

WEBCAST: Synchronous, one-to-many communication

Best for presenting
to large groups



Easy to use for participants

- 1-click connection
- no downloads necessary

Participants clearly see and hear the presenter, and clearly see the presentation

Can be done in a classroom, auditorium, or studio

Can be done with or without a live audience

Unlimited number of global participants

Clean, uncluttered page view for participants

Dedicated technician on site throughout

Professional microphones and HD cameras used

Can be recorded for later viewing on demand

Participants can communicate via chat box beneath the presentation on the web page

Planning for a webcast:

- ▶ book the room for at least 45 minutes in advance of the start of the webcast and 30 minutes after for equipment set up and removal
- ▶ ask permission from the presenters to webcast (and record, if appropriate) their presentation
- ▶ send out a communication to potential participants with the webcast link (provided to you in advance with brief instructions for participants)
- ▶ the presenters should arrive no less than 15 minutes before presentation to be miked and have their presentation transferred
- ▶ enlist a moderator to relay questions from the webcast chat to the presenters
- ▶ bring a laptop to view the questions and comments in the chat
- ▶ decide if the webcast should be recorded, and if so, where the recording should be posted
- ▶ if the webcast will be done in our studio, send provided instructions to the presenters
- ▶ let us know the format of the presentation:
 - ▷ how many presenters will there be?
 - ▷ if more than one, will they be presenting together or sequentially?
 - ▷ how will they be presenting? Standing at a lectern, or something else?

What to expect during the webcast:

- ▶ the technician will set up all necessary equipment for the webcast and to project the presentation to the live audience
- ▶ the presentation will be loaded onto a laptop provided by the technician. This will be what the presenter uses to present
- ▶ there is a 30-second delay from the live presentation to the webcast.
- ▶ if there are questions from the live audience, these should be repeated into the lectern microphone for the benefit of online participants