

TIME TO REACH NEW AUDIENCES

LIVE STREAMING & WEBCASTING

THEATRE CONFERENCES EVENTS MEETINGS



CASE STUDIES: PANEL SESSIONS

We have worked with a wide range of clients on an incredible variety of projects. Each project is bespoke and our live streaming team will ensure that your needs are met and will guide you through the process.

Our case studies will give you some insight as to how we work.

Get in Touch

If you have a project in mind or would like to talk to us in more details about how live streaming can work for you, please contact Melanie at livestreaming@pilot-theatre.com or ring 01904 635755.

ARTS COUNCIL REVIEW

Live streaming panel discussions for an online-only audience

The Arts Council England worked with Pilot on their first 'Year in Review' which was streamed exclusively online, without a physical audience, from Broadway Cinema and Arts Centre in Nottingham on 25 September 2018.

The livestream was introduced by Sir Nicholas Serota, Chair of Arts Council England, followed by a conversation between members of Arts Council England's executive team as well as questions from viewers sent via Twitter.

We used four cameras – one focussed on the BSL interpreter, one staffed for close-up shots of the panel, one on the presenter and one wide shot of the panelists. There was a telly prompter for the presenter. We broadcast two separate streams through the Arts Council's YouTube account – one with BSL and one with captions by Stage Text.

Following an advance site visit, the team were able to swiftly set-up the livestreaming as well as addition kit included a telly prompter and extra monitors to display timers and the broadcast for the panelists to view.

Pilot were also responsible for micing up all the panel members and operating the sound. Video and information slides were also integrated into the stream and these were supplied in advance.



BARTON-UPON-HUMBER HERITAGE OPEN DAYS

Live streaming panel discussions, presentations and reflections from heritage events

Pilot worked with Barton-Upon-Humber on their Heritage Open Days events in 2019. The events spanned over two weeks and the Pilot team visited during the first few days to capture some footage to include as part of the live stream.

The live stream happened on the first weekend which still gave members of the public a chance to come along and join in with tours and talks. It took place at Wilderspin National School Museum and a panel style presentation was led by the local Heritage Open Days organiser, Liz Bennet, who was joined by members of the community to talk about different aspects of Barton's heritage.

Pilot set up two cameras, one locked off for a wide view of the panel members and the other operated for close-up shots. There was also a crew member operating the vision mixer to create the livestream. The panel's lively discussion was interspersed with the mini films that had been created in advance which gave the viewers a really interesting and varied film to watch. Pilot also edited the live stream and gave the organisation a copy of the film that they intend to use to promote future heritage events.

Over 2,000 people watched the live stream and visitor numbers were boosted significantly the following weekend as a result of the live stream. It was shown on the Historic Barton-Upon-Humber and The Ropewalk Facebook pages as well as the official Barton-Upon-Humber website.

"As an organisation we were new to live streaming and a little daunted by the concept.

The team from Pilot Theatre were exceptionally professional and easy to deal with. The live session went really well despite nerves on our part and it is still getting views well after the initial broadcast.

Within a week of the live event they presented us with a finished product of a quality that I didn't think was possible on our budget which we can use again and again. We are now keen to do more work with them on future projects."

Liz Bennet, Managing Director, The Ropewalk



NORTH YORKSHIRE POLICE, FIRE AND CRIME COMMISSIONER

Live streaming to provide access and accountability

Pilot live streams monthly meetings for the North Yorkshire Police, Fire and Crime Commissioner which are available for the public to watch and form part of the Commissioner's transparency and accountability process.

The Public Accountability meetings look at financial and performance statistics and ways of improving the service.

As part of the live stream, the public can use Twitter to post questions which are then answered by the representatives as part of the meeting.

The live stream provides transparency of the service and is advertised on their website at www.northyorkshire-pfcc.gov.uk/. As the live broadcasts are streamed to YouTube, every meeting is archived and is available for any one to watch at any time.

As well as the 'open' live stream for the public to view, the North Yorkshire Police, Fire and Crime Commissioner, also works with Pilot's live streaming team to support their recruitment process and uses 'closed' live streams to provide information to applicants.

It takes a couple of hours to set up the equipment, three cameras are used to get different angles. The live broadcast is streamed to Commissioner's YouTube channel.

During COVID-19 when it was not possible to send out the live streaming crew, Pilot worked with the Commissioner's office to live stream the meetings, now being held virtually, using Microsoft Teams. You can see an examples of the Coronavirus Update meetings, here: www.northyorkshire-pfcc.gov.uk/covid19/

