



TOP 5 TIPS FOR A SUCCESSFUL WEBCAST

Webcasts are an extremely effective tool for building customer relations, launching products and strengthening your brand, and knowing how to properly host one makes them even more valuable. Here are some tips to ensure your event will run smoothly and successfully.

1. Building Webcast Awareness

Having the right audience listening and participating in your live event is a foundational step in optimizing the success of your webcast. Building awareness will ensure your target audience is reached. This may include designing a pre-event website, sending pre-registration and reminder emails to participants, developing and executing a targeted communications campaign, and more. Continuing on building awareness during and after the event is also important to extend the reach and impact of your message. Check more details about the event awareness workflow.

2. The Pre-Event Checklist

To execute a live webcast with excellence, conducting a thorough pre-event checklist and assessment is vital. Fulfilling this requirement includes testing and ensuring proper internet infrastructure is available at the event's location, and determining appropriate A/V equipment required, based on both the physical space of the venue, and your business objectives (e.g. the number of cameras, lighting, audio and video mixers, etc.).

3. Network & Equipment

The quality of the entire webcast network has a major impact on the quality of its streaming media. It starts with the A/V equipment, and continues with the quality of the encoder and its proprietary software & programming, the content delivery network, and streaming support infrastructure. Internet upload speed is an integral component of a successful webcast. Without an adequate upload speed the quality of your webcast will suffer. We recommend a **dedicated** high speed line to be installed prior to the event with at least 5mbps upload speed.

4. Audience Interactivity & Engagement

The right application of innovative technologies is making it possible to further the impact of webcasting, delivering avenues for your online participants to interact and engage with your event's host and message. Engage your audience by incorporating collaborative and interactive components into your webcast to enable real-time feedback such as social media applications, live Q&A, online polling,



and more. By understanding your business objectives, and your audience, you can leverage the right interactivity & engagement tools to ensure that your target audience stays captivated and involved, and ultimately, internalizes your webcast message.

5. The Right Team to Make it Happen

Having the right team in place not only ensures your webcast event is a success, but also makes a world of difference in its making, turning the complex process into a simple, seamless and powerful way to enhance your company's communication strategies.

A-SquaredTV has all the capabilities to provide you with an unmatched positive webcast experience to both you and your target audience and make your live event a success. It all starts with a friendly conversation with one of our event live streaming experts, who will act as your primary point of contact, and streamline the process for your event.

Call **780.907.1445** today for a no obligation discussion about your requirements.