**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 |  |  |