

## Summary of InsideNGO Annual Conference livestreaming information for presenters

### Livestreaming 101

Four simple points.

- First, you will be addressing two distinct audiences—one audience is physically in the room with you. The other is joining remotely. Both audiences could range from several dozen to more than one hundred.
- Second, you will be on camera. More information on the implications of being on camera below.
- Third, we hope that those joining remotely feel equally as engaged as those in the room. More information about how to engage participants below.
- Finally, we would expect that all conference sessions resonate with staff in various locations (HQ and field), but these sessions should strive even more to be inclusive or recognize that ‘we’ is much bigger than HQ staff.

### Developing your session

Livestreaming will probably not affect your session preparation much. If you had initially planned on a lot of interactive group work for your session, we might need to discuss that separately—either to figure out how to simplify it or to ensure that the remote audience can participate.

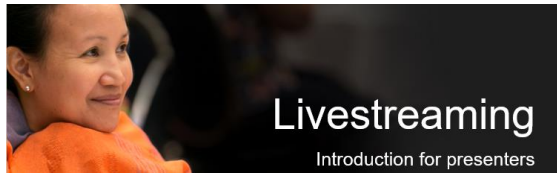
But otherwise, your preparation will be no different. As always, I would suggest that you do not overload your ppt slides. You should deliver the content, not the slides. But the remote participants will be able to see your slides as well (if not better) than in-room participants.

### Delivering your session

Some basics:

- We will introduce session to in-person and virtual participants and let everyone know the session is being livestreamed.
- You will use a microphone, and we will insist that participants asking questions or making comments also use a microphone. If there’s a comment made off microphone, please repeat it for the benefit of the virtual audience.
- Please keep in mind that people from around the world will be joining. Please speak clearly and at a reasonable pace.
- Wear a single-color shirt, if possible—stripes, squares, and lots of colors may be distracting for those watching online. (For more on this topic, see below for a lengthy list of on-camera clothing dos and don’ts for men and women.)

Although we can’t be as interactive in a livestreaming session as a session that only includes in-person participants, there are ways for virtual participants to interact.



- Virtual participants will be able to ask questions through the interface (we will collect and convey these questions, as appropriate)
- If you ask the people in the room to turn to a neighbor, explain to remote participants that they can share their thoughts using the message function on the livestream platform. We can provide language to help you explain to virtual participants how to do this (or we can simply give this instruction to virtual participants ourselves)—just let us know how we can be helpful.
- And if you want to poll the audience, we can integrate polling questions through the livestream platform. If we haven't already discussed this feature, let me know so we can coordinate.

### Questions posed by livestream presenters

- **Can presenters show online content (website, live feed)?**

We are live streaming a video of what you are showing on the screen in the room so everything is captured and livestreamed: mouse movements, webpages, videos, etc.

- **Can presenters move around or will they need to stay at a podium?**

Yes, you can move! We will have lavalier microphones and the camera will follow you.

- **Can someone from presenter's team review questions that are asked by livestream participants to synthesize questions for more efficient Q&A?**

Yes, questions will come into a tablet and someone can review those questions before asking them of the presenter.

- **Is there a "question log" so unanswered livestream questions can be addressed?**

Yes, you have access to a report of all questions asked. (Please note that you are not obligated to address unanswered questions, but you can if you choose to. We can add that as a resource with the ppt when we post session recordings.)

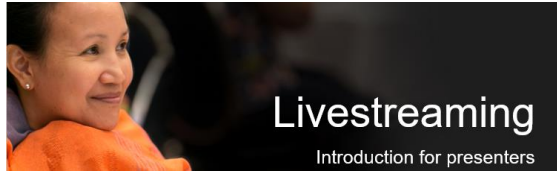
- **How do we "check-in" with online participants?**

With in-person participants, it's relatively easy to sense whether they're on the same page as you. For virtual participants, we plan to encourage them to use the chat function to indicate if a point is unclear or things are moving too fast or if there's a technical issue. We will address these issues or indicate to you when something requires your attention.

- **Additional guidance—way more than I would have ever thought to offer—on what to wear on camera (courtesy of NACUBO):**

### **MEN: WHAT TO WEAR ON CAMERA**

- Avoid stark white or bright yellow shirts that tend to reflect light and be too vivid on camera.
- Avoid black suits, which tend to diminish your appearance because they absorb too much light.
- Avoid white, bright yellow, and red suit handkerchiefs, which tend to reflect light and be too vivid on camera.
- Avoid dress shirts with pinstripes close together. Lines close together tend to flutter on camera.
- Avoid fabrics with complicated patterns such as checks, tight/close stripes, herringbones, tweeds, and loud plaids. Fabrics of this design tend to strobe on camera.



- Avoid neckties with bold, tightly designed patterns, including plaids, polka dots and shiny fabrics. They too will flutter on camera.
- Avoid short sleeve shirts. Short sleeves give an informal look.
- Avoid shiny jewelry and metal tie clips, which reflect light back into the lens of the camera.
- Bring a blue, gray, pink, or beige dress shirt if you are going to wear a dress shirt.
- Bring a medium colored suit, if possible. Best bets are blue/dark blue, gray, and brown.
- If (due to your target audience's preference) you do not wear a dress suit, bring solid colored clothes. Best bets are navy blues, purples, dark creams and browns.
- Bring clothes made of natural fabrics that tend to breathe easily under the warm studio lights.
- Bring two or three neckties that match your suit (to try out on camera). Make sure neckties are non-shiny and loosely patterned.
- Bring a medium colored handkerchief for your inside pocket if you tend to perspire.

## **WOMEN: WHAT TO WEAR ON CAMERA**

- Avoid stark white, bright yellow and red suits that tend to reflect light and be too vivid on camera.
- Avoid black suits, which tend to diminish your appearance because they absorb too much light.
- Avoid white blouses that reflect light into the camera.
- Avoid highly shiny or glossy fabrics that reflect light back into the camera.
- Avoid fabrics with complicated patterns such as checks, tight/close stripes, herringbones and tweeds. Fabrics of this design tend to strobe on camera.
- Avoid wearing sleeveless dresses or tops (even in the summer) that are not accompanied by a matching jacket or ensemble. Short sleeves give an informal look and bare arms may draw the viewer's eye away from your face. With makeup on your face, your arms will appear much lighter in color on camera.
- Avoid wearing a new suit for the very first time. You need to know in advance that everything fits and feels good so that you feel comfortable.
- Avoid large jewelry that may sparkle, shine or dangle in the light (such as long earrings and gold necklaces worn outside).
- Avoid jewelry that rattles, clicks and clanks such as multiple bracelets or long necklaces. These tend to brush up against your microphone, causing distracting noise.
- Bring solid colored clothes. Best bets are navy blues, grays, purples, dark creams, browns, and neutral colored suits.
- Bring clothes made of natural fabrics that tend to breathe easily under the warm studio lights.
- Bring accessories (like scarves) with subtle patterns.
- Bring simple jewelry. If you are unsure about certain pieces, bring alternate ones.
- Style your hair off your face to avoid shadows.
- Bring a variety of lipsticks; some will look better on camera than others. The key is to match to your blush and clothes, opting for brown tones rather than bright reds.