

During

1

Strive for Authenticity

The reason casual, unscripted meetings—such as town halls or fireside-chats—are so appealing is that they establish an atmosphere of authenticity in which the presenter speaks frankly and naturally about what’s going on. A great webcast creates that same opportunity for open, sincere dialog whatever the staging. Authenticity, in fact, trumps production flair—some of the best events are the simplest. Choose a casual backdrop, avoid scripts and teleprompters, and don’t be afraid to display emotion when warranted.

2

Encourage Interactivity

Another critical element of in-person events is the ability for participants to submit questions in real time, and receive live responses from the presenter after the prepared portion of the presentation. Leading enterprise video platforms offer robust Q&A functionality, including audience polling and screen sharing to make the meeting as interactive as possible. Putting a question on your “Thank you for Waiting” slide can also increase participation and help break the ice. And if your audience tends to be reluctant when it comes to asking questions, have the moderator prepare a few in advance to get things going.

3

Go for Maximum Reach

A live streaming webcasts that reaches only a fraction of an audience is no longer acceptable or necessary. If your current webcasting system can’t reach everyone, consider conducting more than one live event to compensate for time zone differences. Or better yet, invest in a live streaming platform that leverages intelligent delivery, and can ensure delivery of your webcast to any device—including mobile devices and virtual desktops.

4

Leverage Reliable Technology

It’s never a good idea to walk into a live event hoping (but not knowing) your webcasting technology will perform reliably. An industry survey says that 51 percent of streaming video viewers cited buffering issues as the number one technical problem, but these are also the easiest ones to avoid. Some enterprise video vendors will gladly assist in performing a load test or simulation to identify potential bottlenecks before going live. Combine this with an intelligent video delivery network that adjusts to real-time network conditions, and your next live event will go off without a hitch.