

How to Live Stream Successfully: A Preparation Checklist for Marketers

Live streaming is a way to broadcast your events to an online audience. It's a digital alternative to something like selling tickets to an in-person event, and allows you to reach people near and far with live video.



- ☐ 1) Plan your live stream like you would any other event.
- ☐ 2) Choose your platform.
- ☐ 3) Choose your equipment.
- ☐ 4) Promote your live stream.
- ☐ 5) Do a dry run.
- ☐ 6) Prep any guest speakers.
- ☐ 7) Test your audio and internet connection.
- ☐ 8) Set up social media monitoring.