



Pre-Broadcast planning

✓ Objective

Define the purpose and goals of your broadcast.

✓ Audience

Identify your target audience and plan content accordingly. Understand who you're targeting and shape your content accordingly.

✓ Broadcast format

Will it be an interview, solo presentation, or panel discussion? Pick the format that suits your message.

✓ Scheduling

Set a date and time suitable for your target audience.



Content preparation

✓ Script/outline

Prepare a script or an outline to guide the broadcast.

✓ Visuals and media

Gather all graphics, videos, and presentations you'll need.

√ Call to action (CTA)

Engage your audience through Q&As, polls, or prompts throughout your broadcast.

✓ Rehearsal

Run through the entire broadcast to iron out any kinks.

Technical setup

✓ Internet connection

Ensure a strong, stable internet connection.

√ Camera quality

Use a high-quality camera for clear visuals.

✓ Lighting

Set up adequate lighting to avoid shadows and ensure a professional look

✓ Microphone

Use an external microphone for clear sound.

✓ Streaming software

Configure and test the streaming software that you are using

✓ Backup equipment

Have backups ready (camera, microphone, cables) in case of technical failure.



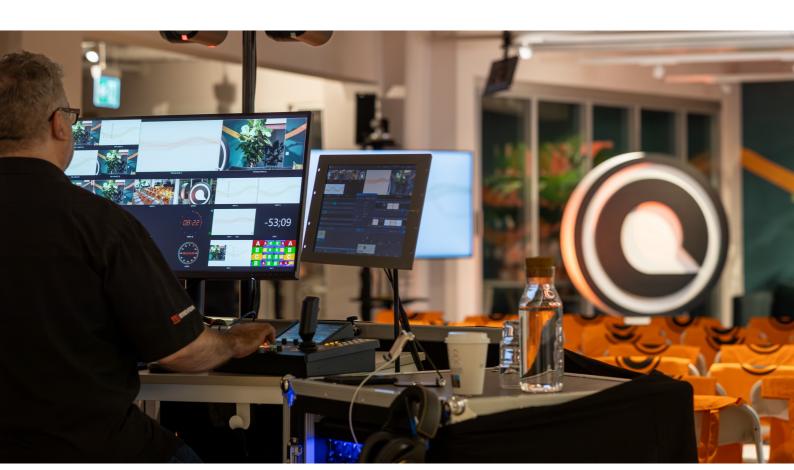
Studio setup

✓ Internet connection Ensure a strong, stable internet connection.

✓ Backdrop/scenography Choose a clean, visually appealing background or set or work with a green screen.

✓ Acoustics Minimize echo and unwanted background noise.

✓ **Lighting:**Ensure even, flattering lighting (three-point lighting is ideal).



Audience engagement

✓ Live chat moderation

Assign someone to moderate comments and questions.

✓ Polls and Q&A

Plan moments for audience interaction. During or after the broadcast.

✓ Announcements

Prepare important announcements or key messages to share during the broadcast.



Testing

✓ Sound check

Test microphones and sound levels.

√ Video check

Ensure cameras are positioned well and video quality is high.

✓ Platform test

Do a test stream on your chosen platform to check settings.

✓ Backup internet

Ensure you have a backup internet source in case of failure.



During broadcast

✓ Stick to schedule Follow your agenda closely to stay on time.

✓ Monitor feedback Keep an eye on live chat for engagement or technical issues.

✓ **Engage**Actively involve the audience through questions and shout-outs.



Post broadcast

✓ Recording

Ensure the session is recorded for future use or sharing.

√ Follow-up

Send follow-up emails with an assessment survey, key takeaways, recordings, and actionable next steps.

✓ Analyze metrics

Review audience engagement, view count, and feedback for improvements.

✓ Post on social media:

Share highlights, clips, or key moments to extend reach.

Good luck! We hope this checklist will help you ensure a smooth, professional, and engaging live broadcast!

