Virtual Public Engagement

Chris Walters – Grants Manager & Gallery Curator

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Take a Deep Breath

…While you need to overcome technical challenges, what you do hasn't fundamentally changed.

…Don't reinvent the wheel, you're just putting on snow tires.

…Don't get overwhelmed by the forest. It's ok to pick one tree to love really well

Introduction

Topics to be Covered

- Overview of Livestreaming & Event Platforms

- Ticketing Programs for Virtual Events, Programs, and Meetings

- Measuring Online Audiences

- Technology Best Practices & Buying Guide

Agenda

Livestreaming & Events Intro Considerations

- To Live or Not to Live – All Live, Recorded, Hybrid
- Livestreaming is Exponential
- Identify the Purpose – Fundraising, Creative, Educational
- Immediate Engagement or Delayed
- Return on Investment
- Simple vs Complex - All in One or Separate Components
- Practice & Prep Time
- Integrated (with ticketing)
- Internet Capability

Livestreaming & Events

Livestreaming Components

- Video, Audio, Background Equipment

- Software or Hardware Encoder

- Livestream Platform

Livestreaming Tutorials

- https://www.borrowlenses.com/blog/how-to-live-stream-a-performance/

- https://www.epiphan.com/blog/how-to-live-stream-for-beginners/

- https://www.borrowlenses.com/blog/how-to-green-screen-from-home/

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Livestreaming & Events

Livestreaming & Event Examples

Livestreaming & Events

Livestreaming & Event Platforms

- Facebook Live
- Instagram TV
- YouTube Live
- Streamyards
- Twitch
- Livestream (Vimeo)
- AWS Elemental Media

- Dacast
- Bright Cove
- Restream.io
- GotoWebinar
- Google Hangouts/Meet
- Hopin

- Showclix
- LiveLab
- Untapped New York
- Patron
- AirBnb Events
- CultureConnect

Livestreaming & Events

Ticketing Considerations

- Fees (Upfront & Backend)
- Mobile apps/ticket scanners
- Customization
- Branding
- Multiple Registrants
- Donations
- Coupon Codes
- Integration
- Data Collection

Ticketing

Ticketing Platforms

- Ticket Spice
- Ticket Leap
- EventBrite
- TicketBud
- EventBee
- ThunderTix

- Accelevents
- Tix
- Ticket Tailor
- Bizzabo
- Cvent
- Give Lively

Time Slot Sign Up Forms

- Google Forms (Choice Eliminator or Scheduler)
- Appointment Slots (Google Calendar Integration)
- Doodle Polls

Ticketing & Time Slot Scheduling

Why Measure?

- Understand How People Found You
- Get Past Superficial Data
- See What Works
- Better Reach Your Audience
- Reporting to Funders
- Compare and Contrast Who Registers and Who Attends
- Find out what additional projects or opportunities were created

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Measuring Audiences

Online Measuring Methods

Duration of Measurement

- Before the Event
- During the Event
- After the Event

Types of Measurements

- Registration, Ticketing, or Custom Forms
- Audience Surveys
- Monitoring Event Platform Metrics

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Measuring Audiences

Accessing and Using Types of Measurements

- Google Forms (Sharable via a link, embeddable in websites, collate data easily in spreadsheets, can adapt even after live, free, secure)

- Zoom (NYCON or Tech Soup Discount, Registration & Poll Downloads; Physical Counting; Access to data and analytics limited to large accounts)

- Youtube (Studio Youtube Analytics)

- Facebook (Insights)

- Website (Google Analytics)

Measuring Audiences

Online Measuring Best Practices

- Be Simple and Brief
- Make Surveys as Easy and Accessible as Possible; Incentivize
- Find a system that works for you
- Set Baselines & Benchmarks
- Think Holistically for How You Can Integrate with Current Systems
- Triangulate Data from Multiple Sources
- Understand terminology and that it may differ among platforms
- Beware of Confirmation Bias
- Uniform & Consistent

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Measuring Audiences

Chris from Corning:

We Had 1,000 Views!

Measuring Audiences

Video Details

Total Video Performance — Showing All

👁	Peak Live Viewers	19
🕐	Minutes Viewed	930
🎥	1-Minute Video Views	107
🎥	10-Second Video Views	469
🎥	3-Second Video Views	1,009
📹	Average Video Watch Time	0:32
🎞	Audience Retention	
👥	Audience and Engagement	

The ARTS Council of the Southern Finger Lakes...

30:46 · Was Live: 09/12/2020 · Owned · Appears Once · View Permalink 🔗 · Copy Video ID 📋

This video is used in 1 post

Posts ⓘ	Posted Date	Estimated Reach	3s Video Views	10s Video Views	Unique 3s Video Views	Post Engagement	Average Video Watch Time
The ARTS Council of the Sout...	● 09/12/2020 10:59 AM	1.5K	1K 100%	469 100%	900	208	0:32 / 30:46

Chris from Addison:

We Had 107 Views!

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Measuring Audiences

Chris's Soapbox:

1)Artists and Organizations need to be
Uniform and Consistent in their online measurements

&

2) Donors need to be flexible and not look at online
measurements as an apples to apples comparison

Measuring Audiences

Computer Best Practices

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- Computer – Fast processor with multiple cores

- The more complex a call or livestream, the more computer processing power you'll need

- Close all background screens, programs, browsers, and apps; run on plug power

- Virtual Backgrounds only with strong computer

Computers

2020 MacBook Air (M1 Chip)

Audio Best Practices

- If you need to choose, pick quality audio over video

- Use Original Sound in Zoom & make sure panelists know how to dial in with their phone.

- Think about room setup and how to quiet your space – avoid hardwood/open floorplan, avoid outdoors, turn off fans, limit background noise

- Use external microphone to be closer to microphone and have more isolated and direct sound

Audio

Audio Equipment Suggestions

- Desktop Microphone – Blue Yeti Nano USB

- Cell Phone Microphone – Rode VideoMic Me (Apple or Android)

- On Camera Directional Microphone – Rode VideoMic Go

- On-Person Microphone – Boya BY-M1 Omnidirectional Lavalier Microphone

- Audio Interface – Focusrite Scarlett

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Audio

Video Best Practices

- Sit a little further back and at eye level.

- Understand your screen as a grid and think about site lines

- Don't have a distracting background

- Don't forget to look at the little camera every once in a while

- Higher quality video means more hard drive space, computing power, internet speed
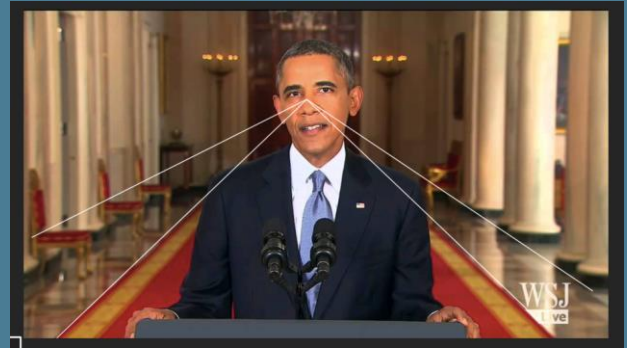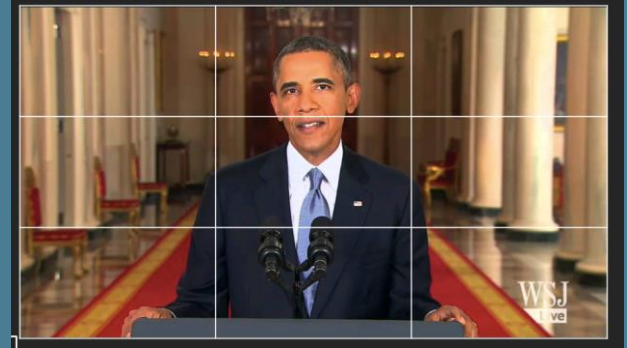
Video

- External Web Cam – Logitech brand (any)

- Cell Phone – All brands

- Cell Phone Camera Stand – Mefoto Sidekick 360 Tripod Adapter or Joby for stand alone

- DSLR or Mirrorless Camera – Panasonic Lumix Mirrorless

- Video Camera/Camera Stand – Magnus (cheap) with fluid head

- Backdrop – Westcott X-Drop Kit or Impact Collapsible Background Kit; Savage Seamless Paper

- Video Switcher - Blackmagic Design ATEM Mini HDMI Live Stream Switcher

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Video

Lighting Best Practices

- Lighting should be behind your screen, not behind you like this…

- Natural light is wonderful, but have a plan for artificial light

- LED Lights are ideal – adjustable colors, quiet, no heat, lightweight, dimmable

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Lighting

Lighting Equipment Suggestions

- Ring Light (round, can often hold a camera inside ring and sometimes a microphone on top) – Newer, Westcott, Angler, Godox/Flashpoint

-
  Constant LED Light Panel (rectangle or square panel) – Elgato, Neewer, Godox/Flashpoint, Viltrox

- Cell Phone Light – Lumecube, Godox

- House Lights – Lamps, Overhang, Etc

Lighting

Internet Considerations

- Minimum 10mb upload needed for livestreaming.

- Zoom/Google Meet uses 1Gb of data/hour

- More participants on Google Meet/Zoom, and more functions, the more internet is needed

- Higher Quality Video Means Higher Internet Need

- 2.4 Ghz (Slower/Longer Distance) or 5Ghz (Faster/Shorter Distance)

Internet

Internet Best Practices

- Plug In to Ethernet (Get an Adapter)

- Have Good Proximity/Access to Wifi

- Find the Best Wireless Channel

- Test out with someone else outside your network

- Update Router & Device Firmware

- Limit Other Users (on own network)

- Utilize Wireless Access Points, Extenders or Mesh Systems

Internet

Remote Access

- Network Attached Storage – a Large External Hard Drive Connected to the Internet

- Easy to Set Up and Use

- Secure Access from Anywhere and Any Device

- File Transfer to People Outside Remote Access

- Media Streamers, Redundant Saving, Back Ups

- Synology 220+ or 420+ (2 or 4 hard drive bays) with Seagate NAS Hard Drives

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Where to Buy Technology

- Monoprice
- BHPhoto
- Adorama
- Crutchfield
- Best Buy (Best Availability Now)
- Sweetwater (Best Availability Now)
- Tech Soup
- Local Companies
- Manufacturer Direct

Technology Buying Considerations

- Cross Check Model Numbers

- Consider Customer Service, Support, Warranties, and Return Policies

- Consider Manufacturer Refurbished

- Look for Verified Purchaser Tags in Customer Reviews

- Seek Expert Reviews (Be Aware of Conflicts/Sponsors/Affiliate Links)

Technology Buying

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Contact Information