



Missouri University of Science and Technology

Solving for livestreaming

Brand Symposium

Sept. 14, 2022



Livestreaming overview

- ▶ Difference between a Zoom meeting and a Zoom webinar
- ▶ Livestream productions by Media Services
- ▶ Self produce a Livestream event
- ▶ What to do with your recording after the event
- ▶ Questions



zoom

Meetings vs. Webinars



- ▶ Mic and video can be unmuted by participants
- ▶ Greater two-way communication
- ▶ Less control

- ▶ Only panelists can be seen and heard from attendees
- ▶ Interaction through Q/A and chat instead of unmuting
- ▶ More control



zoom

Meetings vs. Webinars

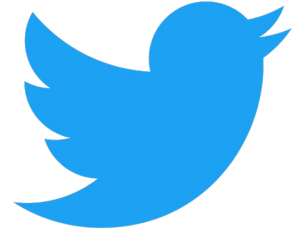


- ▶ Best for group collaboration
 - Team meetings
 - Online classes
 - Office hours

- ▶ Best for public events
 - Council meetings
 - Virtual conferences and seminars
 - Entertainment events

Determining webinar or meeting

- ▶ Does your event have any marketing behind it?
 - Social media, email campaign, eConnection
- ▶ Is this event special, more than a classroom lecture?



Productions by Media Services



Panelists style

- ▶ Town Hall Meetings
- ▶ St. Pat's Board meetings
- ▶ Woman of the Year

Productions by Media Services



- Interviews
- Ceremonies and presentations

Productions by Media Services

Large events

- ▶ Commencement
- ▶ TEDx
- ▶ St. Pat's Coronation
- ▶ Convocation



Productions by Media Services



The Paris Agreement: December 2015

- COP21: 21st Conference of the Parties, held in Paris towards getting a global agreement on climate change
- Resulted in The Paris Agreement
 - National climate action plans called INDCs (Intended Nationally Determined Contributions) submitted.
- Mitigation and adaptation through 2025-2030
 - Long term goal (2100) is globally-averaged temperature change of 2 °C (or less) relative to pre-industrial
 - Aim at limiting to 1.5 °C if possible
 - Transparency and accountability in national emissions
 - Agreed to help developing countries with impacts
- Agreed to by 195 countries at COP21



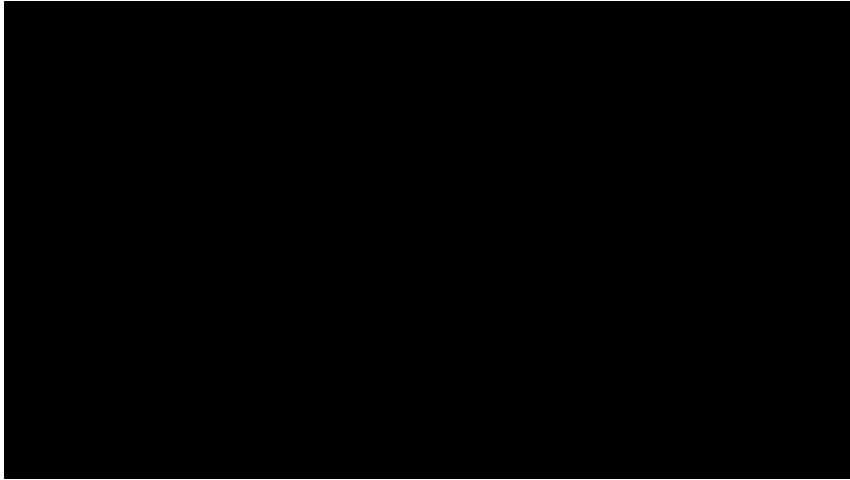
Special Guest Lectures

Productions by Media Services



- ▶ Groundbreaking ceremonies
- ▶ Ribbon cutting
- ▶ Grand openings

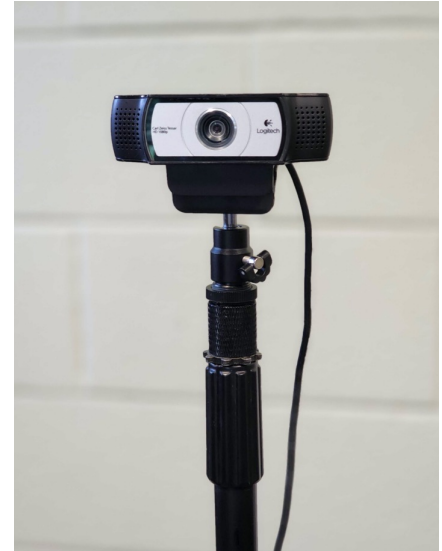
Productions by Media Services



*Multiple locations
during a production*

Self produce your event

Media Services equipment for self producing events



What to do with the recording



Create a new channel, stay in brand



Jill Tanner, Director of
Digital Marketing

Kaitlin Brothers, Social
Media Coordinator

▶ go.mst.edu/marketingrequests



Contact Media Services

Brian Fleagle
fleagleb@mst.edu

marketing.mst.edu/photos/videos

Questions?

