



# Tips & Tools



Promote your show -and its online feature- on your social media



Use the Spotify event or Instagram stories to let your fans know about your gig.

Set your goals before the planning phase.

Are you going to do your best to convey the feeling a live audience member has in the audience? Or are you trying to give a wider, more general view of the show? These choices will affect your camera positions.



While it may feel awkward, remember to engage your home audience during your live show. Between songs, talk directly to them through the cameras and invite them to sing along from their homes. Make them feel included and part of the experience, as if they were right there with you at the venue.



However, of course, if your artistic style doesn't include direct interaction with any audience, that's perfectly fine too. Just make sure this choice fits your artistic vision.





## Set a style for your show

Work with the light designer to achieve this also on camera. A pop-show or a singer-songwriter might have the emphasis on beautiful front-lights while an extreme metal show will probably have zero to very little front lights, to emphasize backlit silhouettes.

## DO NOT save money on sound.

Sound is 95% of the perceived quality of live stream. It does not matter what kind of Hollywood trickery and eye candy you can do with the cameras, if the sound is not up to par, the show will fail. If your sound is stellar but the image is sub-par, you have more chances to keep your audience.

## Test, test and then test some more

Your equipment processes a lot of data to deliver the final product to the home audience. Test it to ensure it does it right.



## Design the Stage for Dual Audiences

- Arrange your stage setup to be visually appealing for both the live and virtual audiences.
- Use dynamic lighting and backgrounds to create a visually engaging environment.
- Set up multiple cameras to capture different angles for the online stream.



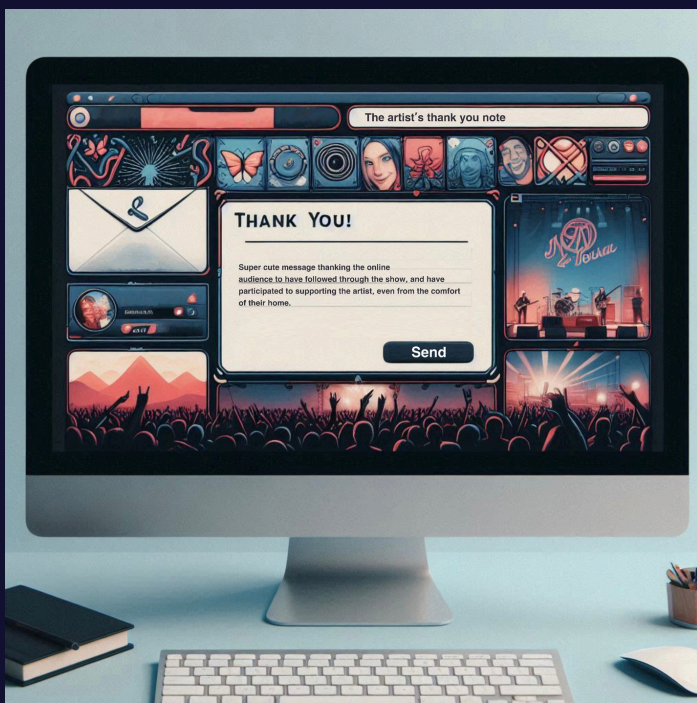
## Acknowledge Online Viewers

- Greet your virtual audience at the beginning and the end of the show.
- Mention the online viewers between songs to make them feel included.
- Address the virtual audience naturally, as you would with the live audience.



## Use Clear Visual Cues

- Place visual cues on the stage to guide your interactions with the cameras.
- Use handheld or mobile cameras for up-close shots and intimate moments with your online audience.



## After the show

- Include the online viewers in your stories and comments.
- Send a thank-you note to virtual attendees, and consider adding photos we provide.

But most importantly ...

# HAVE FUN!!