

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

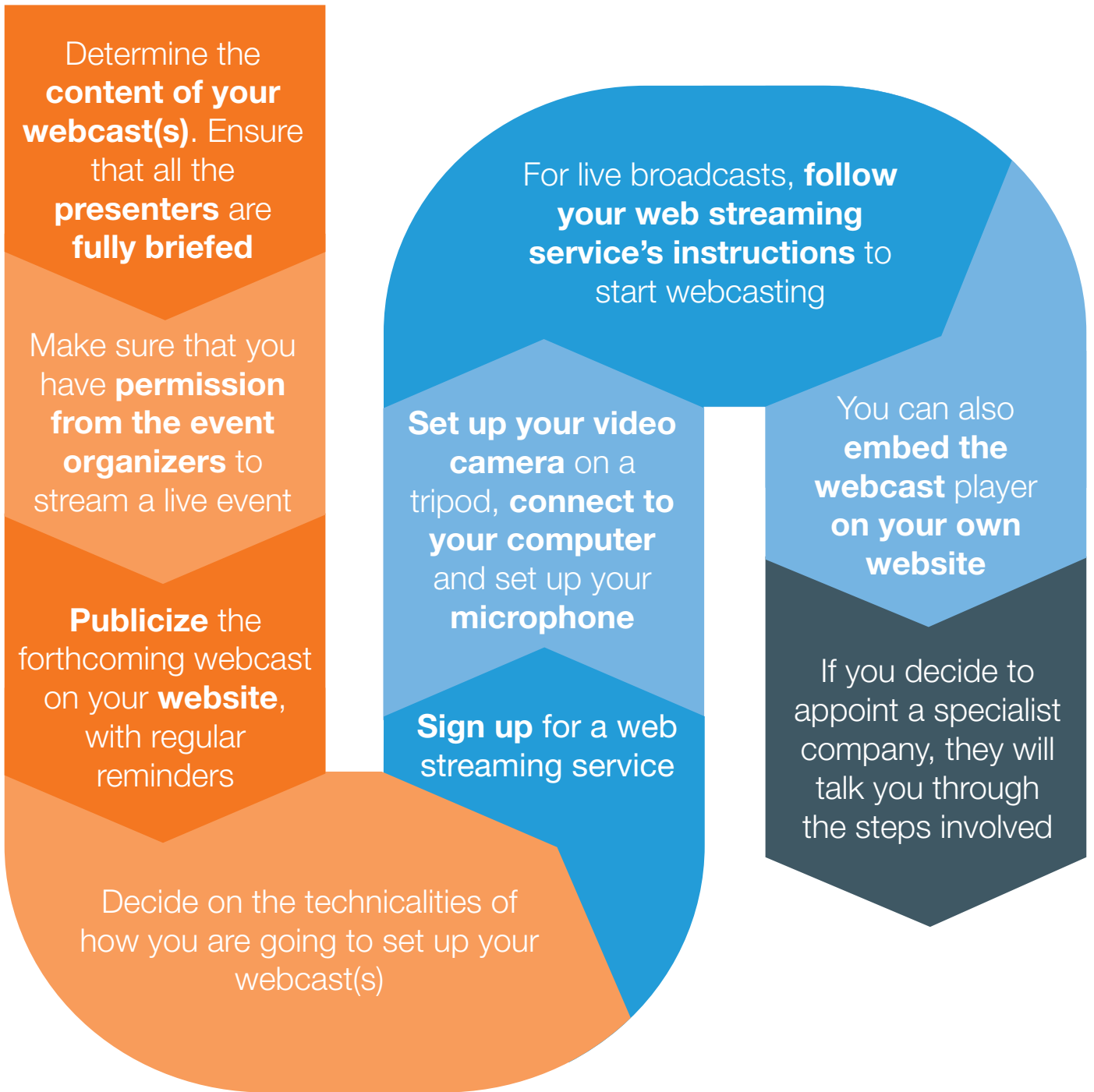
Target audiences

- 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



Top tips

Keep it simple when you are starting out

Don't make your webcasts **too long**