

An Introduction to Live Streaming

Date: Tuesday 22 October, 2019

Time: 1 – 4pm

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

Trainer / Facilitators: Adam Corsini, Archaeological Archive Manager, Museum of London; Alec Ward, MDO: Digital and Communications, London Museum Development; Ashley March, Digital Editor (Learning), Museum of London; Dale Garland, AV Technician, 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 at three different levels, for three different kinds of budgets - Easy, Intermediate and Advanced. We will talk through the platforms you can use, the equipment you will need and the different audiences you can reach. You will have the chance to look at, and get hands on with, the three different types of set-ups for these streams and ask questions about how the set-ups work

Approximate session timetable:

Please note that the below timings are approximate.

1:00 pm	Welcome and introduction
1:15 pm	What is a live stream?
1:35 pm	What platforms can you use for live streaming?
1:50 pm	An introduction to the different scales of streams (Easy, Intermediate and Advanced)
2:20 pm	An opportunity to see the different set ups, get hands on and ask questions and hear about different types of streams using the equipment
3:10 pm	What have we learnt from our streams? Tips, hints and tricks to start you off

3:30 pm

Questions, more chances to look at the set-ups round-up and close

4pm

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
- 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 **22 October** 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 £50 will be applicable.

Refreshments will be provided.



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