

Private Live Stream Events Checklist

This checklist contains a logical order of events but does not need to be followed chronologically. It is split into five sections to make it easier to keep track of the various moving parts.

Planning

- ☐ Determine the type of event you will host
- ☐ Create a measurable event goal
- ☐ Research and select target audience
- ☐ Plan & outline event content

Pre-Production

- ☐ Gather all necessary equipment
- ☐ Hire speakers or invite guests
- ☐ Consider interactive elements to incorporate
- ☐ Design live stream collateral

Marketing

- ☐ Launch event registration page
- ☐ Create marketing plan & materials
- ☐ Create a page for the live event
- ☐ Promote live stream event

Setup

- ☐ Set up the location where you will stream
- ☐ Set up live stream (in SproutVideo account)
- ☐ Implement any necessary [security measures](#)
- ☐ Connect encoding software to SV account
- ☐ Upload live stream [graphics to encoding software](#)
- ☐ Embed live stream on event page
- ☐ Perform a test live stream

Launch & Post Event

- ☐ Schedule reminder emails before the event
- ☐ Go live!
- ☐ Review live stream analytics after conclusion
- ☐ Share live stream playback (if applicable)
- ☐ Brainstorm ways to [repurpose content](#)