

Streaming. The next best thing

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A Brief History & Introduction to Streaming



Live, Streaming, Live Streaming. There are lots of ways to deliver content.

Streaming has been around for 25 years, but is still in the early stages of adoption.

The first live stream was conducted in 1993 by Xerox PARC. A band called “Severe Tire Damage” was playing an event and two engineers wanted to “test” a broadcast online. It was rocky, but it was successful.

Two years later, the Rolling Stones along with the Beastie Boys and other forward looking bands were all early adopters of the technology.



Fast forward to today, where technology and internet infrastructure has caught up with the times. Why is your company still not streaming?

Facts about live streaming:

Video quality is the most important factor for 67% of viewers when watching a live stream broadcast.

YouTube reports mobile video consumption rises 100% every year.

75% of executives watch work-related videos on business websites at least once a week.



By 2019, online video will be responsible for four-fifths of global Internet traffic.

The future is now.

Trainers and Marketers know that a strong content strategy and the appropriate delivery is the foundation to any results-driven sales process.

Putting together an effective strategy and reaping the rewards requires a well-thought-out plan and a dynamic set of capabilities to execute it.

When it comes to the capabilities of streaming, planning is imperative. Not only does your content have to be great, but so does the delivery.

Understanding your messages, who is delivering them and how they are being delivered is as important as the technology, production and delivery platform.



Step 1: Align with the Business

Gaining agreement with key stakeholders is key

The first step, and most likely the most important step is to align with the stakeholders on the approach. If streaming a meeting or presentation is a new idea, you may get some push back.

Expectation setting usually can answer most questions. So it is important that you understand the who, what, when, where and how of the project.

One of the first questions that should be asked is who. Who needs to see the stream?

Once you determine who the bulk of your viewers are, the approach can be tailored to meet that goal.

Top tips for successful streams:



Who
is my audience?



What
is the message and content?




When
and how often are we streaming?



Where
big stage, small event or other?



How
technology, production, platform?



Step 2: Choose Content and Speakers

Step two is determining the lineup of presenters and the content. This can be difficult to figure out.

In our experience, companies often overdo it. This means they try to pack too much content into the time and often have too many presenters.

This results in information overload. Have you ever heard the statement "drinking from a fire hose?" If not, this is the definition; Just because you have an audience that is ready to learn does not mean that they can retain everything.

Finding the right mix of content and presenters is a balance. Ask yourself the question "What do I want my audience to do or say differently?"

Once you determine the behavior change you are looking for, plan your approach in the simplest fashion that will give you the results you seek.

Keep it simple.

"What do I want my audience to do or say differently?"





Step 3: Pick the Right Tool

All of the platforms are "the same" correct? The answer is a hard NO.

How is my audience going to watch this?

Are they watching it in a large room together or alone on an iPad?

Do they need to interact with the program or just watch?

How long is the program?

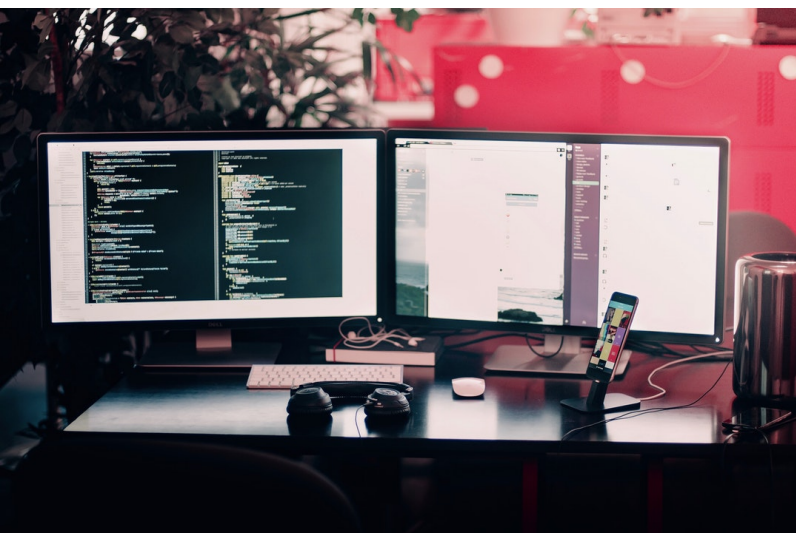
It may seem like these questions are obvious, or you are wondering what this has to do with the tool you select.

Knowing the answers to these questions will help you select the right tool for the job.



There are many available platforms for two way interactive programs, Live Streaming and prerecorded content. Choosing the right platform based on the end result of your program is important.

Understanding the needs of the audience as well as your own objectives will allow you to select the appropriate tool. In addition, working with a producer will help you narrow down the options so that you get the results and capabilities you are needing.





Step 4: Engage from the stage

“The right word may be effective, but no word was ever as effective as a rightly timed pause.”

– Mark Twain

“If you can’t write your message in a sentence, you can’t say it in an hour.”

-Dianna Booher

“There are three things to aim at in public speaking: first, to get into your subject, then to get your subject into yourself, and lastly, to get your subject into the heart of your audience.”

– Alexander Gregg

These quotes sum up the importance of preparation, simplicity and knowing your audience.

If you want to bring more fire from the stage, especially when you are being live streamed, spend your time planning.

Knowing how your audience will react to the messages you deliver is key. With live streaming, you must also consider the remote audience. You really want to make them feel as though they are right there with you. Once you get on the stage it is up to you to bring it.

Our job is to make sure your message reaches your online audience with the same impact it does live.

By combining stage presence, technology and strong content your message will be unstoppable.