

“Getting organized for a webcast was painless. Streamlogics helped with everything from presentation to video shoot.” - *Boston Scientific*

Lights, camera, action!

Make sure you've thought of everything. Use this checklist to ensure your online event is ready for its close-up.

From identifying your presenter to sending follow-up emails, a webcast producer is dedicated to help coordinate logistics with you every step of the way.

## About Eight Weeks Prior

- Define objective, success metrics, target participants, desired audience size
- Confirm date, time, event duration
- Choose your presentation format: audio/video or audio only
- Select venue and/or location
- Confirm presenter's availability
- Define certification needs
- Determine the role of moderator
- Specify translation requirements.

✓ Simultaneous translation for live webcasts is our specialty.

## About Six Weeks Prior

- Develop audience recruitment plan
- Confirm branding requirements
- Confirm measurement and reporting
- Define event archive needs
- Establish event login process and security
- Specify registration data to be captured

✓ Registration data is integrated with your database or CRM tools.

## About Five Weeks Prior

- Confirm webcast features:
  - Format for delivering video
  - Polls, Q&A, surveys, tests
  - Animated slides
  - Documents, links, downloads
- Create presentation content and script

✓ Save time and issue continuing education certificates online.

## About Four Weeks Prior

- Approve webcast interface pages
- Book rehearsal time
- Submit presenter photos, bios, downloads
- Confirm audio/video production needs
- Implement audience recruitment campaign

✓ Streamlogics can help increase your turnout.

## About One Week Prior

- Assemble presentation
- Brief presenter
- Test venue to ensure connectivity

✓ Add impact to your presentation with animated slides.

## Day Before

- Rehearse presentation
- Event registrant follow up

## Day Of

- Test audio quality
- Test video stream and connectivity
- Site certification
- Test forms and interactive features

✓ For flawless execution, our producer can be on-site to assist.

## Day After

- Follow up with attendees, sales leads, etc.
- Provide access to archived event
- Obtain copy of event on CD ROM

✓ Streamlogics can help increase your webcast ROI. Speak to an expert today.