



 QUICKCHANNEL

How to plan a successful live broadcast



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!