S CHECKLIST

TECHNICAL QUESTIONS FOR YOUR VENDOR

- Will your project be assigned a dedicated Project Manager that will be your single point of contact? If not, who will be ultimately responsible for the successful implementation of my project?
- What kind of network will be provided? TIP: If you are livestreaming, you will need a dedicated network line with a minimum of 20 MB of upload speed
- If any of your streaming and capture requires a video feed, which vendor will be providing cameras and operators?
- Will you need overflow feeds onsite?
- Media production

How will your files be delivered to you?

- Uploaded by your vendor to a hosting platform
- Delivered directly to you through FTP server or hard drive

In what format do you want to receive your files?

- Trimmed session files
- Sound bites
- Highlight reels
- Intro and outro bumpers

Lower thirds and/or bugs added TIP: Being specific on how you'd like to receive your files can save you a tremendous amount of time post-event and make your content ready to use more quickly.

When will you receive your files?

- When do you need your on-demand files?
- What is your vendor's standard turnaround time?



Evia is always available to help you with your event, from beginning to end.

Contact us at hello@evia.events.



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