



SO YOU'RE STREAMING AN ALL-HANDS MEETING TO MULTIPLE LOCATIONS ...

A 10-point checklist for better results from NewTek

When you have offices spanning the globe (or even just the country) getting all the relevant people into key meetings can be a logistical challenge. Fortunately, with live-streaming video it's simple, allowing you to deliver your message in real-time across your offices, anywhere in the world.

But before you start making yours, bear these 10 points in mind to achieve the best results:

1

Keep the emphasis on bringing the whole company together. Pay attention to remote staff – not just the attendees in the room. And remember, you don't need all your presenters to be in the same place or even the same country for them to take part.

2

Use multiple cameras to ensure you can easily cut between speakers and audience members. This creates more engaging viewing, especially for the remote participants.

3

Set up and test your live stream ahead of time to ensure people from multiple offices can easily watch. There's nothing more frustrating than interruptions when you're watching live.

4

You can easily blend on-camera presenters with pre-generated slides or video and cut from presentation to speaker (or feature both using picture-in-picture boxes). This gives a truly professional, broadcast-quality feel to your production.

8

Get the sound right—both for presenters and for Q&A—and coach presenters to repeat the questions for people who couldn't hear.

9

Ensure someone's monitoring questions from remote offices or employees working at home—use a chat program or a text window in the streaming platform. This way all attendees will enjoy the immediacy of attending the event, even if they are miles away.

10

During and immediately after the meeting, keep track of anything that you want to change—or continue—in future meetings. Creating a professional video is a learning process. And the more you create, the more you learn.

5

Think about asking your graphics department to create branding elements ahead of time – opening titles, lower thirds, closing titles – all will help reinforce your brand to employees.

6

Rehearse! Don't skip this step. Build it into everyone's schedule. Creating a professional production depends on everyone knowing what they have to do – and when they have to do it.

7

If your presenters aren't accustomed to live video yet, give them direction about where to stand and how far to move. Small details like these are the difference between an amateur and professional video.

Lights, camera, action...

If you'd like to know more about using live-streaming video to deliver your message in real time across your offices and around the world, [**download our Enterprise Video Workbook**](#) to find out how to plan it and what you'll need.