

What Could Possibly Go Wrong?

Essential Checks Before You Go Live

Bigsnit Media Consulting Inc. 2020



● Who has the keys?

Almost every live stream event will involve multiple pieces of software. Each has a log-on or license. Some require two-factor authorization. Ensure your team has access to everything you need in case you have to re-authorize any of the software. That also applies to last minute software updates.

● Does Everyone Know Their Job?

Unless you're a one-person operation streaming your lunch to Facebook, your event likely involves other people. Does everyone know what job they are doing? Do you have contact information for everyone on-site and off-site who you may need to reach?

● Read the Production Book

You've created a production book that outlines the running order of your event. This will include things like when hosts and guests arrive, when you are supposed to start the stream, when it goes live, where the slates are etc. Ensure your team reads it, and flags any errors before event day.

● Don't Change One Thing Without Testing Everything

One small change can cause a knock-on effect somewhere else in the chain. If, after rehearsing and testing, you change one thing, you need to test it all again.

● Start Your Stream Early

Starting your stream early gives you time to check the integrity of your set up, and restart or fix things before you go live. How early? Look at it this way - how much time would you like in order to trouble shoot before you let the audience in?

● Ready Slate

A slate can be a simple slide (image) that says "We'll Be Right Back". Have slates with various messages prepared in advance, and ready to go if you need them.

● What Time Do Things Start and End

This seems like a no-brainer, but you'd be surprised how often this is point of confusion. Make sure everyone knows what time the stream goes up, what time the show goes live, and when things end. And check that your team members all have the same time on their devices.