

# Road Map to a Successful Webcast

This document describes how to plan and execute a successful webcast. Each webcast is different. In this document, we refer to additional documents. These are stored at the Resource Center of the Netbriefings website for more information on specific topics.

## Section 1: Webcast - Live or Archived

- The first step is deciding if you wish to do a live webcast or an archived (recorded) on-demand webcast.
  - A live event is important if the information is time sensitive or if feedback to questions from the Internet audience is important during the webcast. Live events require greater coordination, communications and logistics than an archive event. Live events may also be archived for later, on-demand viewing.
  - An archive-only event is an excellent way to provide information about a product or service. When a live event has been taped, creating an archive is also an excellent way to accommodate those who are unable to be present at the live event.
  - If your webcast is for a small group, requiring interactivity, and document sharing, you should consider the Proclaim Collaborator solution. Visit the Collaborator section of this website for more information.
- Learning more about conducting webcasts.
  - It is often helpful to learn more about conducting webcasts and what is important to Internet audiences. Please refer to the **General Webcast Tips** document for this purpose. This document covers general tips and tricks for keeping the Internet audience engaged with the webcast along with general site and content suggestions. The document is geared for live events but the information is valuable for archive only events as well.

## Section 2: Webcast Format

- The next step is to determine the format of the webcast.
  - The simplest webcast consists of teleconference and slides. This is a broadcast style event for viewers with very limited bandwidth or comfort level with the technology. Archived presentations are made available via streaming audio.
  - Streaming audio is a good solution when a video image of the presenter is not required. Audio may be captured and encoded onsite, or it may be transmitted via telephone lines to the Netbriefings Control Center where it is encoded and sent to the streaming media server.

The Message Center feature plus polls provide for interactivity to keep your audience engaged and interested in the presentation.

- Streaming audio and video provides the ultimate in viewer satisfaction in a broadcast style event. The viewing audience is able to see and hear the presenter(s) along with synchronized slides. Polls and surveys may also be utilized. Questions may also be sent to the presenters, responded to by the presenters during the webcast, or may be responded to off-line. Live streaming audio and video webcasts require a higher speed, dedicated connection from the site to the webcast servers for distribution.

## Section 3: Webcast Information

- Gathering of information and setting up an event.
  - There are several key pieces of information that need to be identified before setting up an event. For this information please see the **Pre-event Questionnaire** document.
  - The next step in setting up an event is to understand how the information you enter in Proclaim Enterprise is used to create the event agenda and viewer page. For this purpose, review the document **Agenda Layout**. This will give you a detailed review of information cross referenced to the event agenda page and viewer page.
  - To create an event in your portal, click on the 'Create' link on your portal home page. Once the information is entered for your event, click the 'Save' and the 'Publish' buttons. These two steps will take the information you have entered and generate a website for the event. An event URL will be created for you to use when you invite your audience.
  - If you wish to make changes to the event after reviewing the published website, you should enter the new information and click 'Save' and 'Publish' again. The event website will be re-generated reflecting the changes you entered.
  - If you have any additional needs or customizations for your event, please contact Netbriefings for more information on event customizations.

## Section 4: Review Webcast Website

- Reviewing the event site.
  - Several pieces of information regarding the site are necessary to be communicated to event planners, audio/video personnel or other people in charge of the event. The **Site Logistics** document is available to distribute to individuals requiring this type of information.

## Section 5: Producing Live Webcast

- There are two major steps to producing a live event. Obtaining the signal for the audio and video feeds and administering the live event. Obtaining the signal is different for the various types of webcasts.

- For full streaming video and audio there are two documents available for your review.
  - The ***On-Site Encoding*** document steps you through installing the video capture equipment and encoding software required to encode the signal at the presentation site. This signal will be sent to streaming servers located on the Internet or Intranet.
  - For Streaming Audio events the audio can either be encoded at the event location as described in the ***On-Site Encoding*** document or the Netbriefings Control Center can capture the signal and perform the encoding.
  - For Teleconference events, the audio signal is sent via a teleconference call. If an archive of the Teleconference event is desired, the audio signal will be captured in a fashion similar to the streaming audio-based events described above.
  
- Administering Proclaim Enterprise during the Day of the Event.
  - The ***Slide Control Center*** document details advancing slides, polls, graphs and surveys. A moderator normally performs these tasks when the event has an on-site audience.
  - The ***Presenter Messaging*** document describes the messaging feature included in webcast events. Questions and comments from the Internet audience can be read and responded to, just like questions from the on-site audience.