

# YOUR GUIDE TO TV-STYLE VIRTUAL LIVESTREAM



SPINACH PIE PRODUCTIONS

info@spinachpieproductions

## TRANSFORM YOUR VIDEO CONFERENCE INTO A TV-STYLE VIRTUAL LIVESTREAM.

Spinach Pie Productions is a full-service video production company. During the Covid-19 quarantine, SPP has focused our efforts on providing our clients with the tools and support they need in order to continue hosting events for their communities, employees, and fans.

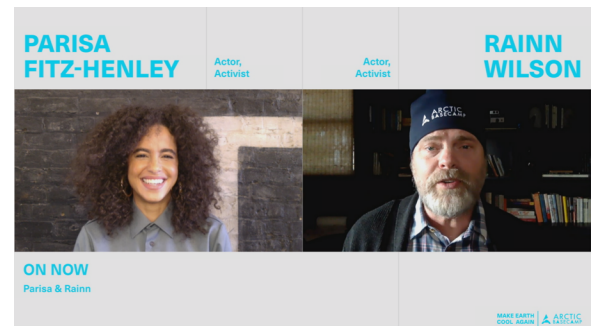
## THE DIFFERENT TYPES OF VIRTUAL EVENTS

For our TV-Style Livestreams we offer the following basic formats. We can mix and match, or create a custom format that works for your needs.

**Podium Style Talk:** One person is presenting at a time, with or without slides. This can either have a moderator between each presenter; presenters can introduce the following presenter; or a full-screen slide can introduce the following presenter.

**Panel or Roundtable Discussion:** Up to eight people speaking with each other at one time. This will generally consist of a moderator and panelists. Our engineer will switch from a group shot to a single shot.

**Show or Gala:** These shows are highly customizable. A possible format: Similar to a live show, an Emcee or Host welcomes each speaker, performer, group, or video and returns between segments. Pre-recorded videos are played back in full HD to the Livestream, and graphic backgrounds and overlays provide the audience with information and create a clean, branded aesthetic.



## HOW DOES IT WORK?

The basic idea is that we turn your webconference into a fully-produced Television-Style broadcast complete with the bells and whistles that make television watching informative and entertaining.

**Behind the scenes, the presenters are having a webconference.  
But your audience doesn't see that.**

We isolate each presenter's individual video feeds, and get rid of user interface details or branding from the back-end platform. Then, using our custom system of broadcast hardware, software and sound equipment, we live-edit your webcast – along with pre-recorded video roll-ins, lower thirds that identify speakers, branding graphics, presentation slides, and whatever other graphics you need.



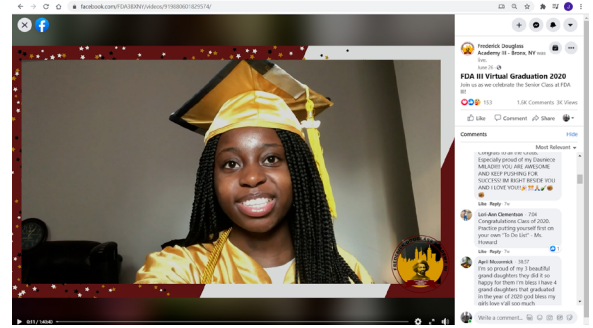
BEHIND THE SCENES

## WHAT WILL IT LOOK LIKE TO THE VIEWERS?

Your event can be broadcast on almost any streaming platform (Facebook, YouTube, Vimeo, Twitter) – or more than one concurrently.

Your audience will then watch the show like TV on one of these platforms.

Plus, your audience will be able to join the conversation through the platform's chat and "like" functions. We also have a lot of flexibility to stylize your show with custom graphics of



AUDIENCE VIEW ON FACEBOOK

## WHAT WILL IT LOOK LIKE TO PRESENTERS?

Presenters will feel like they are in a normal Zoom meeting. When they are "offstage" in the Virtual Green Room they will be able to watch the show in real-time and communicate freely with their co-presenters and with our stage manager. When they are on-stage, they will see a live feed of the show, hear any playback audio or music (as needed), and get visual or audible cues from the director.

## WHAT WILL THE PROCESS BE LIKE FOR PRESENTERS?

**Presenters will join a normal Zoom meeting** and will be moved by the staff into various breakout rooms. This varies depending on the show, but the basic flow is:

- **Lobby**

When presenters join the Zoom call, they will be in the main meeting. They will either be greeted by a stage manager there, where the stage manager will do a one-on-one check to make sure the presenter is set up. The stage manager will do a final soundcheck and give reminders about camera/body positioning, and answer any technical questions. Presenters will then be prompted to accept an invitation to the Green Room.



THE GREEN ROOM

- **Green Room**

During the show, the presenters will remain in the Green Room. In the Green Room, presenters will be able to watch the live show in real-time. Presenters in the green room will not be visible to the audience. Generally the green room remains pretty quiet as people watch the show or rehearse their remarks. However some prefer to use the green room to catch up, discuss the content they plan to talk about, or ask questions of the stage manager.

If necessary, a stage manager can work with a presenter in a separate **Prep Room**.

Shortly before it is a presenter's time to present to the audience, the stage manager will give the presenter a warning and last-minute instructions from the stage manager before being moved to The Stage.

- **The Stage**

The Stage, like in a theater, is what the audience sees and hears. On stage, the performer will be able to see the show in real-time as they are brought up Live to the audience, and can also be given an audible countdown cues from the director when appropriate.

After the countdown of "5, 4, 3, 2, 1" the presenter will be Live to the audience. A visible countdown clock, visual reminders, or audible reminders can be given according to presenter's request. After their presentation, presenters should wait to be moved back to the Green Room before leaving the Zoom call.

## WHAT YOU CAN EXPECT FROM SPP

SPP will handle almost all of the technical side of things, and will provide support in advance to help your presenters get the most out of their remote webcam, lighting, and sound setups.

- **Technical Setup and Camera Positioning:**

We will facilitate advanced “office hours” for your speakers, where someone from our team will be available to work with your presenters one-on-one. Generally, a thirty minute appointment per presenter is adequate, and allows for some time at the end to brief speakers on the content and show flow.

- **Collaborate on Show Logistics:**

Every show we do has its own unique “Run-Of-Show” document which helps streamline communication around your event. We will provide a template at the beginning of our collaboration, and will continue to update it over the course of pre-production. Over the course of planning your show, we will check in and provide feedback and creative input.

- **Performance Coaching:**

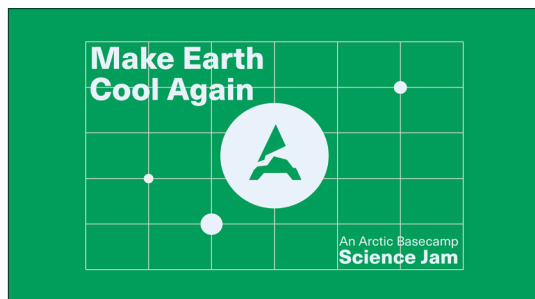
We can arrange to have your presenters participate in 1-hour long performance coaching sessions with a virtual acting coach from our partners at ArtlyWorking. They can either facilitate a one-on-one “Zoom School” coaching session, or work with a group of colleagues. Before the coaching session, ArtlyWorking and SPP will discuss the specifics of your event in order to customize the session to your presenter’s specific needs. *(See Resources section for more information about ArtlyWorking.)*

- **Graphics:**

Every show has a certain amount of set graphics which can be provided by SPP according to your style guidelines, or created by you and shared with SPP according to our specs.

Additional custom graphics or animations can be created by our graphic designers.

*(See Resources section for our SPP Graphic Guidelines.)*



SAMPLE GRAPHICS

- **Delivering the Show:**

- We will provide an HD-Enabled Zoom link for all presenters to join on the day of the event.
- We will create the streaming events with your Copy and Thumbnails, and share the audience links with you.
- We will facilitate a rehearsal or ‘cue-to-cue’ on the day before or the morning of your event.
- We will provide full crew support for day-of rehearsal and show, produced remotely. Most of our shows require a Technical Director, Virtual Stage Manager. However, depending on the complexity of the show we may add another crew member or two.

## WHAT WILL SPP NEED FROM YOU?

- **We will collaborate on a comprehensive run of show document.**

In order to get started, it is helpful for you to prepare a clear agenda that lays out the agenda of your event and when specific graphics/videos/slides should appear. If you have this already written, that's great. We will migrate the information to our show template that our team will work from during the event.

- **Social streaming access, scheduling details, and content.**

- If we're streaming to social media, you will need to add our team to the accounts that will stream it.
- We will need you to schedule the stream in advance, or we can do it once the permissions are granted.
- For each platform, we'll need a title for the event and a status update for it (i.e., "tune in live on Thursday as we watch \_\_\_\_") as well as a thumbnail graphic.

- **Any music you'd like to play before or during the show.**

If streaming to social media, especially Facebook, this must be royalty-free or from a free music library like Facebook's Sound Collection or YouTube's Audio Library (see *Resources* section).

We hope this addresses many of your questions. Please do not hesitate to reach out to us at [info@spinachpieproductions](mailto:info@spinachpieproductions) and we can schedule a time to connect over the phone or on Zoom.

We look forward to working together!

## RESOURCES

Additional resources can be found at [SpinachPieProductions.com/client-resources](https://SpinachPieProductions.com/client-resources)