



# Appendix B

## How to Live Stream an Event: A Step-by-Step Guide

[2023 Update by **Dacast**]

<https://www.dacast.com/blog/how-to-live-stream-an-event/>

Live streaming events is one of the best ways to connect with audiences worldwide. It's so effective that everyone from influencers to technology startups and even the world and government organizations are streaming live video. In a world increasingly going virtual, live streaming events has proved incredibly beneficial and lucrative for businesses around the world. Live streaming a virtual event has numerous benefits. Since 2019, [58% of marketers say they use the power of social media to stream live video events](#). And that's just social media platforms. There are streaming platforms dedicated to providing the highest quality live video streaming for events such as [Dacast](#).

Today, streaming live video is a strong strategic move for businesses and organizations of all shapes and sizes. Further, there's been a dramatic increase in demand for virtual access to live events.

From small businesses to startups to corporations, streaming events on everything from conferences, webinars and even sporting events strengthens connections with customers and increases brand loyalty.

In this article, we'll cover some of the major [benefits of live streaming events](#). We'll guide you with an in-depth tutorial on the best methods for live streaming events. Finally, we'll wrap up with a practical discussion on [how to live stream and event with Zoom](#).

➤ **Word of Warning – This appendix is very Technology oriented**



## How to Live Stream an Event – A Step by Step Guide



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### **1. Identify Goals & Intentions**

Since [live streaming](#) requires several moving parts, it's a good idea to identify your goals and intentions from the start.

#### **Answer the following questions:**

- What sort of event will you live stream?
- What is the purpose of live streaming that event?
- What do you hope to achieve?
- What is your intended return on investment?
- Will you monetize the event?
- What's your budget?

You need to know what you are live streaming, who you're streaming it to, and your overall goal for the next event. That'll help you move on to the next step, creating a plan for your next event



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### **2. Plan Your Live Stream**

Now that you know what event you will be streaming, its purpose, intended audience, budget, and desired outcomes, you can create a detailed plan for the streaming event itself.

- Where will it be held?
- What is the agenda for the event?
- Who will be speaking? What is the form of entertainment?
- What type of sound system will you use?
- Who will you invite to the in-person event?
- How will you communicate and share the event with your virtual audience?

Planning lays out how your event planners entire live event will go. So, devise a foolproof plan aligned with your event planners goals and resources.



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### 3. Choose an Online Video Platform

A streaming solution is a platform that hosts your live stream. When considering how to live stream an event, you'll need to choose a [streaming solution](#) capable of bringing your vision to life.

- Many professional-grade [live streaming platforms](#) are equipped with [HTML5 video players](#) that are white-labeled and can easily be embedded on your own website,, app, and social platforms.
- When using one of the professional [video streaming platforms](#), you and your viewers have access to specialized servers and sufficient bandwidth, among many other features, to ensure successful broadcasts. A professional broadcasting platform can typically handle large volumes of viewers, thereby allowing you to [live-stream events](#) remotely to reach a larger audience.
- In short, the better the service you select—in terms of features, support, and cost – the better the broadcasting experience for you and the better the viewing experience will be for your audience.
- We recommend comparing several [streaming solutions](#) and taking advantage of free trials before deciding on the right plan. Dacast, for example, offers a feature-rich free trial to give you a chance to test out our service for yourself when comparing it against [broadcasting alternatives](#)



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### 3. Choose an Online Video Platform (cont.)

There are a few main features to consider when comparing [live streaming services](#)

•**Monetization opportunities:** If you plan to generate revenue from your streams, you'll want to ensure your streaming [video platform](#) offers monetization opportunities. Professional platforms (including Dacast, IBM Cloud Video, and Livestream) offer features such as , [subscriptions](#), and advertisements. Dacast's secure , for example, is integrated into the live-streaming platform.

•**Ad-free streaming experience:** Another benefit of [professional streaming platforms](#) is the absence of unapproved ads. With free broadcasting services like YouTube, your viewers experience a constant stream of unwanted and untimely advertisements.

•**Addition of watermark:** With a [white-label video player](#), you can create and embed your watermark or logo onto your original content. A professional online video platform will provide you with the live online event broadcasting environment you need for a professional facebook live show setup and experience.



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### 4. Set Up Broadcasting Equipment

***Using a professional-grade camera will yield a high-quality live event stream.***

- Once you've chosen the live-streaming solution that meets your needs, it's time to consider what [recording equipment](#) to invest in.
- That's a crucial component for streaming video, and it can be overwhelming to weigh all the options. We recommend taking the time to research a few different options before making a decision. That way, you can be sure the equipment you invest in is truly the best fit for your streaming goals.

#### Recording Camera

If it's within your budget, we strongly recommend investing in a fully-featured [live-streaming camera](#) to ensure a professional-grade streaming experience. A super [high-quality camera](#) will do wonders for your broadcast. Moreover, it'll improve the quality of both the audio and [visual aspects](#), which will help to attract and retain new viewers.

We recommend [three streaming](#) cameras based on Engadget reviews:

• **Canon Vixia HF R300** (\$350)

• **Sony HVR-NX5U** (\$3,999)

• **Canon Vixia HF G30** (\$1,349)

- In addition a local Bemidji company called NLfx can be investigated and contacted for assistance.  
<https://www.nlfxpro.com/>



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### 4. Set Up Broadcasting Equipment (cont.)

We want to point out that smaller-scale streams may be able to make do with lower-cost webcams and capture devices. Live streaming a lecture or small conference-style event may not require a hefty investment in professional equipment. It's up to you to determine what streaming quality you need to best suit your audience and deliver your message.

#### Capture Card

When live streaming with a camera, you often need a capture card to convert the video into streamable content. You can purchase a capture card and install it on your computer. Once installed, you can plug the camera into the capture card to get ready to stream live events.

#### Microphone

It is also a good idea to invest in an external microphone to improve the stream's audio quality. As for microphones, there are a few different ways you can go. We recommend checking out the [list of best professional microphones](#) by The Techlounge.

Also, get a microphone arm that supports your audio source. If you're using a collar mic or a clip-on mic, there would be no need for a microphone arm.

- Nlfx may be able to assist with selecting one that would tie directly into the computer so that the sound quality will be better than picking up the worship service from the video camera location. That would also apply to any organ being played or music played from the computer.





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### 4. Set Up Broadcasting Equipment (cont.)

#### Lighting Setup

Now that your technical gear is sorted, it's time for another critical aspect: lighting.

Well-lit surroundings can enhance your streaming quality and attract more viewers. People quickly lose interest in a video where they can't see the subject clearly; hence, perfecting your lighting is critical for retaining viewers.

Fortunately, there are many ways you can do that. For beginners, we suggest using sunlight or a ring light. You can't get a lighting source better than sunlight, and that too for free. Experiment with different angles, the direction of the light source, the right time, and the placement of shadows to get that perfect lighting setup.

Ring light offers an excellent, budget-friendly way to perk up the lighting for your streaming events. The circular shape helps remove the shadow from your face. Another piece of lighting equipment is a three-point light kit. However, it's expensive and better suited for a professional setup. If you're a beginner-level streamer, you can cover all bases with sunlight or ring light.

- NLFx may be able to assist with any lighting issues as they have that as one of the tab's on their web page.



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### 5. Connect Your Encoder

***Encoding, which is compressing video files so that they are not saved as individual images but as fluid video, is essential to high-quality streaming.***

Whether using an [external camera or a webcam](#); you'll need to use a [video encoder](#) to convert RAW video files to streamable digital video files. You can use either [hardware or software encoder](#). There are several options available for either type.

If you're new to live-streaming, we recommend [OBS Studio](#). It is a free, open-source [software encoder](#) that is relatively easy to navigate. More advanced alternatives typically cost between \$500 and \$1000. Some hardware encoders range beyond \$3000. Choosing an [encoder](#) compatible with your chosen online video platform is essential so you don't run into any issues when configuring your settings. If your online video platform uses [RTMP ingest](#), pretty much any [RTMP encoder](#) will do the trick.

How you configure your encoder will affect the quality of your live stream. Please check out our [encoder setup guide](#) for more information on how to successfully connect and configure your encoder.

- Hiring an expert to assist us will be necessary to set this up. Maybe this would include NLfx. Hopefully, this, along with the other equipment such as the video cameras, computers, etc., would be a one time deal for each congregation.



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### 6. Input Your Sources

Once you've got your encoder setup, it's time to input your source. Source inputs are different for every encoder and online video platform, but this is important for [every stream](#)

At this stage, you must connect your camera, microphone, and other sources to your [encoder or switcher](#) to incorporate them into the stream.

### 7. Create a Live Channel

Next, it's time to [create a live channel](#) on your online video platform. Each platform's process is a little different, but it's easy on Dacast. If you're streaming with Dacast, you can use the following steps to create a live channel:

1. Log into your **Dacast dashboard**.
2. Click the purple "**Add +**" button on the menu on the left-hand side.
3. Select "**Live Stream.**"
4. Give your live stream a **name**, indicate the **source region**, and select the **number of renditions** you'd like to create.
5. You'll be directed to another page where you should fill out the fields as prompted.
6. **Save** your changes.

It just takes six simple steps to learn how to stream a live event with Dacast.

- Each congregation will need to have several people trained to handle these tasks. In addition, step by step instructions will be provided. Again – provided by a hired expert.



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### 8. Embed Your Stream

***With a professional video solution like Dacast, embedding your video player only takes a quick copy-paste.***

Fortunately, [embedding video](#) is quite simple when streaming via a professional service like Dacast. Simply copy the [embed code](#) on the live broadcast channel you created and paste the code into the code of your website. That'll allow you to share your live event stream wherever you want.

Broadcasters can choose between two embed codes: **JS** and **iframe**. Both work for [playback on your website](#) or app via desktop and mobile devices as long as the content supports it.

The JS embed code is the default embed code for Dacast and supports most features. That includes being responsive if the elements are designed inside a different size and working with the referrer restriction feature.

The iframe embed code is the most universally compatible. The caveat is that some features do not work with it. This embed code is not responsive, which means it's a fixed size. The [full-screen feature](#) is also sometimes removed. However, it usually happens only if you're using iframes within iframes.

If you want full access for your audience while streaming video content from your event, use a professional video hosting service that supports JS embed codes.



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### 9. Do a Test Run

Once you have everything set up to [live-stream an event](#), it's time to conduct a test run. Test runs are crucial because once you're live, you have an audience. So it is difficult to troubleshoot and fix mistakes quickly. The best way to learn how to live stream an event is to practice before the big day.

It is also a good idea to test your [streaming setup](#) so that you can identify any weak links. By doing so, you know where you need backup options on hand. With a live stream event, you want to have solid backup options in place.

It would be best if we watch you run through your entire stream. Presenters can use this opportunity to practice their parts. This trial run should take place at the same time of the day you plan to broadcast your first facebook live streaming event so that you have a good idea of what the lighting will be like.

We also recommend testing your [internet speed](#) to ensure it is sufficient. The upload speed should be about double what you need for your stream. A solid enough internet connection speed and internet connection itself is vital for a successful live-streamed event.

- Obviously from the last paragraph, each congregation will need to purchase an internet connection. Only Bagley is not currently serviced by Paul Bunyan Communications. It is unknown if PBC offer discounts for churches.

BROADBAND SERVICE PLANS	FEE per month
250 Mbps*	\$60
1 Gbps*	\$80
2 Gbps*	\$150



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### 10. Promote Your Event

Now that you have put all this work into planning and preparing for your live event; you need to make sure people show up! Prepare a plan to promote your event.

There are many different platforms and ways you can [promote your event](#).

•**Utilize your email list:** If your congregation has a developed email list, put it to use! Send out an invitation to your live event, upload teasers to generate more interest, and send out a reminder email before you go live!

•**Add it to the newsletter:** If you send a weekly or monthly newsletter, have a section where you promote and share information about upcoming live events.

•**Share it on social media:** Social media is one of the best ways to catch people's attention in the moment. Announce your event on your social media platforms, share teaser clips about your event, and run a countdown to the event's start. Draw people into your event from your social media accounts.

•**Make teasers:** Create short video teasers or trailers for your event. People love visual content, and teasers are a great way to drum up interest in your event.

•**Add it to your Webpage:** Add the short video teasers or trailers for your event.

- Advertise the weekly events, especially which locations will have the pastor or sacraments being offered.
- Provide any information about Sermon Topic or Bible readings



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### 11. Start Streaming

It's time to switch your live channel to "Online" and click "Start Streaming." With that click, you are live. As you present, staying confident and having fun with the stream is important vital.

Encourage viewers to participate if you have a chat or Q&A plugin, to keep everybody engaged throughout the event. Having some interactive elements within your live stream can boost the watch time by 50-70%. Live stream events are more entertaining when your audience feels engaged in what is happening.

- This will be especially true when all four congregations interact in the Worship Service

Yes this Step by Step guide uses a lot of technical language and provides information that our congregational members are not familiar with.

- The key to remember is that there are experts out there that can help us to set all of this up.
- They will help us choose the equipment
- They will set it up for us and provide training and guides for how to do the live streaming.
- For a monthly fee they will also be available when things go wrong. <https://www.dacast.com/live-streaming-pricing-plans/>
  - This can be as low as \$39/mo or \$65/month probably per congregation.
  - Apparently broadband costs can cause the price to increase



## MULTI-SITE CONNECTED WITH TECH CIRCUIT RIDER Model

### Discussion/Notes:

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