



# LIVE-STREAMING YOUR EVENTS

*by Crane Creations Theatre Company*

Crane  
Creations  
Theatre  
Co.

# TODAY'S TEAM

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**AIMEE POULIN**

Actor, Puppeteer, Stage Manager, and  
Artistic Producer



**JOHN RANJITH**

Production Manager, Technical  
Director, Actor, Dancer



**ANDREJA KOVAČ**

Artistic Director and Stage Director,  
Producer, Educator



# AGENDA

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- Challenges of live-streaming
- What do you need?
- How much does it cost?
- How to make it happen!
- The future of live-streaming
- Who are we?
- Questions



# WHAT IS LIVE STREAMING?

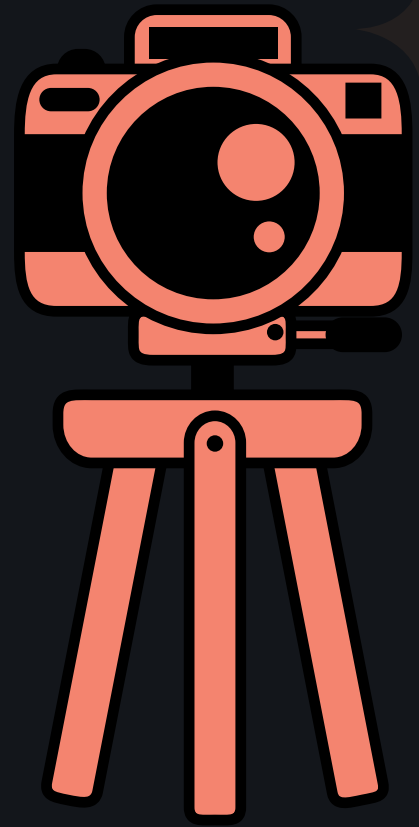
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## BROADCASTING

Pre-recorded  
Live-event  
Continuous feed



# HOW DOES IT WORK?



# CHALLENGES

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## CONNECT

How to get technologies to connect with each other?



## PRODUCT

What type of content or events do you choose to live-stream?



## PLAN

How to logistically account for the differences (and similarities) for a live-streamed or hybrid event



## SHARE

How to you communicate with all audience members and ensure a positive experience

# EQUIPMENT

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## HARDWARE

Camera  
Microphone  
Cables  
Batteries  
Charger(s)  
Computer  
Mixing board (Atemini extreme)

## SOFTWARE

Streaming platform  
Editing software  
Graphic design software  
Mailing system  
Ticketing system

## INTEGRATIONS

Integromat  
Zapier  
Google Forms



INSTA 360 ONE X 2



IPEVO VZ-X WIRELESS  
8MP DOCUMENT CAMERA





**3PIN MALE & FEMALE  
XLR MICROPHONE  
CABLE**



**SHURE  
GOOSENECK  
CONDENSER  
MICROPHONE**



**8K HDMI COMPATIBLE  
WITH ALL 2K TO 4K  
HIGH SPEED 48GBPS  
HDMI 2.1**



# ATEM MINI EXTREME ISO



# MACKIE 22 PRO CHANNEL AUDIO MIXER

# HOW MUCH DOES IT COST?

20%

EQUIPMENT COST

One time expense  
Needs upgrades within 5 years

80%

PERSONEL COST

Recurring expense  
Requires constant knowledge updating

# HOW TO FUND?

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## CREATIVE GRANTS

Canada Arts Council, Ontario Creates,  
Ontario Cultural Attractions Fund

**CREATE**

**PRODUCE**

## TECHNOLOGICAL GRANTS

Department of Canadian Heritage,  
Trillium Foundation

## TICKET SALES

Incorporate affiliate marketing and  
referral sales

**SELL**

**PARTNER**

## SPONSORSHIPS

Partner with technological companies  
for equipment, services, discounts

# THE FUTURE?



## 360 live streamed events

New technology, technical challenges, new equipment being developed

## Meta-verse events

Interactive live with others in a virtual reality world, potential for animation and visual arts integration

## WHO IS CRANE CREATIONS THEATRE COMPANY?



### LOCAL

Mississauga based Not-For-Profit Professional Theatre Company



### ARTIST RUN

Our team consists of artists, most of whom are immigrants to Canada.



### EVENT PRODUCERS

Over 50 years of event planning experience combined



### LEARNERS

We are constantly learning about new technologies and experiment with them



# FOLLOW US

If you have any additional questions, don't hesitate to e-mail us at  
[info@cranecreations.ca](mailto:info@cranecreations.ca)

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