Webcast Tip Sheet

Define Your Target Audience
It is important to define your target audience so you can create content of interest to them.

Define Your Goals And Measures For Success
Define upfront what you want to achieve with the webcast and what actions you want your audience to take as a result. How will you measure that response?

Make It Easy For Your Audience To View The Webcast
Pick a time when your target audience will be most able to participate and make it easy for them to do so, by choosing a delivery method that does not require installing software or overcoming other hurdles that may turn people away.

Create Pre- And Post-Webcast Material
Assure your viewers that the webcast is working, by providing a message announcing that the webcast will begin shortly. Replay the webcast after the live session for viewers unable to watch in real time.

Develop Your Program With Both Audiences In Mind
Make sure you address the unique needs of both your live and virtual audiences so they stay engaged throughout the presentation.

Deliver Content That Participants Cannot Get Anywhere Else
Give your viewers information that they can get only from this webcast. This makes your webcast important, interesting and one-of-a-kind.

Promote Early And Often
Letting people know ahead of time allows them to plan around your event. Send reminders as the date approaches.

Test, Test, Test
Thoroughly test everything before going live -- and have a backup plan in case something goes wrong. There should be redundancy for every vital part of the webcast..

Rehearse
A full run-through before the actual show helps ensure that everything will go smoothly. Work out any kinks before you are live -- and make sure the timing of the show fills the advertised slot while including all of the information you want to convey. If not, adjust the program.

Start Early, Start Late
Have content running for those who arrive early and those who stay on after the event.

Keep The Show Moving

Viewers become bored much more quickly online and can tune out much faster than a live audience. Keep the program moving and save the in-depth discussion for the Q&A.

Great Lighting

Have great lighting, especially if you are using green screen. Viewers may be watching on small screens and mobile devices; having an image that they can see easily is important.

Great Audio

If your audience cannot hear you, they will not watch you. Bad audio can lose a viewer faster than bad video.

Provide A Smooth, Buffer-free Stream

Cater to your audience by providing a stream that gives them seamless video with no buffering time. Make it easy for them to stay tuned with great streaming and great quality.

Replay And Video-On-Demand

Have a replay of the webcast available as quickly as possible so those who tuned in late or were unable to participate in the live show can watch at a time that is convenient for them.

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