



Live Streaming a Concert: Checklist

Notes from the Online with your Audience community meeting, April 22nd 2014

Adapted from Youtube Education: Engage Your Fans Live

https://www.youtube.com/yt/creators/en-GB/engage-with-your-fans-live.html#how_to

Issues to consider when streaming a concert

- Why would your viewers watch a live stream rather than on-demand video?
- Why would people want to watch the whole concert instead of view on demand highlights?
- What are you hoping to achieve?
- What do you want viewers to do? Engage with you? Engage with each other? What do you want them to do after the event?
- How will you make them feel part of the social experience?
- Captivate your viewer in the first 15 seconds.
 - Make the first shot fascinating.
 - Address the audience immediately.
 - Tell them what they're watching.
 - Spark their curiosity.
 - Ask a question.
 - Tease the rest of the video.

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- Plan how you will keep them watching throughout the event:
 - Pay attention to lighting, sound quality, and shot-framing.
 - Make sure the audio is clear and balanced.
 - Properly light your video.
 - Use varying camera angles, cut-aways and other visuals to make your videos dynamic. Long, static shots can make the event drag.
 - Stimulate viewer interest for what's coming up through graphics, messages, or other creative techniques.

How can you engage your fans with live content?

- Live events appeal to your most engaged audiences
- You need to make sure your audience knows when to tune in so you must invest time in promoting the event
- Give the streaming an appealing title and a description that uses the keywords that people who don't know your organisation would search for
- Promote your event on social media
- Consider using paid for promotion eg AdWords
- Create a trailer and put it on your website.
- Identify the websites and social media pages your potential audiences use and ask them to link to your trailer. In the trailer description, tell people when the live event is happening and how long it is.
- Use social media tools like YouTube's Fan Finder
<https://www.youtube.com/yt/fanfinder/en-GB/>
- Gather together online material from elsewhere that relates to your livestream and would appeal to your potential audience so that people who search for those keywords will find your site.
- Engage with the live online audience by responding to comments, tweets etc – this means that during the event you need someone focused on reading and responding to social media and relaying the online reaction to whoever is presenting the event.

- Plan for dead-air during the streaming when you can engage with the online audience e.g. by answering questions.

What will you need to get set up for your live event?

- This is time-consuming stuff – and it's complex, however you approach it.
- If you are short of money, you could stream an event with a single camera and encoder on Google+ Hangouts through YouTube.
- But you need to test, test, test (and test some more)
- Otherwise, find a partner who knows about this stuff.

Remember: there is no point in trying to build audiences with live streaming if you haven't sorted out the basics of website search engine optimisation, email marketing and effective social media.