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## Speakers:

### Kerry Shearer

The Live Stream Expert



### Christina Byrne

Public Outreach Department  
Manager, OCTA



### Chris Boucly

Community Outreach Manager, I-405  
Improvement Project, OCTA



## Prices

\$30 for CAPIO Members and  
\$45 for Non- Members

Contact information:

[info@capio.org](mailto:info@capio.org)

or call 1-844-CAPIO55

## “Hosting Virtual Events: A Guide to Planning an Engaging Event”

**Wednesday, August 26**

### From your Desktop

Noon – 1:00 p.m.

The need to social distance during the pandemic means public-sector communicators must pivot to hosting what were normally thought of as traditional in-person events (such as ribbon cuttings, open houses and state of the cities) in a virtual format.

During this webinar, Kerry Shearer the “Livestream Expert” will guide attendees through how to successfully pull together a memorable event that resonates with key audiences and creates memorable moments for your agency.

In addition, Christina Byrne, OCTA’s public outreach department manager, will provide recent OCTA case studies that will include tips, tools and lessons learned for how to host a virtual event. Since March 2020, the agency has hosted more than a dozen virtual events with more than 2,200 attendees.

Attendees will also receive a downloadable cheat sheet/checklist with additional tips and tools to take their virtual events to new heights.

### Key Take-a-Ways:

- Planning your event
- Ensuring you have streaming bandwidth
- Positioning and mounting of cameras
- Lighting for your event
- Ensuring great audio/sound quality for your event
- Setting up Facebook Live
- Using laptops, cameras and streaming software

**Webinars can be watched live or after the webinar via recording. All registrants are provided with a link to the recording.**