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Checklist: glitch-free enterprise livestreams

Best practices for event managers (internal & external)
This checklist is your compact guide to running enterprise livestreams smoothly, securely, and professionally.

1. Goals and parameters

Primary goal set (e.g., inform, motivate, engage, convince)

Target audience clarified (internal/external, locations, roles)

Expected reach/attendee numbers estimated realistically

KPIs defined (e.g., live attendance, engagement, on-demand views)

One-pager created and aligned (goal, audience, KPIs)

2. Technology & platform (enterprise-ready)

Requirements defined (stability, scalability, access control, data protection)

IT/data protection/key stakeholders involved

Tool/platform selected based on enterprise requirements

Responsibilities clarified with service providers

Technical checklist created (setup, access, tests, approvals)

3. Testing & live operations

Full rehearsal completed under realistic conditions

Speakers and moderation included in the test (not just tech)

Live roles clearly assigned (run of show, tech, interaction)

Escalation and decision paths defined ("who decides what?")

Plan B prepared (buffers, holding slide/clip, contingency communication)

4. Run of show & livestream format

Agenda broken into short, clear segments

Moderation planned (transitions, timing, activation)

Visual assets prepared (slides, lower thirds, video inserts)

Speakers briefed (key messages, timing, on-camera behavior)

Final run sheet completed with timestamps + responsibilities

5. Interaction & engagement

Interaction formats chosen intentionally (chat/Q&A/polls)

Rules and flow of interaction communicated in advance

Chat/Q&A moderation assigned and briefed

2–3 backup questions prepared for the Q&A

Interaction adapted to internal vs. external audiences (tone + framework)

6. Security, compliance & access

Access rights defined (open/password-protected/authenticated)

Data protection/compliance checked (recording, chat, participant data)

Approvals documented (people, content, recording)

Enterprise solution chosen that supports security and stability requirements

7. Follow-up & content reuse

On-demand plan defined (where, how long, for whom)

Highlights/clips/chapters planned for reuse

KPIs reviewed (aligned with the event's goals)

Feedback collected (e.g., short survey)

Lessons learned documented

If you want to set up enterprise livestreams professionally, feel free to get in touch. We'll be happy to share relevant solutions and proven best practices from the field.

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