



Streaming Live Events: A Beginner's Guide

Course Overview:

This course is designed to provide beginners with the essential knowledge and skills to stream live events over the internet. Whether you're planning to broadcast a concert, webinar, sports match, or any other live event, this course will cover the fundamental concepts, tools, and techniques needed to ensure a successful live streaming experience.

Course Duration: 6 weeks (1 module per week)

Week 1: Introduction to Live Streaming

- What is live streaming?
- Why live stream events?
- Overview of popular live streaming platforms and tools.

Week 2: Preparing for Your Live Stream

- Defining your goals and audience.
- Choosing the right equipment: cameras, microphones, lighting, and more.
- Selecting a suitable location for streaming.
- Testing your internet connection and ensuring sufficient bandwidth.

Week 3: Setting Up Your Live Stream

- Choosing a live streaming platform (e.g., YouTube Live, Twitch, Facebook Live).
- Creating an account and configuring settings.
- Setting up encoding software (e.g., OBS Studio, Streamlabs OBS).
- Configuring audio and video settings.

Week 4: Planning Your Live Event

- Creating a run-of-show or script.
- Promoting your live event to build an audience.
- Scheduling the live stream and sending out reminders.
- Preparing any necessary graphics or overlays.

Week 5: Going Live

- Starting your live stream and checking audio/video quality.
- Engaging with your audience through chat and comments.
- Managing any technical issues that may arise during the stream.



Week 6: Post-Stream Activities

- Saving or archiving your live stream.
- Analysing viewer metrics and feedback.
- Repurposing content for future use (e.g., creating highlights).
- Following up with your audience and promoting future events.

Course Format:

- Weekly interactive workshops and lectures covering each module topic
- Practical hands-on exercises and assignments to apply learned skills
- Collaborative project work
- Access to resources and recommended tools

Assessment and Certification

- Participants will be assessed through practical exercises and a final project to demonstrate their understanding and application of the concepts covered in the course.
- Upon successful completion of the training, participants will receive a certificate of completion.

Course Conclusion:

By mastering the concepts and techniques covered in this course, you're well-equipped to confidently stream live events over the internet and engage with your audience in real-time. Keep exploring and refining your skills to take your live streaming endeavours to the next level!

Course fee:

R6,000.00 per person (for groups of between 5 and 9 participants)
R5,500 per person (for groups of 10 or more participants)

