**A template production matrix for a digital event**

Use and edit this document to help with your planning for an online event. Check out our resource on how to engage through digital media first!

|  |  |  |
| --- | --- | --- |
|   | Date |   |
|   | Event title |  |
|   | Event run time |   |
| Format |   |
| Streaming platform | E.g. Streamyard or Teams |
| Broadcast channel | E.g. Imperial YouTube or Teams |
| Access link | E.g. <https://www.youtube.com/watch?v=yTgSJs0V4Ok> |
| **PHASE 1** **PRE-EVENT** | **PRODUCTION** | Who is responsible? |   |
| Presenters confirmed |   | [Names of speakers] |
| Event description and images |   |   |
| Streaming platform set up |   |   |
| Crib sheets, moderator + presenter briefings ready and shared |   |   |
| Live event slide deck ready. Minimum slides are: slide 1 - countdown to event slide 2 - technical failure (in case something goes wrong!) slide 3 - cancellation slide 4 - thank you / other info  |   |   |
| Rehearsal dates - for dry runs with presenters + producers + moderators |   |   |
| Safeguarding actions reviewed  |   |   |
| Calendar invite added to event team’s diaries |   |   |
| **PRODUCTION ROLES AGREED** | Name |   |
| Lead technical producer |   |   |
| Back up technical producer  |   |   |
| Moderator |   |   |
| Live stream observer  |   |   |
| Back up host/facilitator |   |   |
| **PHASE 2**  **EVENT DELIVERY** | **LIVE EVENT DAY**  |   |   |
| Production team **connection time** (30 mins out)  |   |   |
| Live event **slides loaded** (lead and back up producers) |   |   |
| Pre-event **checks + reminders** carried out |   |   |
| Share link to **feedback survey** in chat |   |   |
| Start stream (Note if started on time or late) |   |   |
| End stream (Note if started on time or late) |   |   |
| **PHASE 3** **POST-EVENT** | **EVENT CLOSE DOWN** |   |   |
| Debrief with presenters straight after event (5 mins) |   |   |
| Debrief with producing team when presenters gone (15 mins) |   |   |
| Download recording |   |   |
| Send thank you email to presenters |   |   |