

Tips for delivering a successful livecast

This guide has been developed using feedback received from past delegates. This guide will help you prepare for the livecast and also ensure that you are a success on the day!

What is a livecast?

A livecast is typically an audio presentation conducted over the internet to participants who are logged in from a remote computer or mobile device. It typically involves one or two presenters who share PowerPoint slides, plus a live stream of their voice. As QLS livecasts are conducted for a remote audience, there are no delegates actually in the room with the livecast presenter/s.

Livecast participants can listen to the audio of the livecast either over the internet through the amplification of their computer or by telephone. Participants cannot ask audible questions during the livecast as they are automatically muted to prevent interruptions to the presentation. However, participants can use the “Ask a Question” feature which will submit their question via text to the QLS administrator for review before being sent through to the presenter/s and chair for their consideration.

All QLS livecasts are recorded so that participants who are not able to log in at the time of the live event can access the recording later.

What to expect as a livecast presenter

As a livecast presenter, you will present in a purpose-made livecast recording studio at Law Society House. You will present the livecast using a laptop that is logged into the webcast webpage.

During the livecast, a QLS events organiser will be present in the room with you to handle the technical aspects of the livecast and provide you with assistance if required. There may also be a chair, host or co-presenter to introduce you.

QLS livecasts are scheduled for either 1 hour or 1.5 hours; so you will need to ensure that your content and materials are suitable for the allocated length of time.

How to prepare for a livecast

The key difference between presenting a livecast and a face-to-face seminar is that there is no physical audience to interact with. Some presenters find this a little daunting as there is no-one to provide visual cues during your presentation. It may be useful to think of it like a radio broadcast, knowing that your audience is ‘out there’ and they are interested to hear what you have to say! In our experience, what we have seen is when an physical audience is not present, there isn’t any small group discussions on tables or free flowing questions, so what you will find as the presenter is that you need more content to ensure you fill the allocated time.

When preparing, you will need to give some thought as to how you will keep the audience engaged during the length of the livecast. Our livecast platform allows you to use ‘audience polling’ questions. These are multiple-choice questions that are set up beforehand which allow the participants to ‘vote’ anonymously in answer to each question. As the presenter, you can then use the results of the poll to help you understand the participants’ level of experience or interests and to tailor your presentation as you go along. If you wish to use polling questions (and we strongly encourage you to do so), you will need to provide the questions and multiple-choice answers to your QLS events organiser at least one week ahead of the livecast. They will then upload the polling questions for you and operate them on the day.

We suggest if you choose to write a paper or a detailed script for your session, to ensure you are able to still engage the audience as opposed to just read off script. The livecast will be more engaging if you are able to speak to your topic off the cuff without reading, and to answer questions as they arise.

You should rehearse the timing of your content to ensure that you have the appropriate amount of material for the time available. It is better to have more material rather than less, however you should identify sections of your material that you can leave out if time is running short on the day.

Some general tips on preparing a presentation are provided in the QLS tip sheet 'Tips for delivering engaging presentations'.

Visual aids and other materials

A PowerPoint slide presentation is essential for a livecast as it is the key visual that participants see during the livecast. A slide presentation helps keep both you and participants on track with the key topics and messages.

You will need to provide the completed PowerPoint presentation to your QLS events organiser one week prior to the livecast. We can provide you with a QLS template if required. Please note slides are converted to JPEG images prior to uploading to the livecast interface and as such, **videos, animations and other effects will not translate to the livecast environment**. You will also not be able to use "presenter mode" in the livecast interface. In terms of operating your PowerPoint during the livecast, you only need to click 'Next' or 'Previous' to move through the slides. Tips on preparing visual aids are provided in the QLS tip sheet 'Tips for delivering engaging presentations'.

You may also use audience polling questions to engage the audience during your presentation; further information on polling is available in the above 'How to prepare for a livecast' section. You can also share Word documents, PDF documents, diagrams or other materials during the livecast. These need to be provided to your QLS events organiser one week prior to the session for upload.

Conducting a trial run

We can arrange a 10 minute trial session for you to become familiar with the livecast platform and how the session will run on the day. Please contact your QLS events organiser to arrange a suitable date and time.

On the day

Arrive at least 15 minutes before the start of the livecast so that you can settle in and be ready to start on time. At the start of the livecast, the host will introduce the livecast and announce any key messages.

During the livecast, your host will be able to see any questions or comments from participants on the screen and can either politely interject as questions are asked or keep them until the end of the presentation (the choice is up to you!). You will also be able to monitor the time to ensure you bring the livecast to a close at the appointed time. Remember that a shorter presentation will affect the amount of CPD points a delegate can claim.

At the end of the livecast, the host will ask participants to complete a short online evaluation survey to provide their feedback. Your QLS events organiser will control the survey and provide further information on the day.

Dealing with technical problems

If there are any technical problems on the day, your QLS events organiser will be on hand to assist and resolve any issues.