STREAM-IT WEBCAST PLANNING GUIDE

Throughout the webcast planning process, you will need to answer some very important questions about the purpose, goals, creation and execution of your webcast. This guide will help you define and plan your webcast. It will also provide our team with the information needed to create a detailed production schedule and budget.

Company Name   _____
Company Contact _____
Contact Address _____
Contact Address (2) _____
Contact E-mail _____
Contact Phone _____

GENERAL INFORMATION

Are you planning a live, simulated live, or on-demand only webcast?

- ☐ Live
- ☐ Simulated live
- ☐ On-demand only

If live or simulated live, when will the webcast be held?

Date: _____   Time: _____

What is the estimated length of your webcast?

_____Hours   _____Minutes

Where will this webcast to be recorded (your office, professional studio, live conference)?

_____

If a live webcast, what is the level of internet connectivity on site?
- ☐ High Speed
- ☐ T1 and above
- ☐ Don't know

How many viewers to you expect to view this webcast at one time?

_____Viewers

Who is your target audience?

_____

_____

_____

When is a good day and time to test your location for speed? _____

What type of equipment do you need?_____
_____
_____
_____

Describe your general webcast project in terms of style, purpose (training product tutorial, corporate strategy delivery, etc.) and frequency (weekly, monthly, one-time event, etc).

_____
_____
_____
_____

Describe the general webcast content.

_____
_____
_____
_____

REQUIREMENTS

Select production services you would like us to perform.
- ☐ Video recording
- ☐ Video Editing
- ☐ Integration of pre-recorded content
- ☐ Music
- ☐ Subtitles/Translation
- ☐ Other

_____
_____
_____

What additional features would you like to have for your webcast? (in addition to the media player navigation).
- ☐ Chat window
- ☐ Message board
- ☐ Polling capabilities
- ☐ Program Schedule
- ☐ PDF/asset downloads
- ☐ Gallery
- ☐ Help Pages
- ☐ Pay per view/billing
- ☐ Other
  _____

Indicate all security tools that you want to use to protect your launch site, web pages, and video.
- ☐ Authentication
- ☐ Encryption
- ☐ Conditional Access