

Planning a live stream for a learning audience

Date: Friday 23 February, 2018

Time: 12 – 3pm

Location: [Museum of London](#), London Wall

Trainer / Facilitators: Gemma George-Lawrence: Digital Learning Project Manager, Museum of London; Claudia Strange: Digital Learning Coordinator, Museum of London; Alec Ward: Museum Development Officer, Museum of London

What will be covered?

Live streaming is a fantastic way to engage with audiences who can't physically be in a museum, helping to reach more people and engage with them on an interactive and meaningful level. In the past video conferencing involved complicated and expensive kit and a certain level of knowhow and expertise. Now, with the advent of live video on social media platforms, it's easier than ever to use this form of engagement.

We'll be looking at how to set-up live streams specifically with a schools audience in mind, taking a low tech approach. We will talk through learning from mistakes, and what sort of difficulties you are likely to come up against. We will experiment with equipment and have a go at our own mini live stream.

Approximate session timetable:

Please note that the below timings are approximate.

12:00 pm	Welcome and introduction
12:15 pm	What is a live stream?
12:30 pm	Examples of live streams in museums?
12:45 pm	How to make a live stream
2:00 pm	Learning from our mistakes
2:15 pm	Questions and roundup
3:00 pm	End of session

Who should attend?

This briefing is aimed at:

- Staff and volunteers who are interested in how museums might use live streaming
- Staff and volunteers who are looking to engage with audiences in a new way using digital technologies

Learning objectives

By the end of the briefing you will:

- Have an understanding of different live streaming platforms
- Have an understanding of how to plan and host a live stream
- Use a mobile device to do a live stream
- Have an understanding of possible problems a live stream might raise
- Have examples of live streams from other organisations

Support towards Museum Accreditation:

Users and their experiences:

Standard 3.1 Good quality services and development
3.2 User focused experience
3.3 Effective learning experience

Collections:

Standard 2.2 Development policy

Please specify on your application any particular areas of need or focus and we will try and accommodate these into the day and tailor the session to the level/expectations of participants.

Please ensure you have your line manager's permission to attend before booking your place as confirmation is sent to the museum. Final confirmation of places will be sent out no later than a week before the workshop. Please keep **23 February** available in your diary until your place has been confirmed. Priority is given to staff and volunteers working in non-national museums in the London region.

A no show charge of £20 will be applicable.

Refreshments will be provided.



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