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LIVE-STREAMING FOR STARTERS

GET THE MOST OUT OF YOUR LIVESTREAM

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 speaker 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!

Misja Jonker
Technical Director

PREPARE A STREAM LIKE A PRO

Livestreams have become a cornerstone of modern corporate communication. They're fast, direct, and human, a way to connect your brand to your audience in real time. But behind every flawless stream is preparation, not luck. If you want impact, you need structure, clarity, and a team that knows exactly what's happening when.

1. Define Your Goal

Every great stream starts with purpose. Are you trying to inspire, inform, or drive sales? Clarity here shapes everything, your content, tone, and call to action. When the goal is clear, your message hits harder and your viewers know why they're watching.

2. Know Your Audience

Who are you talking to? What do they care about? Understanding your audience lets you tailor your message and visuals so they resonate. Speak their language, not yours. When viewers feel seen, they stay engaged.

PREPARE A STREAM LIKE A PRO

3. Choose the Right Platform

Each platform has its own rhythm. YouTube or Vimeo for polished production, LinkedIn for professional audiences, Zoom for interaction, or custom RTMP for hybrid setups.

Pick the one that best fits your audience and your brand goals, not just the one that's easiest.

PREPARE A STREAM LIKE A PRO

5. Plan Your Format and Flow

Decide early what kind of show you're running. A tight keynote, a dynamic panel, or a lively interview? Will there be a live audience or a fully virtual one?

Add interactive tools like Slido or Kahoot to keep energy high. Build a clear script or outline and rehearse it. Great livestreams feel spontaneous because they're actually well-planned.

6. Bring the Right Gear

Quality starts with equipment you can trust. Use solid cameras, pro microphones, and soft LED lighting for that premium look. Test everything in advance. Remember: your in-room audience and your online audience experience content differently.

In the room, they only need slides. Online, they expect a picture-in-picture mix of speaker and presentation. That means running multiple compositions from the same sources and switching cleanly through a dedicated media player.

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7. Secure Your Connection
A flawless livestream depends on a rock-solid connection. Run a wired setup whenever possible, and test the upload speed days before the event. If you're at a corporate venue, align early with their IT department. Firewalls and closed ports can block your streaming encoder. Don't wait to address this until the morning of the show.

8. Assemble a Skilled Crew
Behind every smooth show is a professional crew. You'll need camera operators, sound and light techs, a technical director, graphics operator, producer, and often a chat moderator.

Add a show caller or producer who bridges client and crew, they keep everything moving. And remember: good setups take time.

9. Design the stage
Set the scene. Keep the stage clean, lighting flattering, and brand elements visible but subtle. Add lower thirds, bumpers, and short pre-produced clips to introduce speakers and topics, it keeps momentum and makes your show look cinematic.
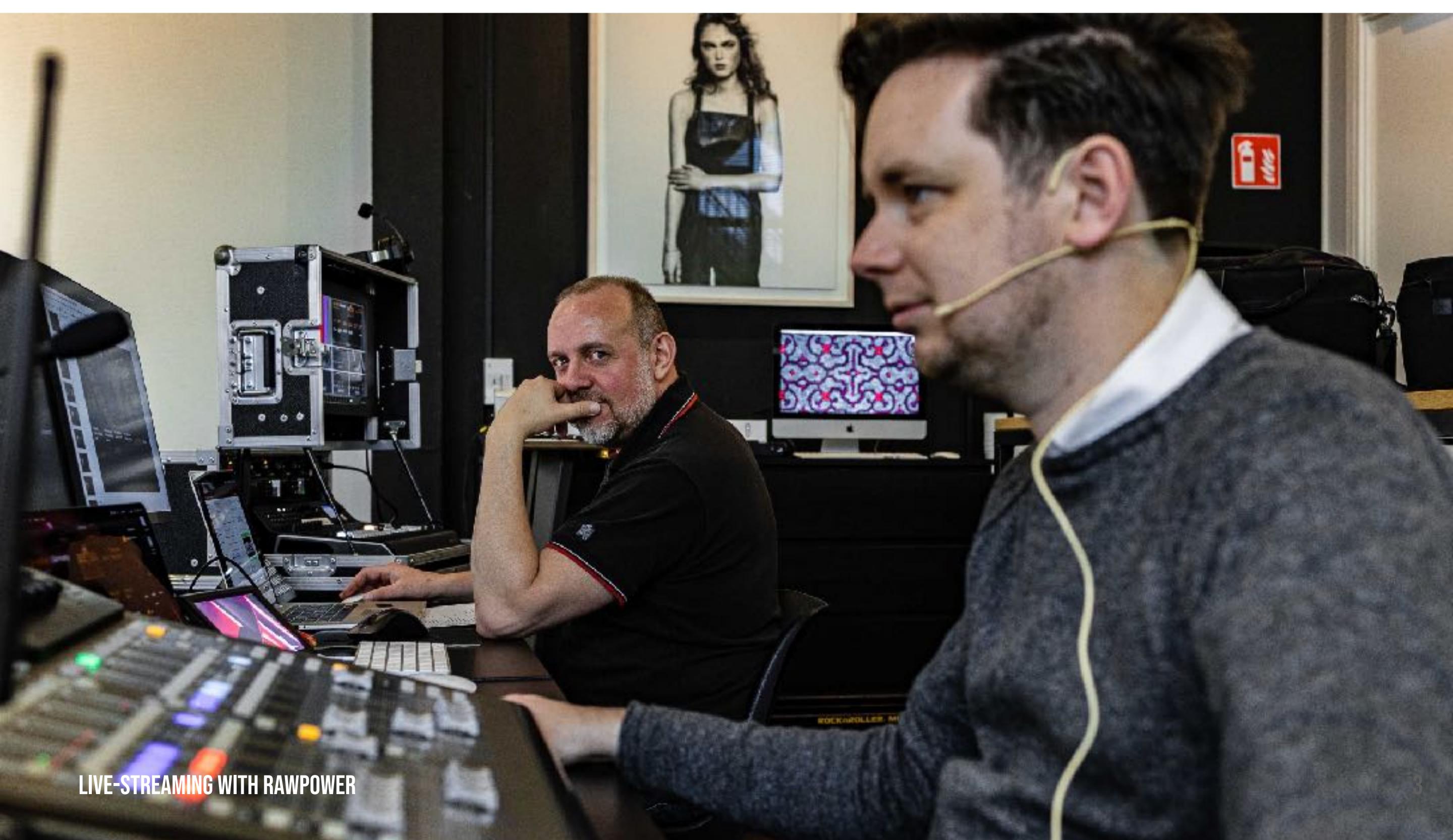
SCRIPTING THE LIVE-STREAM
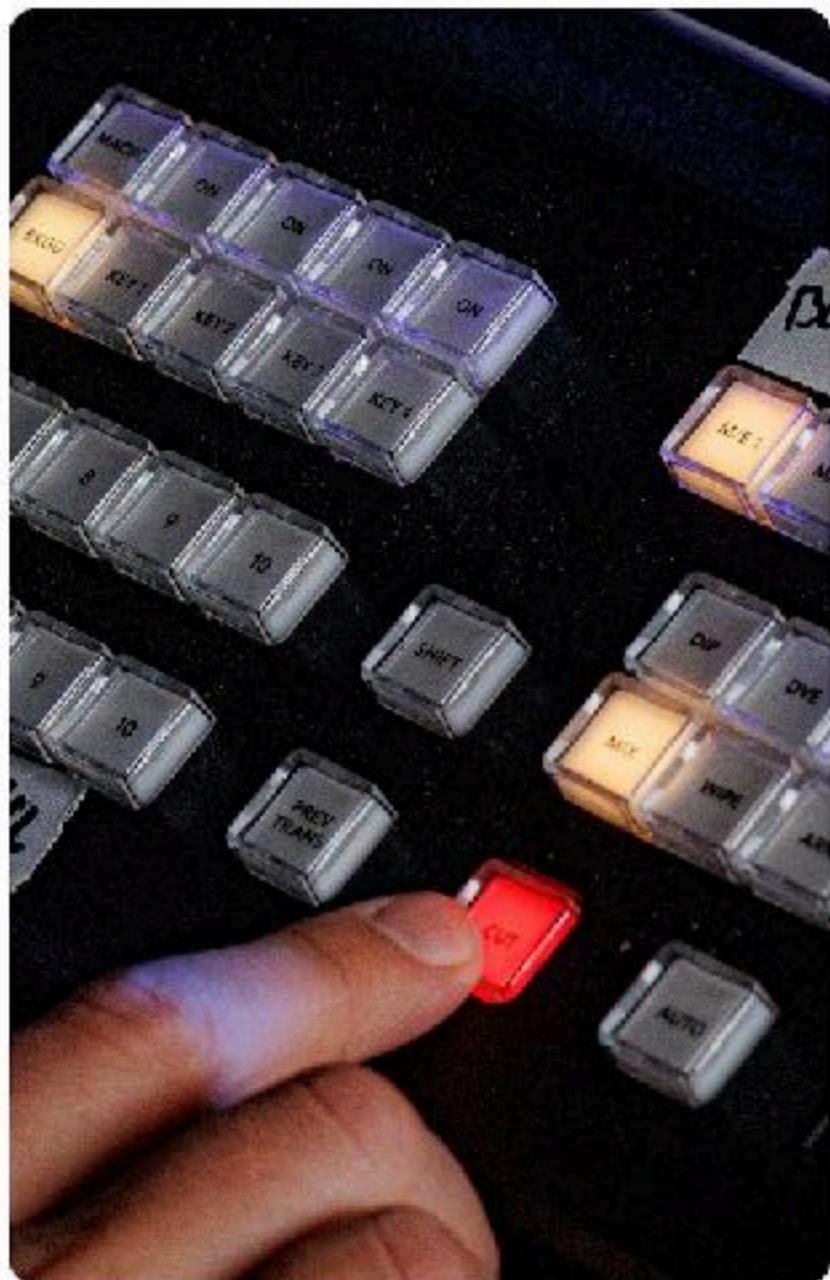
A few things to lock in before the final script is written:

Keep the attention. Mix it up with interviews, short presentations, demos, or video inserts to avoid dead air.

Design matters. Use branded visuals, slides, animations, and videos that fit your style guide. Consistency builds trust.

Trigger action. Know what you want your audience to do: join a poll, sign up, or connect afterward.

Write for the ear, not the eye. Read scripts out loud to keep them conversational and natural.

Manage interaction. If chat is on, assign a moderator to guide the flow and boost engagement.

DRESS YOUR STAGE FOR VISUAL IMPACT

THREE LAYERS IN SCRIPTING

1. **Callsheet**
   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 and summary of the run of show. Print it and hand it out to your crew, old school still works.

2. **Technical schedule**
   The technical team's checklist. List speakers 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) with your team a few days before the stream. Walk through it together in a short online call so everyone's in sync before showtime.
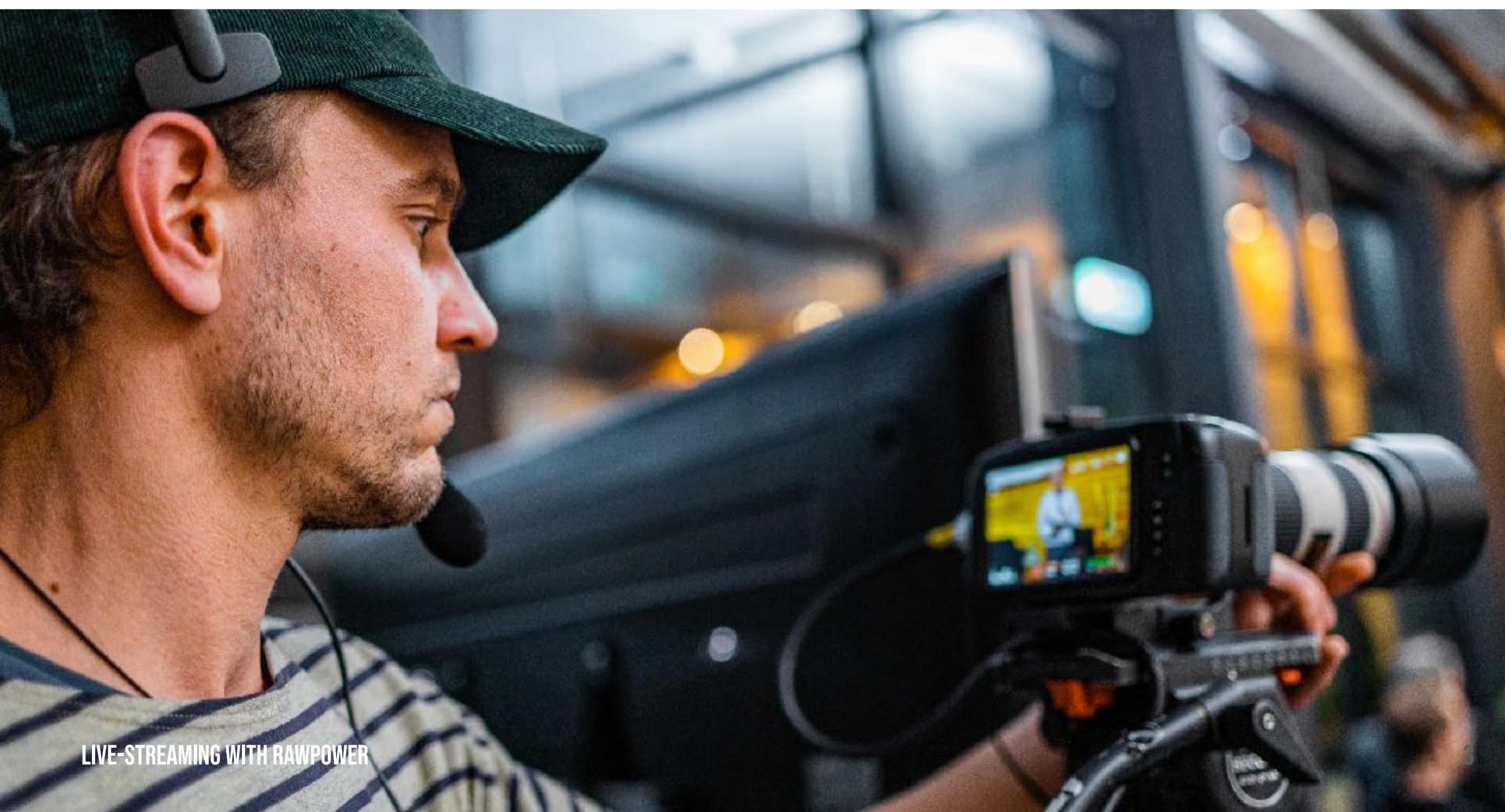
A SOLID SCRIPT
TURN CHAOS INTO CLARITY, THEY'RE THE BACKBONE OF A SMOOTH, PROFESSIONAL PRODUCTION.

PRO TIPS

Be prepared
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.

Script transitions like they matter
The tranisition between presentations needs attention. Write your transitions: who thanks whom, what music plays, which graphic appears.
Smooth transitions = a professional show.

Make room for realness.
Plan short breathing spaces or improv-friendly moments. That's where your host connects, the brand feels human, and the audience feels seen. A panel dicussion or fireside chat is always good to add to the program.

Share early, fix together
Your script only works if the whole crew is engaged. Share it days in advance, schedule a quick read-through, and invite feedback. A script is not a document, it's a team agreement.

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Learn how to stream successfully
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