

LEADERSHIP USA® Site Facilitators

Best Practices for Running Live Stream Learning Events

THANK YOU for being a LEADERSHIP USA Site Facilitator! ☺ You may have been appointed to this role, or perhaps you offered. You may be nervous about running a live stream event, or perhaps you've done several virtual trainings like this before. Whatever the case, our team is here to support you and help you create a successful event! This Best Practices manual contains answers to some commonly asked questions, but we are here to answer those you have that aren't covered here.

INTRODUCTION: What is a Live Stream?

Live streaming is just that—LIVE—it's not a recording. Your supervisors, managers, and leaders will be able to participate remotely in our Denver learning event through the magic of streaming technology, with only a few-second delay. We will stream a live video via our LEADERSHIP USA website to the leaders in your conference room, who will see exactly what the Denver audience is seeing, via the internet, through the lens of the camera, projected on your screen or watched on a device. It's just like watching a live performance on television. (Think of it like the [Peloton bike business model](#) with online streaming classes from their studio in NYC to thousands of browser-equipped bikes at homes around the world.)

However, this isn't a passive viewing. Your leaders will be participating in the exercises and activities at the same time as the Denver group. Impactful learning happens when learners are provided with thought-provoking ideas from an excellent subject matter expert, then discuss them to clarify their own thinking and hear from ideas from others.

Your leaders can also watch from their home offices or in the field as well. You can even have team members in separate offices watch together, with the live stream on one monitor, and a Zoom/Skype call on another device or monitor. The options are endless!

YOU will have a **very** important role in this LEADERSHIP USA experience! When the instructor in Denver gives the audience an exercise to complete, you'll make sure **your** audience does that exercise as well. You'll also have text functionality to our Denver team in case any challenges arise, and your audience can ask the instructor questions as well. We will list suggested timelines and action items for you in the checklists below.

Rest assured, there are NO technical traps, special equipment, or knowledge needed. It's as easy as opening a browser and going to a web page. When the event begins in Denver, you simply hit the PLAY button, and you'll see us.

IT INFRASTRUCTURE REQUIREMENTS

Basically, if there's a computer with internet hooked up to a projector in a conference room, you're ready to roll. (If you can go to a website and watch videos in your conference room, you're already set up—many are already equipped to do this.) Or you can use a wall-mounted flat screen that can open a browser and navigate to a website.

If not, you'll:

1. Connect a computer to a projector and display it on a screen, monitor, or blank wall.
2. Connect to the internet. A WIRED internet (ethernet) connection is highly recommended, as the internet download speed must be 5 mbps or faster. Test your internet speed by typing "speed test" into Google and then clicking the RUN SPEED TEST button that comes up. Be forewarned that Wi-Fi and/or mobile devices using 3G, 4G or LTE connections can cause issues with the stream (attendees may experience performance issues with pixilation, skipping, or lag, which can be tiresome to watch).
3. Connect the audio into a built-in sound system if applicable, or we recommend you use portable speakers (generally, the sound from the computer's speakers won't be loud enough for a group to hear easily). You may need assistance from an IT team member if you're not familiar with setting up a computer in your meeting room.

When it's time for the event, you'll just navigate to LeadershipUSA.com/livestream and click PLAY (you're welcome to try it now—the media will show it's offline). That's it!

Please understand that LEADERSHIP USA can't account for performance issues due to old computers without enough processing power or less-than-optimal internet speeds. We recommend you update hardware and internet as necessary prior to your first live streaming event.

CHECKLISTS OF ACTIVITIES TO COMPLETE

TWO TO FOUR WEEKS PRIOR TO THE EVENT

1. Invite (or request help inviting) appropriate local leaders to the meeting using whatever method you normally use (Outlook, meeting invites, LMS, etc.). Include the following information:
 - Event flyers, descriptions, outlines, videos, and bios as desired. These items may be found by clicking the appropriate link at leadershipusa.com/events.
 - A request for attendees to begin their learning by downloading our 3P Leadership Development Planner at leadershipusa.com/development-planner.
 - A request for attendees to download a QR code reader app on their phones to scan the evaluation at the end of the event.
 - Whether food will be served
 - A detailed agenda with location and times. For your planning purposes, the agenda is as follows (all times are in MOUNTAIN, so please adjust your internal invitation as needed):

8:30-9:00	Registration/breakfast
9:00-10:30	In session
10:30-10:45	Break
10:45-12:15	In session
12:15-1:00	Lunch
1:00-2:30	In session

2. Order breakfast and lunch if you're going to offer it to attendees (as we do in Denver).
3. Conduct any tests of technology (internet speed, browser, projector, sound). We have found that the CHROME browser works better for the live stream; users have previously reported problems when using Internet Explorer.

ONE WEEK PRIOR TO THE EVENT:

1. Send a reminder email to meeting attendees and get final counts for food and workbook copies.
2. Download the Participant Workbook at the bottom of the page at LeadershipUSA.com/livestream (under the player). Make one photocopy of the workbook for each person in attendance. Copies are to be made for attendees at the live stream event only; digital copies of the handout may not be distributed due to copyright law. If you wish to train other attendees who were unable to attend the live stream event, an additional recording purchase is required (see your Leadership Advisory Council representative).
3. Conduct any final tests of technology (internet, browser, projector, sound, gotowebinar).

60 MINUTES PRIOR TO THE EVENT (30 minutes before attendees arrive for registration):

1. Login to the live stream. Open a browser and go to LeadershipUSA.com/livestream. Type in the password that you were provided in your EventBrite registration confirmation email. Click PLAY, and you're in! You'll see a waiting room slide until the event starts. Click the arrows in the lower right corner of the window to expand the video to full screen.
2. You might want to login to the livestream page on another device as well (such as a phone), so that you can submit audience or technical questions without interrupting the live stream on the screen. Remember that the Chrome browser works best for displaying the live stream to the audience.
3. Set out the sign-in sheet (if you have one), workbooks, name tents, etc.

DURING THE EVENT

1. Embrace your role as the face of LEADERSHIP USA! You are our ambassador of your company's membership to your leaders, and we are so appreciative of your help. A smile and a welcoming, helpful spirit will make your attendees feel at ease.
2. Five minutes before the event begins, welcome participants, review the schedule, and make any announcements on logistics.
3. When the instructor puts the Denver group into an activity, hit mute on the computer sound (to ease the background chatter noise). If your attendees aren't already in natural groups, quickly help them get into groups of the appropriate size as instructed. Then start them on the same exercise. Your main job is to (attempt to) keep participants engaged in the learning (and off their phones!).
4. Set a timer for the length of time the instructor specified for the exercise. Keep a close eye on the live stream and your timer. Give the attendees a count-down periodically with how many minutes are left in the activity, with a final count when one minute remains. When you see the Denver instructor call the room back to order and begin speaking again, immediately unmute the sound again.
5. If someone in your room has a question for the instructor, text Laura at 720-334-1856. We will indicate to the instructor a live stream participant has a question and ask it for you.
6. Monitor the stream for any challenges. If you have a technical or facilitation question, text Laura at 720-334-1856. Our technician is live onsite watching the stream, so we'll send instructions via chat if there are any issues.

7. At the end of the event, please ask your attendees to use a QR scanner on their phones to scan the QR code at the back of the workbook to provide their evaluation of the event and the instructor. No need to answer questions about the Denver venue.

We will send you additional communications via email prior to the event with last-minute instructions, but please feel free to reach to us at any time with questions! We look forward to “seeing” you soon.
Thank you!

Nadine Balabanoff, Registrar
Nadine@LeadershipUSA.com
303-471-7401 x1

Laura Stack, Founder & CEO
Laura@LeadershipUSA.com
720-334-1856 x3

John Stack, Regional Director, LEADERSHIP USA COLORADO
John@LeadershipUSAColorado.com
303-471-7401 x2