[Name]

Event date

Event time (timezone)

Target audience(s): *(e.g. role, age, interests, regions, vocations, concerns, professions)*

Livestream Objectives (what are participants going to learn, do, or experience?):

**Technical details**

* Duration
* Interactive platform:
* Broadcast (passive) platform
* Will a recording be made? How?
* What is the maximum number of interactive participants?
* What is the maximum number of passive viewers?
* What goal do we have for how many people attend?

**Who gets to participate and how?**

* Is registration required? Where will registration take place? What do we want to know in the registration?
* Who gets to be on camera?
* Who gets to talk with audio?
* Who gets to chat by typing?
* What do participants need in order to participate?  
  *(software, webcam, high-speed internet, phone, etc.)*

**What fun, interactive things will happen in this online event?**

(*quizzes, games, Q&A with an expert, field trip, music)*

**Host Prep- What special things do hosts, panelists, and special guests need?**

*(software, webcam, high-speed internet, phone, etc.)*

**Supporting Materials - What will participants want during and after?***(links, docs, media, apps, partner sites, transcripts, recordings, links to buy materials)*

**Support Role Assignments - Who is helping?***Note: for a small event, all of this can easily be done by the same person!*

* Host, welcomer:
* Discussion facilitator:
* Prepping guests + practicing with them beforehand:
* Fielding chat questions to host/facilitator:
* Fielding social media questions to host/facilitator:
* Ejecting/muting bad actors:
* Supporting participants with technical difficulties:
* Real time sharing of supporting materials to participants:
* Pushing multimedia to screen:
* Advancing/Playing/NextSliding multimedia:

**Promotion - How will we get people to attend?**

*(Tweets, newsletters, word of mouth, partner pages?)*