

Spreecast Producer Check List: Pre-Event Instructions

I. Create Your Spreecast Event Page

Create your event page in advance and distribute the link and instructions to your participants

- Go to www.spreecast.com, log-in, and click the gray "Create Spreecast" button
- Fill out the information for your spreecast:
 - Create a title and add a description.
 - Choose "Public" for the visibility option
 - Schedule the spreecast in advance
 - Add a picture; this will be the image in the video player until your event goes live
 - Add tags for your event so it's more findable, and click done!
- When you arrive at your event page, follow the prompts to enable your camera and mic

II. Invite Your Participants and Send Them Instructions

- Copy the URL from the navigation bar of your spreecast event page and email it to whoever will be participating in your spreecast (on-camera guests and co-producers).

In your email to participants, be sure to relay the following instructions:

- Instruct all participants to be on the event page at least 30 minutes prior to the start of the event to leave time for troubleshooting any potential technical issues
- Send [requirements and instructions](#) to on-camera guests. Specifically, remind on-camera guests that they will need:
 - i. A computer with a camera, headphones, and a strong Internet connection (hardline Ethernet connection strongly preferred).
 - ii. Check that their computer has version 11.2 or higher of Flash-- check [here](#).
 - iii. To create an account when they click the link (via FB, Twitter, LinkedIn or email).

III. Embed Your Spreecast Event on an External Site

Embed your Spreecast on our site and/or on your company, brand, or personal sites, blogs, blog posts, articles, etc. to increase visibility of and traffic to your live and archive content.

- On your event page find the embed code for your spreecast event by clicking the `</>` icon. For more information on and examples of our embed sizes and formats, see [here](#).
- Choose the size you want and embed the code on your external site(s) or send it to the appropriate person to do so

IV. Promote Your Spreecast Event to the Public

In the days leading up to your event, promote your spreecast event to the masses, and encourage your spreecast participants to do the same.

- Use the social buttons on the top right side of the spreecast event page to share the link with friends on Facebook, Twitter, G+, LinkedIn or email.
- Copy the link to your spreecast event page or to the embed page and email it to people or list-serves directly, put it in e-newsletters, or share the link over social channels.