# Webcasts

### Time to Talk

#### 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 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

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

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

### Top tips

Keep it simple when you are starting out

Don't make your webcasts too long