

HOW TO TAKE YOUR EVENTS
TO THE VIRTUAL WORLD



LIVESTREAMING YOUR EVENTS

A GUIDE

Camden

Service

BY THE CAMDEN
EVENTS SERVICE



Camden celebrates its communities through a variety of channels and our Community Festival programme of over 50 funded small events brings local residents and Camden stakeholders together each year.

Post Covid-19 the landscape is very different for gatherings and social occasions. We therefore want our Communities to consider also delivering 'A Virtual Festival' using technology alongside engagement with residents.

This document offers ideas for your 'Virtual event or Festival' as well as some structure and information on the technical aspects.

We hope that you can use the Camden Virtual Festival Guide to your advantage.



EVENT IDEAS

Livestreaming is a great way to have your festival engage with the wider community, and allows those who are less able to attend physical events to join in. Some events will work better for livestreaming than others, so it's important to think about what will work best for your festival within the boundaries of livestreaming. Below are some ideas you might like to consider including:



LIVE PERFORMANCE OR FAITH EVENT

A solo performer, or a group where all performers are in the same location, works brilliantly through livestreaming. You could look at including live music, dramatic performance, a livestreamed prayer meeting, there are lots of things you could do which viewers can engage with at home and through real time comments. We would advise avoiding attempting to link up solo streamers from multiple locations - this can be a lot more difficult and you run a high risk of technical difficulties and a lag in the livestream, making performers out of sync with each other.



'COOKALONGS' OR COOKING DEMONSTRATIONS

This is a great way to include traditional recipes or baking that might be associated with your cultural festival, and can be livestreamed from someone's kitchen (or perhaps a chef from a local restaurant might like to get involved from their premises' kitchen). The list of ingredients and equipment required can be sent out to those who RSVP in advance so that they can cook along with you at home. You could even invite them to share photos and videos of their finished bakes!



Q&A'S

Whether it's a religious leader in the community, a historian, a business owner, or an artist who is active locally, this is a great opportunity for people to ask questions and find out more about a specific area of knowledge relevant to their local community. You could ask people to send in questions beforehand, or have someone monitoring the live comments to pass on questions during the livestream.



CRAFT DEMONSTRATIONS AND LIVE MAKES

Similar in principle to the cookalong idea, viewers can be briefed in advance when signing up to attend the livestream on materials and equipment needed to craft along with the presenter. Often this type of stream is geared towards children's crafts, but there are lots of opportunities to host one aimed at adults so they can also learn new skills. If interest is high, it could even be something that transfers into face to face classes post-Covid!

Think about new ways to film your activity, for example, you might want to use overhead shots for baking or craft demonstrations, or perhaps utilise a tripod for a steadier shot away from a laptop or computer.



QUIZZES

These can be more complicated because they involve screen sharing and prep work from the quizmaster, but livestream quizzes can be a lot of fun and encourage families or friends to play together as a team. You might want to make some or all of the questions relevant to your local community or festival theme, and offer prizes through local businesses.



VIRTUAL TOURS

A way to explore the city without leaving the comfort of your own home! Again, this involves screen sharing and planning a route on Google Maps. Also, make sure you have a full script with plenty of exciting information. These tours can also include museums and art galleries that have virtual galleries on their websites. The British Museum has a 360 virtual gallery via Google Street View. [Click here to view it!](#)



SPOKEN WORD/POETRY

This could include anything from a competition for new writers/poets performing their work with viewers voting on a winner, to a live streamed children's story read at bedtime. Do you have actors in your community who might perform a piece to camera? Perhaps there is a local author who would do a reading from one of their own works, with a Q&A session afterwards about their subject matter and writing process?

CHOOSING YOUR PLATFORM

Once you have decided on the type of event you wish to livestream you need to choose a suitable platform to broadcast from.

Camden recommends the use of **Microsoft Teams** for interactive live moments. There are a number of other options but please be mindful of security issues on some popular choices.

There are several free hosting platforms each differing in suitability for the type of event you wish to publish.

YouTube, Facebook and Instagram are all great ways to livestream. It also means links to upcoming livestreams can be shared easily through social media so people can spread the word and you'll reach a wider audience. These are the most secure platforms for broadcasting online.

Here is a guide to setting up a YouTube livestream: <https://www.eventbrite.co.uk/blog/webinar/livestream-your-event-online-00>

THINGS TO CONSIDER



Will content be live, on-demand, or a mix?

Have you created a guide for attendees before the event that explains how to join, attend sessions, and use messaging tools?

What happens if you have connectivity issues?

Will you charge for your event or offer access for free?

Will on-demand sessions be available after the event? If so, for how long?

How long will sessions be?

Will the session be interactive? How will you make sure it runs smoothly if attendees want to ask questions?



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TECHNICAL REQUIREMENTS



If you are utilising livestreaming for the first time, or have presenters who have not done this before, this list may be useful to provide some guidance on the more basic technical aspects of running a livestream.

CAMERA QUALITY

Whether your presenters will be sat at their computer using a webcam or setting up a mobile phone or tablet on a tripod, the quality of the display that your viewers will receive is crucially important in creating a successful livestream. WiFi speed and signal also play a huge part, and we'd recommend doing a few trial runs before a livestream to check the broadcast quality.

SOUND QUALITY

Alongside visual, the sound quality is equally important for an engaging and successful livestream. This doesn't mean you need a huge investment in fancy sound equipment, but ensuring your webcam has a good microphone (or even investing in a small clip-on microphone) can make all the difference. Amazon has a choice of great clip-on microphones to suit any budget, with good quality ones coming in at under £30.

CAMERA ANGLES

If your presenter is demonstrating something on camera for your viewers such as a craft technique or similar, having the right camera angles so viewers can see what they are doing. An adjustable tripod for smartphones is a great investment because it provides you more flexibility in the type of content you can successfully broadcast.

APPROPRIATE LIGHTING

It's important to make sure your presenters have adequate lighting where they set up their live stream. Natural light is always best, but good light level are key to making your livestream clear for your viewers.

BACKGROUND AND DISTRACTIONS

Where your presenter sets up their camera is extremely important. They should try to find a place that is quiet, unlikely to be affected by background noise, and where the background behind them isn't too 'busy' or distracting. Everything they can hear in their environment, from a phone ringing to doors slamming or people walking through the background will be seen and heard by viewers. This is a prime example! <https://www.youtube.com/watch?v=Mh4f9AYRCZY>

MUTING MICROPHONES

It is always worth asking your viewers to mute their microphones once they are logged in to your livestream. They can unmute to ask questions and engage, but it means there won't be a cacophony of background noise interrupting your livestream content.

AND MOST IMPORTANTLY....

DO A TEST RUN!

The most important thing we would recommend is doing a test run! There's no better way to check that the video and sound work well, that the presenters can see comments and feedback and that the streaming quality is good.



A community website can work as a communication tool all year round and not just for your virtual festival event. It could list local recommended traders and restaurants, become a base for giveaways or a swap shop for toys and baby equipment.

A local website for your Street or Community is a useful platform for information as well as posting your virtual local Festival programme. Many Camden Community Festivals already have invested in a website, for example:

[Fitzrovia Youth in Action](#)

[Bloomsbury Festival](#)

[Hampstead Summer Festival](#)

[Hillview Festival](#)

CONTENT IDEAS

'Stories from your Community' always is a good starting point and so many ideas can be developed such as:

'Who has lived in the Community the longest and their memories - include photos of times long ago and how the street or area has changed

'What we love about our Street or Community area'

'Write a poem or draw a picture about our Street'

'Let's look at all our past street parties or community festivals with a photo montage'

These sort of ideas can be part of the time line of preparation and then uploaded onto a website for the duration of the Festival dates and beyond.

Always consider your local community and stakeholder group and bring together as many partners as possible for content.

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EXAMPLES OF CAMDEN EVENTS

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Below are some examples of livestream events held by cultural and community organisations in Camden. From music to cookalongs, check out these examples to help you get inspired.

LIVE (STREAM) AT THE CAMDEN CHAPEL

A weekly event which was continued online on Facebook. Organised by Talentbanq, every Thursday night was an hour long livestream with a different musician each time. This event was free but did ask for donations from attendees.

More details: <https://www.facebook.com/thecamdenchapel>

LONDON IRISH CENTRE: CHARITY NIGHT IN

The London Irish Centre hosted a jam packed charity evening of music, interviews and conversation with many Irish stars including Niall Horan, Dermot O'Leary, Laura Whitmore, Imelda May and more. The event was streamed on the London Irish Centre's Facebook and YouTube pages. After the event, the full event was then made available to watch for free on [Youtube](#).

THINK & DO CAMDEN

Since the start of lockdown, Think & Do in Camden embarked upon an inspiring series of webinars. By the end of June 2020, they'd hosted over 40 webinars, which over 800 people attended.

They did weekly cookalongs with special guests. Check out their cookalong pack with ingredients and recipe: <https://www.thinkanddocamden.org.uk/wp-content/uploads/2020/04/think-and-do-mike-and-farhanas-supper-club-recipes.pdf>

Here, you can find the full list and posters of previous online events held by Think & Do Camden: <https://www.thinkanddocamden.org.uk/poster-gallery/>

BLOOMSBURY FROM HOME

Bloomsbury Festival have put created a page with highlights of creative content from their partners. Enjoy a mini-tour of some of Bloomsbury's cultural and academic organisations, its residents, artists, and its gorgeous garden squares, from the comfort of your own home. Including: livestream dance lessons from The Place, webinars from Conway Hall, virtual performances and more. [Click here to view their webpage!](#)

USEFUL LINKS AND INFORMATION



[Eventbrite: How to Livestream](#)

Connect Eventbrite to your Livestream & promote with distribution and discovery tools. Sell tickets to your Webinar with Eventbrite.

[How to : Create your own Live Stream Website](#)

Full guide on how to create your own livestream website. Including: must-have features, tech stack, and the costs of building a live streaming website.

[Virtual Event Planning Checklist](#)

A Comprehensive Virtual Event Planning Checklist to take you from idea to going live.

[Google Digital Garage](#)

Plenty of free courses and online webinars to get new skills for a digital world. Including: website development, online marketing strategies and more, to help you build an online presence.

[Contact us!](#)

The friendly face of the Camden Events Service is here to support and advise on any issues or decisions.

Please contact us at: events@camden.gov.uk
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