LONDON MUSEUM DEVELOPMENT

London Museum Development
Digital Futures skills sharing programme

An Introduction to Live Streaming

Date: Friday 29 January, 2021

Time: 10:50am – 1pm
Location: Museum of London, London Wall

Trainer / Facilitators: 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 the museum, helping to reach more people and engage with them on an interactive and meaningful level. As museums went into lockdown, live streaming became a key resource for engaging our audiences remotely. From live streamed talks, to tours, to events – there have been a number of excellent examples of museums using different platforms to stream to their audiences.

In the past, live streaming involved complicated and expensive kit and a certain level of knowhow and expertise. Now, with the advent of live video on social media, or through platforms like Zoom, 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, with some examples from across the sector.

Approximate session timetable:

Please note that the below timings are approximate.

10:50 am	Welcome and introduction
11:00 am	What is a live stream?
11:15 am	What platforms can you use for live streaming?
11:35 am	Break
11:40 am	An overview of the different scales of streams (Easy and Intermediate)
12:20 pm	Break
12:25 pm	An overview of the different scales of streams (Advanced)

| 12:45 pm | Case Study |
| 12:55 pm | Questions, round-up and close |

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 **29 January** 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.