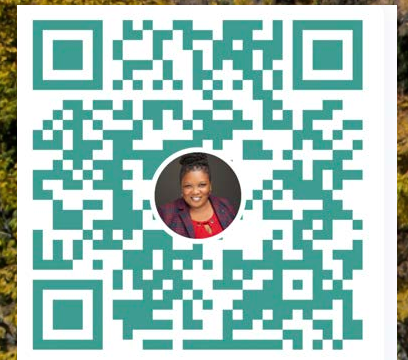


Unleashing the Power of Live Streaming for Social Impact

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Agenda

- Understanding the Fundamentals of Live-Streaming
- Strategic Integration for Social Impact
- Optimizing Engagement
- Success Stories and Practical Tips
- Harnessing the Full Potential of Live Streaming



Learning Objectives

During this session, attendees will learn to:

1. Understand the fundamentals of live-streaming
2. Explore strategic integration for social impact
3. Gain optimizing engagement and outreach



Understanding the Fundamentals of Live-Streaming as a Catering and Event Professional

- Definition and Importance: What is live-streaming and why is it essential for events?
- Technical Basics: Understanding the equipment and technology required for successful live-streaming.
- Platform Options: Overview of popular live-streaming platforms and their features.
- Quality Considerations: Tips for ensuring high-quality audio and video during live streams.



What is live-streaming?

Live-streaming is the process of broadcasting video and audio content in real-time over the internet. It allows viewers to watch and engage with events as they happen from any location with internet access.



Why is live-streaming important?

- Wide Reach
- Enhanced Engagement
- Cost-Effective



Equipment Needed

- Wifi
- Audio
- Camera/Tripod
- Switcher for multiple cameras
- Streaming software
- Lighting



Exploring Strategic Integration for Social Impact

- Amplifying Causes: Leveraging live-streaming to raise awareness and support for social causes.
- Engaging Stakeholders: Strategies for involving sponsors, partners, and participants in live-streaming initiatives.
- Measuring Impact: Identifying key metrics and methods for evaluating the effectiveness of live-streamed events.



Optimizing Engagement and Outreach for Event Coordinators

- Understanding Your Audience: Identifying the preferences and expectations of your target audience.
- Interactive Features: Utilizing interactive elements such as polls, Q&A sessions, and live chats to engage viewers.
- Content Strategies: Developing compelling content that resonates with your audience and aligns with event goals.
- Promotion and Marketing: Best practices for promoting live-streamed events and maximizing reach.



Take-a-ways

- Live-streaming extends event reach, boosts engagement, and offers valuable analytics.
- Engage stakeholders
- Develop content
- Market



Questions?

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THANK YOU



Continue the Conversation

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