

Live Streaming Events with Synergetic

2020

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OVERVIEW

With the likelihood of audience sizes being restricted in the coming months, the team here at Synergetic is anticipating a trend towards live streamed events. We are sure you have a lot of questions - because we did too - so we'll try to answer them here. Please share this with your customers to educate them on what live streaming entails.



ABOUT US



We're local.

We are headquartered in Bensalem, PA in a 20,000 square foot space with 30 employees.

We're experts.

We have been providing audio-visual support to the region since 2001.

We're outcome based.

The outcome is what matters. We value the guest experience, and so do our clients.



THE BASICS

There are 3 things you need to create live streams

INTERNET CONNECTION



Test your connection and speed ahead of time.

If you don't have an internet signal, you can't do a live stream.

CAMERA WITH MICROPHONE



Test your audio and video quality prior to going live.

Your cell phone or a professional camera.

PRODUCTION VALUE



Decide how you want your viewers to feel while watching.

Is what they see important to you?

GETTING STARTED

1

ALL YOU DO IS CONNECT YOUR CAMERA TO HIGH-SPEED INTERNET

You can choose between your cell phone, laptop, tablet, or professional video camera.

Make sure you have an internet connection.

Then pick a platform to broadcast on. ➡

Hint: You'll need an upload speed of at least 3 mbps which provides a resolution of 480p.

If you're aiming for clear, high definition, you'll want an upload speed closer to 15 mbps. This yields the popular 1080p resolution we see online every day.

BROADCAST YOUR CAMERA'S FEED WITH AN ONLINE HOSTING PLATFORM

2

There are a variety of hosting platforms to choose from. The simplest and most popular platforms are social media sites.

Most people today use Facebook Live as the platform. Then, anybody with a Facebook account can watch your 'live stream'. But you can also use Instagram, YouTube, etc.

There are also programs that will broadcast to all platforms at the same time.

INTERNET

First, we suggest you reach out to the venue to confirm the availability of a hard-wired, high-speed internet connection that is available for you to use.

For live streaming, hard-wired options are always preferred and recommended. If your site does not have a hired wired connection, they can get one installed by calling a local internet provider, or we could provide a connection for a one-time use.



INTERNET

You do have the option to use your cell phone to connect to the internet, but this is not recommended.

The next slide will go into detail on why.



INTERNET

- ❖ The wireless signal may not be strong enough to broadcast the video. You will need to go to the venue beforehand and confirm that you have a strong signal. But even then, there is no guarantee on the day of your event that the signal will be the same.
- ❖ As soon as more people come into the room or area, that signal gets bogged down and it may not be adequate for your live stream.
- ❖ The battery will drain quickly and may not be able to last the entire event, so the phone needs to be plugged in. That will make moving around difficult.
- ❖ It will use a lot data which could restrict what the video looks like.



INTERNET CONNECTION



HARD - WIRED

VS

MOBILE HOT-SPOT

- ▶ For live streams, a hard-wired internet connection is preferred.
- ▶ Check if the venue has one available for use.
- ▶ Contact your internet provider to get one installed.
- ▶ Synergetic can provide a connection for a one-time use.

It is possible to connect your camera to your phone's mobile internet service. ◀

We don't recommend this option because it is generally unreliable. ◀

Common issues include spotty signals, lower speeds from overcrowded networks, and battery drainage. ◀



CAMERA

There are two camera options that you can choose from when doing a live stream:

- ❖ Your cell phone or iPad/other device with a camera
- ❖ A professional video system

Each one has its pros and cons.



CAMERA

Professional Camera System Pros:

- ❖ It represents you much more professionally and is ideal for the person who wants it to look good
 - ❖ The picture is very clear for the person watching it
 - ❖ It has much more control under low light situations
 - ❖ You can easily zoom the camera in and out
- ❖ Someone else can operate it (allowing you to enjoy the event)
 - ❖ You can have multiple cameras for multiple angles
 - ❖ You can clearly hear what is being said



CAMERA

Professional Camera System Cons:

- ❖ It is more expensive
- ❖ You need additional cabling and hardware then just the camera
 - ❖ You need someone that knows how to use it



CAMERA

You Cell Phone Camera System Pros:

- ❖ Easy to use for anybody
- ❖ Won't cost anything except your time
 - ❖ Is very portable
- ❖ Doesn't require any additional cabling or hardware
- ❖ Is great for the person who wants someone to just “tune in” and see what's happening



CAMERA

You Cell Phone Camera System Cons:

- ❖ Video doesn't always look good for the person watching it
 - ❖ Doesn't work well under low light
 - ❖ Zooming is very difficult
 - ❖ Battery life is a concern
 - ❖ It can be hard to hear what is being said
- ❖ Someone has to give up their phone for the entire event, or you have to be the one using your phone, and can't enjoy the event



CHOOSING A CAMERA

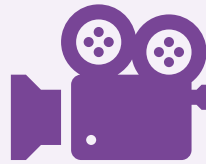
A Professional Video System

PROS

- Professionalism
- High Resolution
- Smooth Panning
- Easily Zoom In + Out
- Clear Audio
- Multiple Angles
- Stream to Multiple Platforms Simultaneously

CONS

- Cable and Hardware Required
- Higher Cost
- Requires Skilled Operator



Your Cell Phone

PROS

- Easy to Use
- Minimal Cost
- Highly Portable

CONS

- Lower Resolution
- Susceptible to Freezing
- Poor Quality in Low Light
- Restricted by Battery Life
- Shakey Zoom
- Muffled Audio

PRODUCTION VALUE & PERCEPTION

If you use your cell phone:

- ❖ You will need to be with your phone through the entire event. You will not be able to take phone calls or text due to your phone being in use for the live streaming. It will be hard to zoom in and out, so you will need to walk around a lot to get the “right” shot. The video will then be shaky and the person watching it will most likely see the floor or the ceiling a few times. You can only have one camera at a time. The audio is going to come from the cell phone microphone, so it won’t sound as good.
- ❖ This is the cheapest way to do it and it gets the job done. Great for the person who wants someone to just “tune in” and see what’s happening.
- ❖ This is not a professional way to do it. The viewer will not have a great experience and it will not represent “you” as well as you may want it to. Viewers are often frustrated by the poor video quality, not being able to hear anything and end up not watching longer than a few minutes.



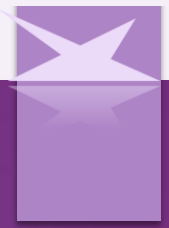
PRODUCTION VALUE & PERCEPTION

If you use a professional camera system:

- ❖ You can use one or more cameras to get different angles of the event. Nobody wants to see the same camera angle the whole night! One can be stationary and the other can be carried by a technician. As the technician moves around, we can switch back to the stationary camera. This way you don't see a shaky or moving camera. The picture will look great to the person who is watching it. These cameras work very well in low light. We can set up wireless microphones so that the sound will be very clear and the person watching it will be able to understand what is being said.
- ❖ Viewers can tell right away that this is being done professionally. The viewer will believe that this represents “you” in the best way possible, and it will be something that you can be proud to stream. Viewers often feel much more engaged, as if they are part of the event. They can see and hear everything. Viewers end up watching the entire event and have enjoyed the whole experience.



PRODUCTION VALUE & PERCEPTION



Professional Video System

- ▶ Keep the live stream engaging by showing different camera angles via stationary and mobile cameras operated by technicians. Stabilizers ensure smooth footage the entire time.
- ▶ Strategically placed wireless microphones will ensure audio is crystal clear for viewers at home the entire time.
- ▶ Viewers recognize it is a professional production immediately, and are more likely to watch the entire program because it is tailored to them.
- ▶ Represent yourself well, ensure your message is delivered clearly, and be proud of what you're streaming.

Cell Phone Camera

- Be sure to set the phone on Do Not Disturb. You will not be able to use it for anything else. ◀
- Slowly move around to capture different angles and try to avoid using the zoom feature. ◀
- You'll only be able to show one video feed/angle at a time. Make sure you are close to the source of the sound to ensure the feed is audible. ◀
- It's cheap and gets the job done - but you might have to deal with frustrated viewers who don't watch for long. ◀

SUMMARY

If you use your cell phone:

- ❖ You don't need anything else except an internet connection.
- ❖ The most popular and easiest platform to live stream to will be Facebook. If people don't have Facebook, they will need to sign up for an account to watch it.
 - ❖ You will need to oversee it, or you will have to put someone else in charge that you trust.
- ❖ Someone has to give up their phone for the entire event, or you have to be the one using your phone and can't enjoy the event.
 - ❖ It's free. It's easy, but you sacrifice quality.



S U M M A R Y

If you use our professional streaming service:

- ❖ We can manage the internet connection for you.
- ❖ You can decide how many cameras you want.
- ❖ We will provide a video mixer so that we can switch between all the cameras.
- ❖ You can have wireless microphones on the key people or at the lectern.
- ❖ We will provide a professional audio mixer to monitor all the microphone levels.
- ❖ We will provide the streaming hardware, and we can broadcast to many different platforms such as Facebook, Instagram, YouTube, etc.



S U M M A R Y

If you use our professional streaming service (Cont'd):

- ❖ We can provide custom content for the live stream, such as a landing slide and lower thirds (see next page for example).
- ❖ Our technicians will be on-site running everything so that you can be part of the event.
 - ❖ The entire event will be recorded for you to watch whenever you want.
 - ❖ You will NOT have to give up your phone and can enjoy the event.



PROFESSIONAL ADD-ONS

Choosing to produce your program professionally also gives you the advantageous benefit of including other content in addition to the live stream video feed such as b-roll footage, donation plug-ins, presentation slides, and other graphics.



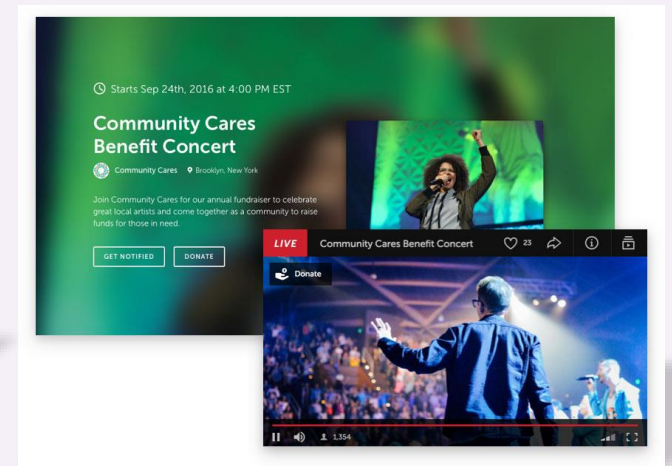
Landing Pages

Customized pages that viewers see or 'land on' before the program has begun, in between live recordings and videos, and after the program has ended.



Lower-Thirds Graphics

Titles and captions which overlay video content to provide information the viewer should know - usually placed in the lower-third section of the video feed.



Slides and Donations

Add presentation slides and donation plug-ins to keep viewers at home engaged.

PRICING

SYNERGETIC LIVE STREAM PRODUCTION

Our professional production packages for live streaming begin at \$ 1 , 5 0 0.

Please call for a custom price for your event.

Additional equipment and services can be added based on your needs and event mission.
Please call to discuss your event in more detail - we'll provide recommendations and a customized proposal.

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THANK YOU FOR
YOUR CONSIDERATION!

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