Webcasting Tips and Recommendations

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Before you start your live broadcast, make sure you take the following into consideration:

- Start the broadcast earlier
- Check that everything is working as expected: sound, equipment etc...
- Make sure you have the correct and final presentation - last minute changes are common.
- Pro tip: Recommend presenters to wear plain clothing - patterned clothes such as plaid or stripes often don't appear well in video.

During the broadcast:

- Moderate the Q&A activity by routing questions to the appropriate people and delivering the responses quickly. Note: the Q&A can be saved and viewed after the broadcast.
- Remember to post polls during the presentation to engage your audience.
- Monitor the Live Analytics:
  - A drop in users can indicate that there are technical issues or that viewers are losing interest.
  - Monitoring the average bitrate activity lets you understand the quality received on the viewers' side.

After the broadcast has ended:

- Download the Live Analytics from the KMC.
- Export the Q&A session. The Q&A is exported as a CSV file that can be opened in MS Excel and its equivalents.
- Use the clipping and trimming tools to edit out unnecessary parts.