

# Production Checklist

## What to Consider in Planning Your Program

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### Webchat Overview

- Topic:
- Date(s)/Time(s):
- Location:
- Wrap-around programming (combining online with offline):

### Pre-program Planning

- What is your goal in doing this webchat? What do you want your audience to learn/do? Do you want them to take a certain action?
- How will you measure success?
- Who is your target audience?
  - Where will they be located for the webchat (online/viewing groups)?
  - What are their preferred online platforms for interaction/bandwidth restrictions?
  - What event times are best for them?
  - Language barriers?
- Who is the on-camera talent (name and preferred title)? The on-camera moderator?
- Where are the on-camera talent located?
  - If off-site, how will they connect - what are their preferred platforms?

- Roles - Who has what duties? (i.e. technical testing, chat moderation, camera)
  - Who is the lead producer? The assistant producer? The technical producer?
- Schedule a Test(s)

## Webchat Flow

- Duration - 15-60 min depending on the speaker/audience/platform
- Script
  - Intro - introduce speakers + ask for questions
  - Q&A - scripted questions, live questions
  - Program Content - pictures, videos, screen shares, live polling
- Other Content: Speaker Bios, resources/links/speakers' presentations that can be distributed before the program/on the webchat URL

## Marketing and Promotion

- How will participants be informed of this event - what is your marketing plan?
  - What networks can you utilize that will reach your target audience?

(i.e. email listservs, FB, WhatsApp groups)

- What kind of content will you use (video promos, emails, FB posts)?
  - How will you market the on-demand content?

(i.e editing highlight clips and posting on FB)

- Where are you sending your audience after the webchat ends?

## Technical Planning

What is the technical/room set-up on site?

- Dedicated internet line for broadcasting?
- Upload/download Bandwidth speed (speedtest.net)
- A separate internet connection to monitor the event?
- Physical arrangement of the room (podium, tables, other furniture?)

What platform will this program take place on?

- Will this be a point-to-point conversation?
- Will this be open to a broad audience?
- What platforms work best for your audience? (Suggested platforms [here](#))
- Do you have content that needs to be shared live during your program?
- Do you want/need to drive your audience to an existing, branded platform?

Type of Camera Equipment?

- Specific Make/Model (HD and SD?)
- Number of Cameras?
- Mixing Board – If so, what make and model (input and output cables)
- Settings?

Audio Equipment?

- What type?
- Mixer?
- Output (quality and size)

Video/Audio Encoding?

- Hardware or software encoder?

- Do you have all necessary cables?
- Will any converters be needed (HDMI to SDI for example)
- Suggested Equipment [here](#)

What does your “Plan A” set-up look like? What are your back-up plan(s)? (i.e. phone line, another online platform, etc.)

## Post Production

- How will you edit the on demand content? Will you create short clips for social media distribution?
- Where will this program live on demand?
- Captions?
- How will you distribute the recording, transcript, or other content? How will you continue to engage your audience?
- How will you gather and present the program metrics?