



EPIC CREATIVE LIVE

So you want to have a live streaming event?

Here's how it works

Kick-Off – We'll host an event kick-off meeting to establish the following:

- Type of event – Is it a product launch, internal campaign, acquisition, customer training, etc.?
- Communication objectives – What is the goal of the event?
- Audience – Traditional media, customers, employees, etc.
- Online hosting – Will the event be hosted on your website, a social channel, YouTube, etc.?
- Physical location hosting – Will the event be live streamed from your facility, one of the EPIC studios, an off-site location, etc.?
- Connectivity – Does the facility have sufficient Internet connectivity? If not, what needs to be done to support the event?
- Production level – Will there be video roll-ins, Keynote or PowerPoint slides, props, signage, etc.?
- Speakers – Who will be giving the presentation? It can be one or several people.
- Timing – How soon does it need to happen?
- Budget – The limiting factor.

Next Steps – Once we've determined the who, what, why, how, when and where, the EPIC team will draft a proposal outlining the event plan, marketing outreach, cost and other relevant details for your review and approval.

The Lead-Up – With an accepted proposal, we'll begin preparations for the event, including:

- Scheduling audience outreach efforts (eblasts, website updates, media alerts, etc.)
- Social media integration
- Web development
- Script development
- Audio/visual presentations
- Speaker preparation
- Staging, props and signage
- Video infrastructure
- Personnel
- Supplemental downloads (Keynote or PowerPoint presentations, media kits, etc.)
- Promotion – digital ads (Google & Social)

The Event – With our experience and expertise with live streaming, your event will go off without a hitch, delivering your message in a timely, engaging and cost-effective manner to your selected audiences.

Post-Event – If desired, your event will live on for those who missed the live version to watch 24/7 at their convenience. Follow-up communications can be planned to reach anyone who couldn't view it live, so that they can still get the information.