Activity description

- Webcasts allow you to stream or broadcast interviews or presentations over the internet and can be:
  - transmitted live, allowing interaction with the audience
  - recorded and offered after the event from your website

- The purpose of webcasts can be:
  - to share information from experts with a wider audience
  - encourage discussion

Target audiences

- Members of your organization/members of the general public
- Relevant media
- Healthcare professionals

Key considerations

- Cost-effective approach – buy your own webcam, pick a service to host your webcast, record your content and then upload it yourself
- Use a company that specialises in webcasts – they can handle the whole project on your behalf. Nowadays, cost-effective packages are available
- If planning to stream a live event, make sure to build awareness prior to the event
Key steps

Determine the content of your webcast(s). Ensure that all the presenters are fully briefed.

Make sure that you have permission from the event organizers to stream a live event.

Publicize the forthcoming webcast on your website, with regular reminders.

Decide on the technicalities of how you are going to set up your webcast(s).

For live broadcasts, follow your web streaming service’s instructions to start webcasting.

Set up your video camera on a tripod, connect to your computer and set up your microphone.

Sign up for a web streaming service.

You can also embed the webcast player on your own website.

If you decide to appoint a specialist company, they will talk you through the steps involved.

Top tips

Keep it simple when you are starting out.

Don’t make your webcasts too long.