

# RE-IMAGINING LIVE EVENTS



JUNCTION

# WELCOME TO YOUR SESSION DECK

## FIRST OF ALL, THANK YOU

—

There are so many great events across BC that have been tragically postponed, so I couldn't be happier that you took time out of your day to learn about how we may be able to preserve some of that magic in a virtual way.

In order to make sure that the lessons that we discussed are as useful to you as possible, I've chosen to share the whole deck with you. Please feel free to share it with your teams, take screenshots for your own decks, or just refer back to it in the future.

As I mentioned during our time together, this could easily have been an all-day session and we still would have only scratched the surface, so please feel free to contact me for any follow up questions, details, equipment recommendations or anything else that my team and I can help you with.

Much appreciated,  
Conner Galway  
[conner@wearejunction.com](mailto:conner@wearejunction.com)



# You should go live if:

1. It's **interactive**
2. The outcome is **unknown**
3. It offers **real-time** updates





# WE ARE JUNCTION

Who we've helped:



@HEYJUNCTION





**DIGITAL**

**FROM THE  
INSIDE OUT.**



# Live Streaming Events Is Not New, It's Actually Been Growing In Popularity For Years

**VIDEO STREAMING ROSE 72.4% BETWEEN Q1 2018 AND Q1 2019**



# Right Now, Streaming Live Events Is Growing Faster Than Ever

**SINCE QUARANTINE, USAGE OF LIVE STREAMING VIDEO IS UP ANOTHER 200%**



# After Watching Live Streams, People Make Purchase Decisions

**67% OF LIVE VIDEO VIEWERS ARE MORE LIKELY TO BUY A TICKET TO A CONCERT OR EVENT AFTER WATCHING A LIVE VIDEO OF THAT EVENT OR A SIMILAR ONE**





# Production Quality Is, By Far, The Most Important Factor Of Success

**67% OF PEOPLE SAY THE QUALITY OF THE VIDEO THEY'RE WATCHING IS THE MOST IMPORTANT FACTOR OF A LIVE STREAM**



# Live Video Is Not A Niche Form Of Content

**NEARLY A THIRD OF BABY BOOMERS STREAM VIDEO EVERY DAY  
60% OF MILLENNIALS AND GEN Z STREAM DAILY**



# The Smartest Marketers In The World Are Shifting Their Budgets To Live Streaming Events

**\$359 MILLION IN SPONSORSHIP REVENUE HAS SHIFTED FROM TRADITIONAL TO ESPORTS**





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# Everyone is going live





# You should go live if:

1. It's **interactive**
2. The outcome is **unknown**
3. It offers **real-time** updates
4. You have an **audience**

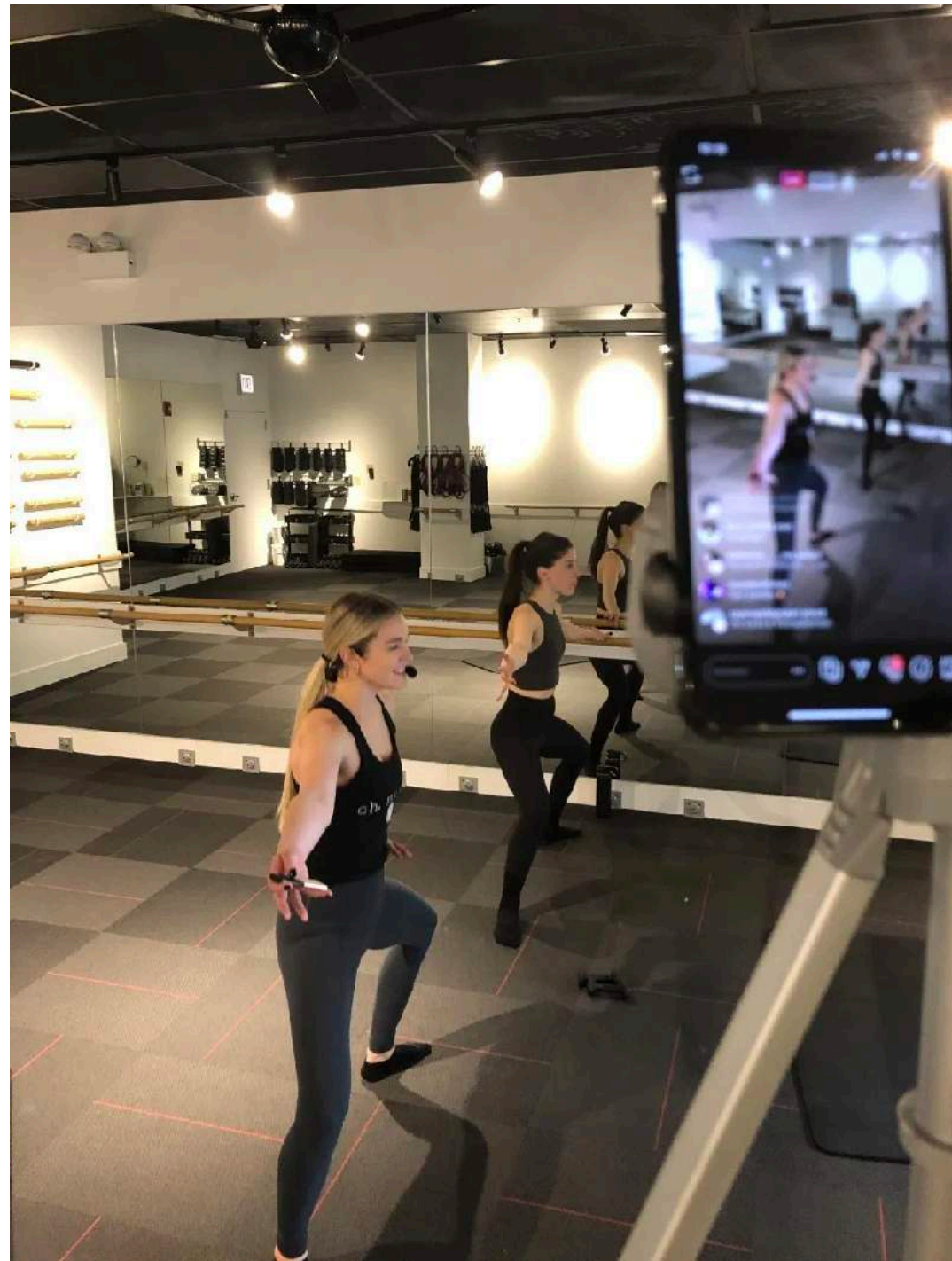




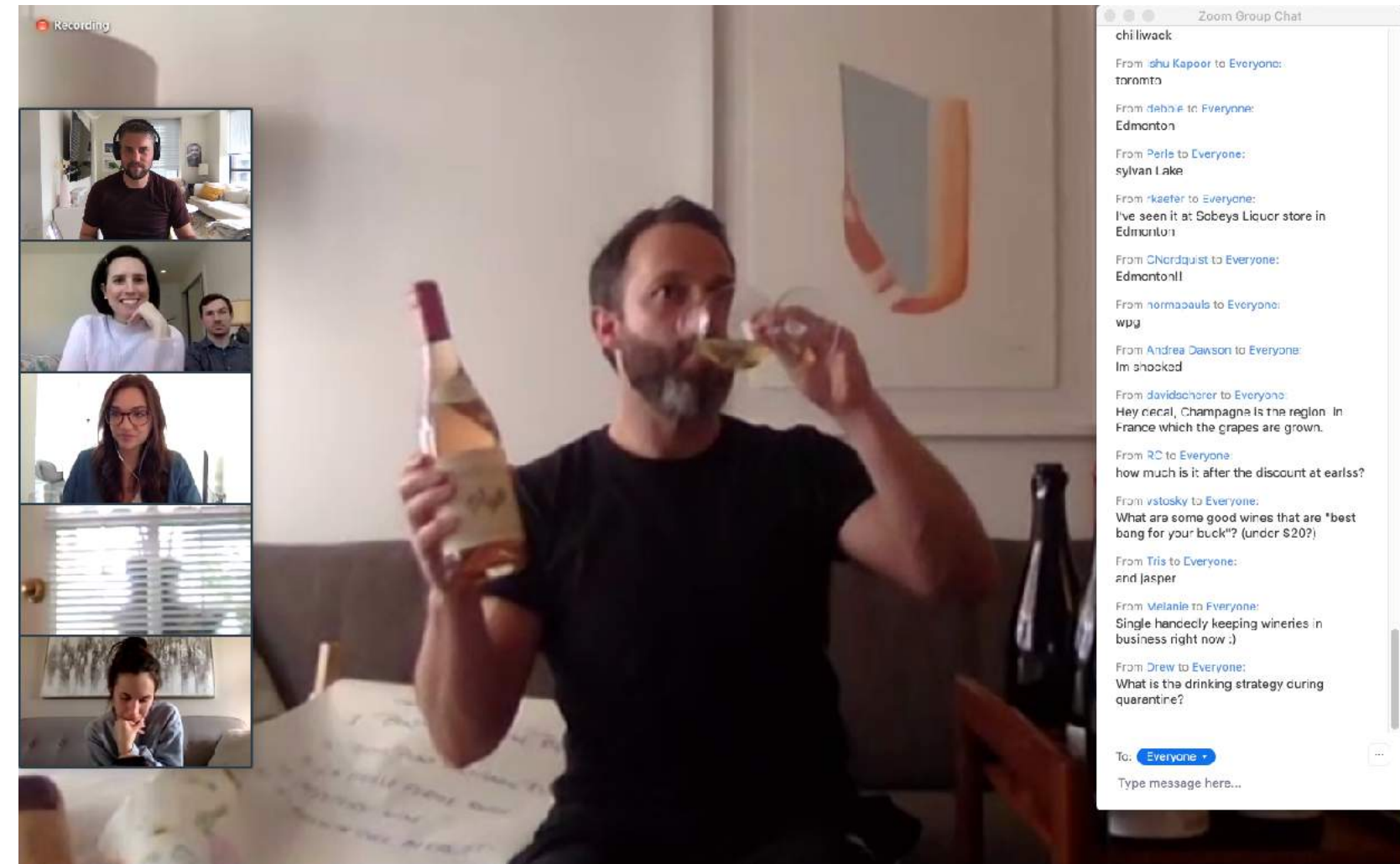
Ok, so you're go live, **now what?**



# SOCIAL



# OWNED



# SOCIAL



# OWNED





# PAID

eventbrite

 TicketSpice

 SimpleTix

 **Anywhere**Seat  
by **Ludus**

 GoToWebinar

**BANDZOOGL**E

# BE YOUR OWN MEDIA

## ADD CALLS TO ACTION TO

1. DONATE ONLINE
2. ORDER DELIVERY
3. MAKE ECOMMERCE PURCHASES
4. BUY CURATED PACKAGES





# YOUR SETUP

1. INTERNET
2. VIDEO
3. AUDIO
4. SET

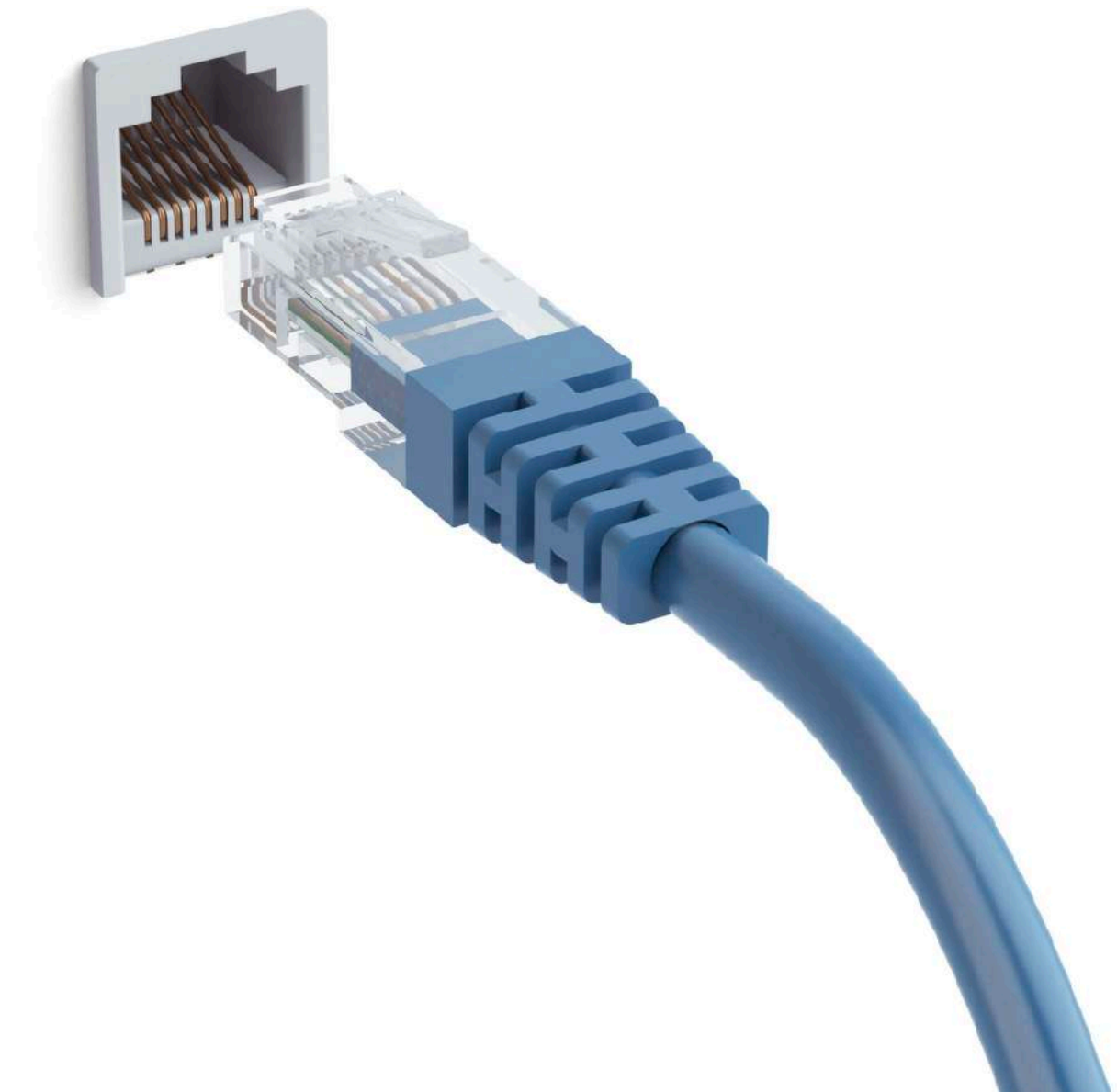




# YOUR SETUP

## INTERNET CONNECTION

- 1. ALWAYS HAVE A HARDLINE CONNECTION**
- 2. LOOK FOR A MINIMUM OF 50MBPS DOWN AND 25MBPS UP**
- 3. TEST USING SPEEDTEST.NET (3X)**
- 4. HAVE A PHONE-A-FRIEND TECH PERSON**



# YOUR SETUP

## VIDEO

- 1. REALLY GOOD WEBCAMS ARE NOT EXPENSIVE**
- 2. RECOMMENDATION: LOGITECH C922 - \$130**
- 3. LIGHTING IS JUST AS IMPORTANT**
- 4. RECOMMENDATION: WESTCOTT 18" RING LIGHT WITH STAND - \$200**



# YOUR SETUP

## AUDIO

1. THE UNSUNG HERO OF LIVE EVENTS
2. DON'T USE: LAPTOP MICS, PHONES, HEADPHONE STRING MICS
3. DO USE: PODCAST MICS, LAV MICS, SHOTGUN MICS
4. RECOMMENDATIONS: BLUE YETI MICROPHONE - \$150



# YOUR SETUP

## SET

1. BE INTENTIONAL ABOUT YOUR BACKDROP
2. KEEP IT UNCLUTTERED
3. CAMERA ANGLE AT EYE LEVEL
4. INCORPORATE POINTS OF INTEREST WITH CLEAN LINES





# YOUR SETUP

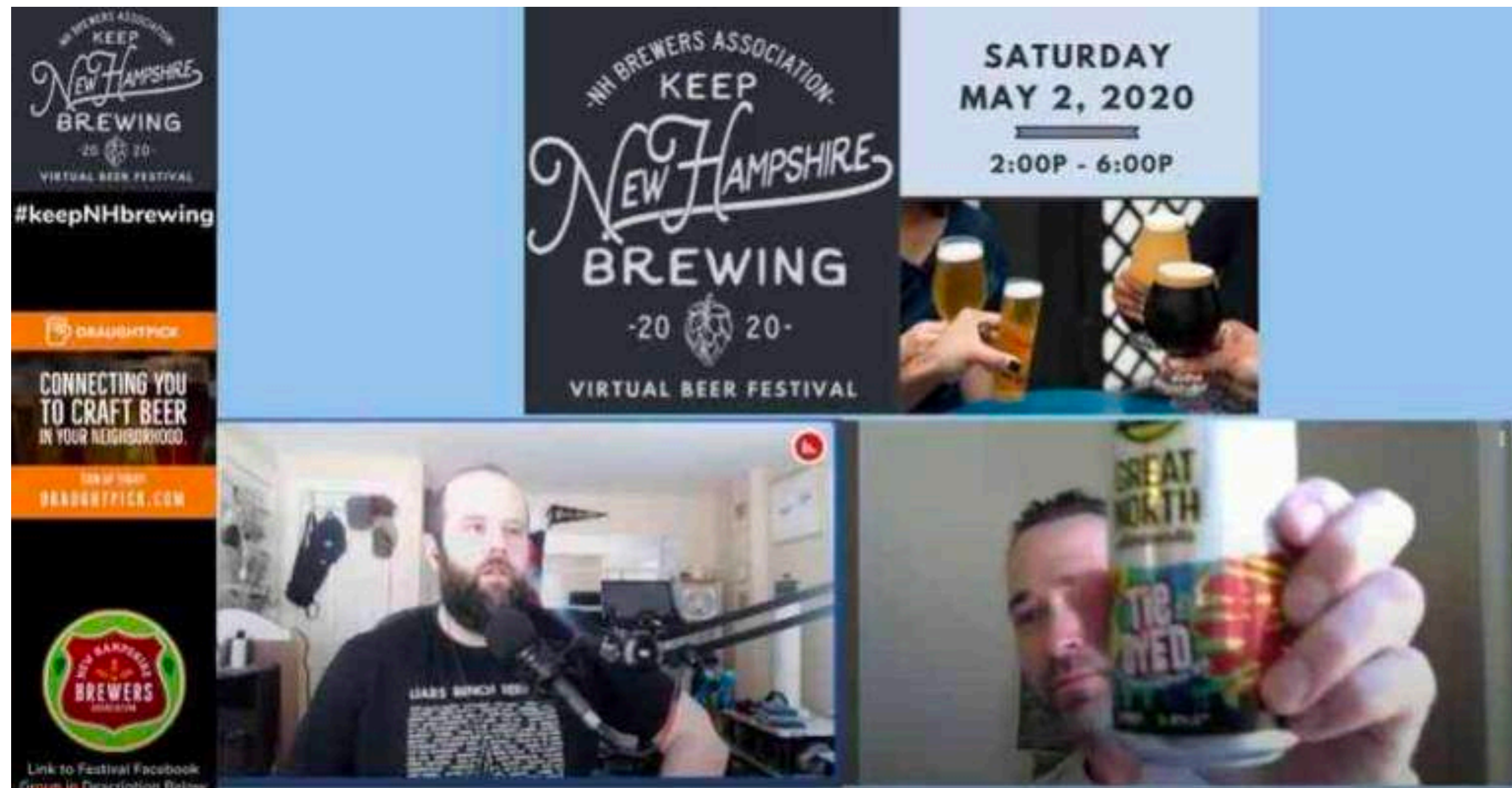
## SET

1. THE UNSUNG HERO OF LIVE EVENTS
2. DON'T USE: LAPTOP MICS, PHONES, HEADPHONE STRING MICS
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# CASE STUDIES

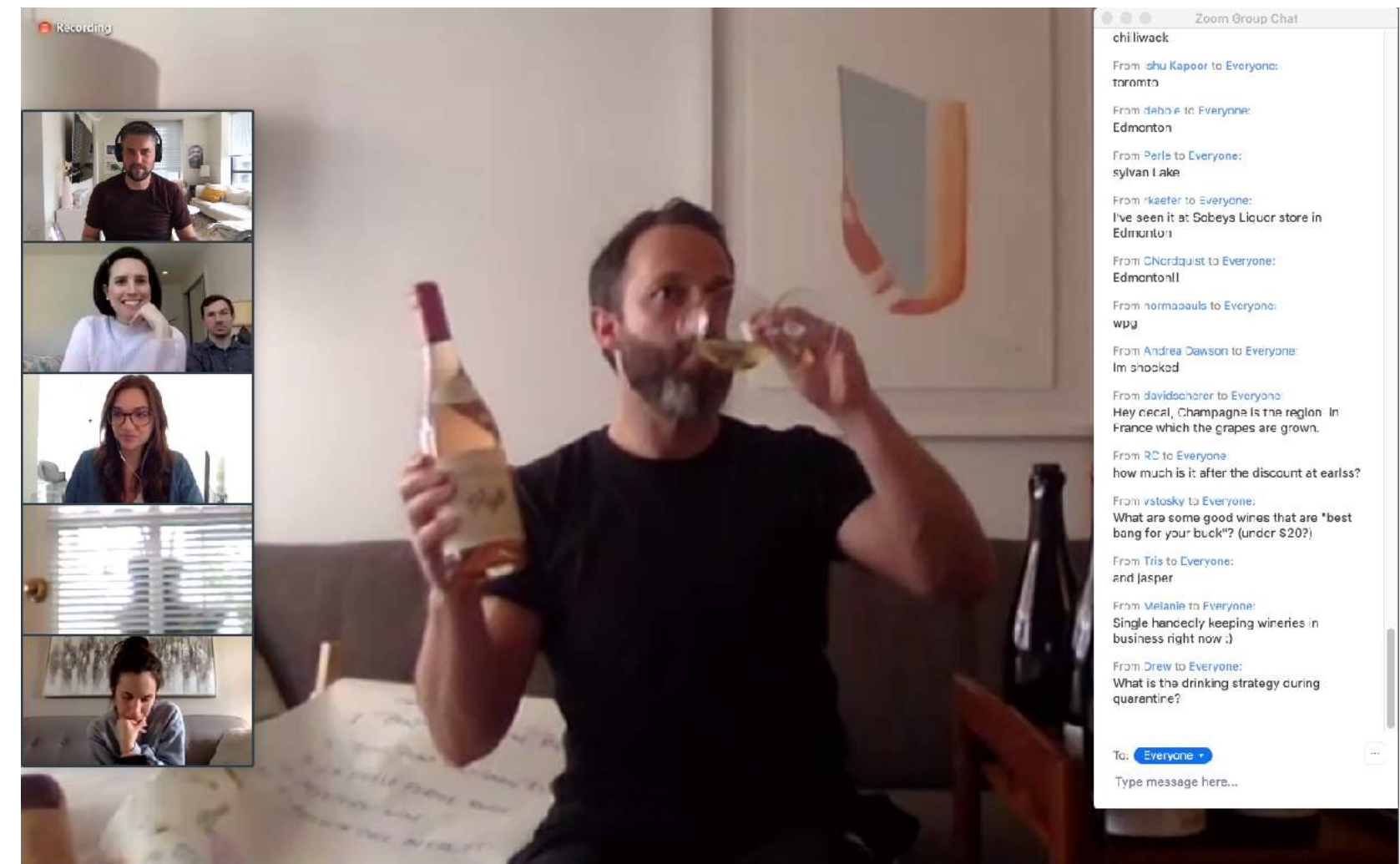
## NEW HAMPSHIRE CRAFT BEER WEEK





# CASE STUDIES

## EARLS VIRTUAL WINE TASTING



**JUNCTION**

—

**THANK YOU,  
CONNER GALWAY  
JUNCTION CONSULTING  
CONNER@WEAREJUNCTION.COM**



# STAY IN THE LOOP

Every Monday we send The Brief - it's a quick, thoughtful email about what's happening in digital, what you should (or shouldn't) be paying attention to, and why it matters.

[BRIEF.WEAREJUNCTION.COM](http://BRIEF.WEAREJUNCTION.COM)

RIGHT TO YOUR INBOX EVERY MONDAY >



## JUNCTION

THE BRIEF — 02.19.19  
by CONNER GALWAY



### ZUCK THE POLICE

#### REGULATION IS COMING TO FACEBOOK

It was inevitable, and now the cops are going to come break up the Internet-party. The problem is that we desperately need them; this place is a mess.

So where does everyone go when the regulators show up? They scurry off to smaller, more private places to share with each other.

[READ MORE](#)

### L'OCCITANE GOES L'AUTHENTIC

#### BRANDS ARE LOOKING WITHIN FOR A NEW APPROACH TO INFLUENCERS

The smaller the influencer, the greater the influence? This year there has been a significant trend towards more targeted, smaller scale influencers. This L2 study shows that sometimes the best place to start is at home. It dives into companies who have succeeded by working with people who love the brand so much that they actually work there.

[READ MORE](#)



"I MOTIVATE MY TEAMS TO BE THEIR BEST SELVES, NO FILTER NEEDED."

Valerie, Boutique Manager

The Shea Light Comforting Cream is formulated with 5% shea butter to provide moisturization and softness to normal to combination skin.

[SHOW NOW](#)

"By relying on its own employees, the brand can experiment for a digital boost minus the risks of traditional influencer marketing."

ALIZAH ASIF FAROOQI, L2

# @HEYJUNCTION

