



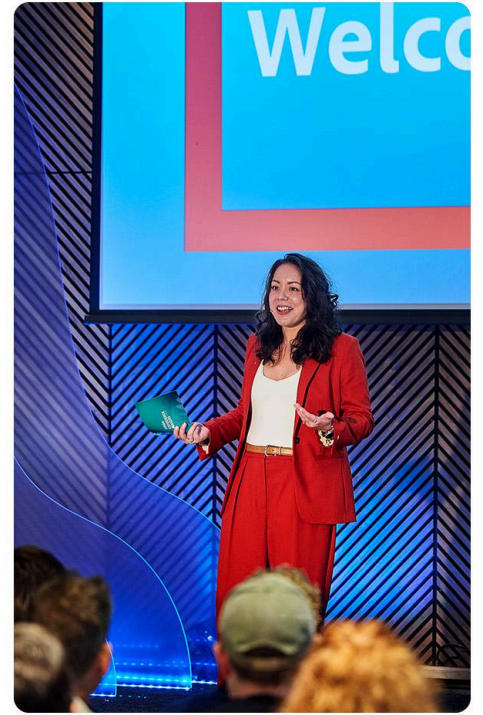
GET THE MOST OUT OF YOUR LIVESTREAM

Successful livestreaming doesn't happen by chance, it's scripted. A solid script gives your production rhythm, clarity, and control. It keeps the energy consistent, the message sharp, and your team aligned from start to finish.

You know the feeling. The countdown clock is ticking, the keynote is still tweaking slides, and your tech crew is juggling last-minute changes. There's no room for guesswork when hundreds of viewers are watching live. That's why great events run on structure, not stress.

When every cue, quote, and clip is mapped out, your team performs with confidence and your brand looks in total control. The best part? You actually get to enjoy the show yourself.

Read on and discover how you can change the game!



BEFORE YOU GO LIVE

A few things to lock in before cameras roll:

1. **Keep the attention moving.** Mix it up with interviews, short presentations, demos, or video inserts to avoid dead air.
2. **Design matters.** Use branded visuals, slides, animations, and videos that fit your style guide. Consistency builds trust.
3. **Trigger action.** Know what you want your audience to do: join a poll, sign up, or connect afterward.
4. **Write for the ear,** not the eye. Read scripts out loud to keep them conversational and natural.
5. **Manage interaction.** If chat is on, assign a moderator to guide the flow and boost engagement.

YOUR SCRIPT HAS THREE LAYERS

1. **Call sheet**

The backbone of your livestream. Everyone sees where to be, when to be there, and what happens next. Include the show title, date, location, and key contacts. Print and hand it out to your crew, old school still works.

2. **Technical schedule**

The technical team's checklist. List speakers, crew members, and all graphic assets. It helps them prep name titles, mic setups, and intercom channels. Always include contact details and clear roles.

3. **Run of show**

The creative blueprint. Break your livestream into clear segments or "blocks." Each part should have a purpose and a cue.

Add lower thirds for every speaker's first appearance and bumpers (short intro videos) to introduce new sections or guests.

When it's ready, create cue cards for the presenter, sturdy A5 cards with key points and questions on one side, your logo on the other.

Share the script (with edit access) a few days before the stream. Walk through it together in a short online call so everyone's in sync before showtime.



PRO TIP

Start early. Really early. Too often, producers are still finalizing the run sheet at midnight. Keep a firm grip on all external inputs and set clear deadlines with everyone involved.

BOTTOM LINE

A strong script is the foundation of a flawless corporate livestream.

It keeps your story tight, your visuals aligned, and your team confident. Invest the time up front and your message will hit harder, cleaner, and more human.

We wish you all the best with your next production. If you have any questions please feel free to call Misja Jonker, our Technical Director **+31 20 324 22 60**

