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
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

Missouri University of Science and Technology
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 ºC (or less) relative to pre-industrial
  - Aim at limiting to 1.5 ºC 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

MISSOURI S&T

Jill Tanner, Director of Digital Marketing

Kaitlin Brothers, Social Media Coordinator

› go.mst.edu/marketingrequests
Contact Media Services

marketing.mst.edu/photos/videos

Brian Fleagle
fleagleb@mst.edu
Questions?