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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 Viewstream 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?



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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 Viewstream 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