

A photograph of a town hall meeting being livestreamed. In the foreground, the back of a person's head is visible, looking towards a stage. On the stage, a person in a suit is speaking, their image displayed on a large monitor. A professional video camera on a boom is positioned to capture the speaker. The scene is dimly lit, with a bright screen and a green light source in the background.

# How to Stream Your Town Hall Meeting

Livestreaming for Enterprise Corporate Communications





Streaming your company-wide meetings, announcements, and events is an easy, cost-effective way to reach every employee at the same time. Streaming globally helps your employees feel connected and engaged.



31% HIGHER PRODUCTIVITY

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Queens University of Charlotte

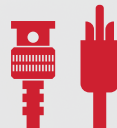
# 7 Steps To Stream Your Company Meeting



Livestream Studio™  
software



1 camera or Mevo



A/V cables



1 microphone



Reliable Power +  
Internet connection



A computer or laptop  
to run slides (optional)



A charismatic member of  
your leadership team





## Step 1 Setup your Livestream Studio™ product

Livestream Studio is a powerful software that allows switching between multiple cameras, graphic overlays, video playback, high-resolution recording, and multi-bitrate streaming. It will work on Windows 7 or higher.

If you purchased a Livestream Studio hardware product (HD31, HD51, HD550, HD1710), Livestream Studio software is pre-installed on your unit. The software can be downloaded onto any Windows 64-bit system from [livestream.com/studio](http://livestream.com/studio) by clicking on the 'Download Free' button. With this hardware, you can take your stream live.

## Step 2 Choose a camera

A Mevo paired with a microphone is the perfect solution for your company meeting. Livestream's other favorite cameras include the Sony

PXW-X70, Sony PMW-300K1 and Canon XA10. These models can be used for a single-camera or multi-camera production.

## Step 3 Choose your A/V input cables

If you choose to stream with a Mevo, you can skip this step. No cables are required; just ethernet. If you prefer to use a camera like the Sony PXW-X70, you will need audio/video cables. To the right are the most common options.

## Step 4 Setup your audio

There are a few options when it comes to integrating audio into your live production. For an enterprise Town Hall production, we would suggest using an external microphone or a mixer plugged into your camera.

The Livestream product team has had the most success using a driverless USB audio mixer integrated with a production switcher like the Livestream HD550.



## Step 5 Make sure you have enough power for your event

Without adequate power your stream can fail. The larger the production, the more power it can require. Make sure you have enough electrical power to accommodate your equipment. Livestream recommends a standard 20-amp circuit.

## Step 6 Make sure you have enough bandwidth

Always have twice as much upload speed available as the bitrate setting for your stream. The most reliable Internet connection when streaming is connecting directly via Ethernet to a dedicated network. The experts at Livestream recommend a dedicated, hard-wired ethernet, 10Mbps+ upload speed, and open ports 1935, 80, and 443 to allow for maximum inbound and outbound traffic.

When inviting hundreds or thousands of employees around the world to view your stream, you want to ensure your network can withstand that activity.

## Step 7 Tell Your Story

You will want to create a visual presentation to illustrate what your leadership team is explaining. You can import this presentation into Livestream Studio and cut to the slides during the stream.

Livestream Studio allows the user to switch between multiple video sources. For an all-hands, the video sources may consist of two cameras and a laptop feed running presentation slides. You can easily switch between video of your leadership team and the prepared slides.



### HD-SDI (HD or SD Digital)

Professional grade cable which supports HD video (including embedded audio).



### HDMI (HD Digital)

Consumer grade cable which supports HD video (including embedded audio).







# Livestream is the #1 live video choice for Corporate Communications

We make it easy to connect with your employees. Wherever they may be, whatever their preferred devices, your communications will be transmitted securely and reliably.



## Secure

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Create a custom log-in portal tied to company email for security and keep internal communications private.



## Reliable

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Stop wrestling with unreliable connections like Skype and Google Hangouts. Livestream can be viewed on any TV, desktop, or mobile device.



## Engaged

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Engage audiences outside the conference center by expanding and monetizing your corporate events.



## TRUSTED BY LEADING CORPORATIONS

Spotify announced its new global parental leave policy to all its employees worldwide, via a town hall-style video presentation in New York City. The Livestream Production team played an integral role in the success of the event, fighting incredibly tight deadlines, and flying producers to Spotify headquarters in Stockholm. The result? A high quality video experience for every Spotify employee around the world.



ESTÉE LAUDER

**Deloitte.**

**NASDAQ**





## Interested in securely streaming your global corporate communications?

Livestream has a variety of solutions and features for companies of all sizes. Talk to an enterprise streaming specialist today to increase employee engagement and productivity.

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Contact our sales team today  
to find the Livestream solution that's right for you.



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