Video Production and Live Webcast Event Planning Guide

Production Planning:

Our production crew needs to know about the room or facility where your video production is to take place. We need to know the relative positions of the podium or stage, seating and entrance locations, along with the location of the PA system, internet connections and power receptacles

Site Plan Layout:

Create a diagram showing the approximate locations of the speaker platform or stage, internet/network access points, power sources, audience location and entrances, video projectors screens or video monitors and a location for our production equipment table (2 x 6) near access to power and sound system connections. Include rough room dimensions List any other requirements such as a video feed to a projector or video monitors. We will use this information to plan our camera and cable locations.

A copy of the event program is essential for us to anticipate events and to follow along. We will also need a list of the participants so that we can prepare titles and graphics for each scheduled participant and topic. Communication is essential before, during and after your event. It's important to coordinate with our crew to prevent and avoid problems and surprises.

Coordination can help us produce the best results

Live Streaming:

If your event is to be live streamed in real time, there are some important considerations.

A wired network is preferred. Wi-Fi is not adequately reliable. We cannot assure a good quality livestream without a wired Internet connection of at least 4-6 mbps UPLOAD. Search for "Internet Speed Test" (Google) or install a speed test application on your computer or phone. Connect to the network and test the upload connection. key and password prior to the event.

Contend Delivery Networks:

If the event is to be live streamed to your Facebook or YouTube channel you will need to provide the session

Facebook Live: Administrator must log into your Facebook account on our computer

YouTube Live on Your Channel: Schedule the event and generate a "key". Provide that key to our production crew in advance of the scheduled event.

YouTube Live on our channel: The live feed will appear on our YouTube Channel or on our web site at. You are also welcome to capture the "embed" or link code to add the video to your web site.

Your Streaming Service (Vimeo, DaCast, LiveStream, ChurchStreaming.TV, BoxCast, etc.): Schedule the livestream and provide our producer with the stream "key". With adequate bandwidth it is possible to stream to as many as 3 Content Delivery Networks at once.

Audio and Sound:

We usually use a feed from the public address sound system. The signal source needs to be within a reasonable distance from our production control locationWe need to have a clean audio signal that is free of noise, interference or hum. Bad sound can ruin a great video.

If needed, we can originate the audio from our microphones and mixers. We can originate the PowerPoint, video clips or music through our production system and provide a signal to the existing public address system, projector or screen. In such cases, sound resources such as music tracks, video clips or PowerPoint presentations need to be provided to our producer well in advance of the scheduled event or program.

In some cases, there may be an added charge for extra mixers and microphones.
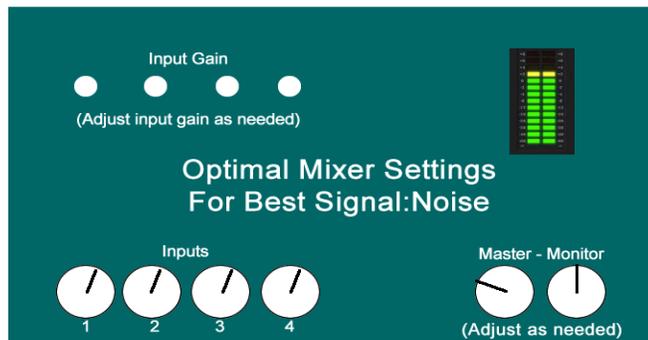
Audience Q&A:

Microphones are commonly directional and can't really hear what you hear in the room. For that reason, when inviting questions and comments from the audience, be sure to ask your audience to wait for a microphone to be brought to the person who wants to speak, and ask them to stand so the camera can see who is speaking. If that is not possible, the presenter should restate the question before providing the response.

Music Content:
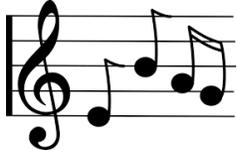
Music to be included in a live production or a webcast that appears on Facebook, YouTube or certain other outlets needs to be carefully selected and prepared to avoid disruption of your production. Playing unauthorized or copyright protected music on FaceBook or YouTube can result in the auto feed or webcast being cut as a result of a match detected by artificial intelligence software, or it could mean a "take-down" notice from the music copyright owner or performer. In general, music by popular artists should be avoided. Use of disputed or copyrighted music can result in "Ad Rev" banner ads being added over your video content. Disputed rights can be challenged and cleared, but you must first be aware of the dispute and then follow a simple procedure to challenge the dispute. In many cases it may be necessary to provide proof of a license to use the music track. This can still happen even when the rights to soundtracks have been purchased.

"Royalty free" does not mean free of cost. In limited cases we can select appropriate music tracks from a production library collection that we own or from YouTube's free resources.

For other Content Delivery Networks like Vimeo, the responsibility for music rights falls directly on the program's originator, which means you, and can result in anything from a take-down order to fines from the copyright owner or performer. You may have heard about complaints filed by performing artists against political campaigns that use an artist's music or theme without permission.

Royalty-free (paid) music can be found at AudioJungle.net, SmartSound.com, Pond5.com/royalty-free-music/, and other sources. The production company has a limited library of production music available.

Lighting:

Lighting is a critical factor for a video production. Correct lighting means good video. Most meeting rooms, classrooms and hotel facilities can provide adequate (perhaps not optimal) lighting for video recording. However, placing the subject next to a window, for example, can make the subject appear to be hidden in the dark or even make it difficult for the camera to maintain focus. (Search for i8nformaiton about "3 Point Lighting")

Bright stage lighting and spotlights do not work for video recording and create problems setting up video cameras. Video recording requires even lighting, which can include backlighting, fill lights, along with left and right lighting at 45-degree angles on either side. In limited cases, such as a small interview, our production crew can provide minimal lighting, at an additional charge and only with adequate prior notice. Green-screen options may also be made available.
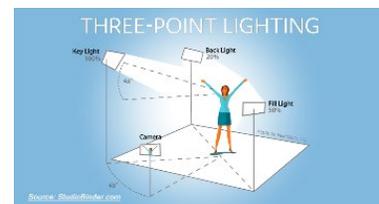
PowerPoint™:

PowerPoint® presentations to be included in the video production should be formatted to 16x9 to fit the video screen. It's good to include a beginning title page. Black text on a white background can be hard to see and could cause eyestrain for the viewer. Break the content into several pages to avoid filling the screen with lots of small text. Be creative with images, layout, design and color to keep the presentation visually interesting. A video feed of the presentation needs to connect to our production location, ideally within 50 feet. Download video content rather than relying on the Internet.

Clothing:

Participants appearing on camera should avoid wearing white clothing or small stripes. They avoid wearing colors that match the background. On that subject, *avoid background extremes of solid black or white.*

Special Requirements:

Let us know if we need to provide or receive a video feed from a projector or video screen, provide a green-screen backdrop, incorporate a remote guest, teleprompter, live chat feedback, or other special requirements. List those details below:

<mark>BE SURE TO REVIEW ALL CAMERA LOCATIONS, SOUND, LIGHTING, GRAPHICS AND OTHER DETAILS PRIOR TO THE START OF YOUR PRODUCTION.</mark>

If you have any questions, please contact our production crew well in advance of your planned production. We can be contacted through our web site at TimTrottProductions.com under "Contact Us" in the site menu. Mouse over "Contact Us" to find the "Place an Order" page which will let you provide details like the name of your event, the date and time along with instructions, details, duration and what you expect in your event production.   For example, we can provide a video recording of the event to be transferred to your storage media such as a Passport drive. Keep in mind that these are rather large files (MP4)

Tim Trott Media Productions – www.TimTrottProductions.com
(850) 579-0795

Important Event Information and Contacts:

Company/Organization Name: _____

Contact Name: _____

Contact Email: _____ Contact Phone: (____) ____-_____

Type or Name of Event: _____

Event Date: ____/_____/____ Start Time____ am/pm Duration::_____

Location or Venue: _____

Address: _____

City/State_____

Livestream: Available Upload Bandwidth: ____ mbps ☐ LAN ☐ Wi-Fi

Internet Login: _____ Password _____

Distribution: ☐ Flash Media ☐ Facebook ☐ YouTube ☐ Other: _____

Content: (Check any that apply)

☐ PowerPoint ☐ Video ☐ Music ☐ Remote Guest ☐ Live Chat/Feedback

Special Notes:

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