Hosted by the **WMIA** and **WMMA** Joint Technology Committee for the Wood Machinery Industry

Your hosts: Jeff Onsrud, CR Onsrud, WMMA Technology Committee Chairman
Jason Dingess, Quis Machinery, WMIA Technology Committee Chairman
David Biggs, Woodworking Network, WMMA Technology Committee Vice-Chair
Steven McNeilly, CEFLA
Brendan Linehan, Woodworking Network
Samantha Devine, WMMA Director of Member Engagement
Larry Hoffer, WMIA President and CEO

#JTC27
Who is the JTC?

The Joint Technology Committee is comprised of members from both the WMIA and the WMMA with a Chairman from each association.

Our task is to present technology to the members of the WMIA and WMMA that is impacting manufacturing today or in the future.
Your Agenda for this Episode: Raising Your Livestream Goals

Jason Dingess, Quis
Why are we doing this? Prep Work

Steven McNeilly, CEFLA
Choosing the right platform

Brendan Linehan, Woodworking Network
Tech- Sound, Lighting, Video

David Biggs, Woodworking Network

Jeff Onsrud, CR Onsrud
Your Questions Answered
BEGIN WITH THE END IN MIND

1) What do we hope to achieve from this?
   - Sales

2) Who is our audience?
   - Product group? (Ours or theirs)

3) How long do we need? How long do we have?

4) What feelings do we want them to leave with?

5) What are the metrics we care about?
Prepare, Plan, Practice

Use Story Board and Nav Maps

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Prepare, Plan, Practice

Practice, Practice, Practice...

What happens when…? (Power, wifi, machine…)

Practice Hand Offs

Practice your Q&A

Prospect

Remote Sales Guy

HQ

PLANT #1
Choosing a Format & Platform

**Possible Formats**

- Virtual Meeting
- Virtual Webinar
- Virtual TradeShow
Choosing a Format & Platform

**Virtual Meeting**

- Interactive “meeting”
- Collaboration amongst participants
- Smaller Groups

**Platforms (examples)**

Zoom

Skype for Business

Google Meet
Choosing a Format & Platform

**Virtual Meeting-Tips**

- Better for smaller groups. While many platforms accommodate a large number of participants.
Choosing a Format & Platform
Choosing a Format & Platform

**Virtual Meeting-Tips**

- Better for smaller # of attendees. While many platforms accommodate a large number of participants. “

- If a meeting requires a large number of participants, designate an organizer that can manage meeting flow (ie microphone mute, screen sharing, etc). Take advantage of platform settings

- Try before you buy. Most programs offer a free trial which allows users to find the program that best fits their needs.
Choosing a Format & Platform

**Webinar**

- Limited # of speakers/presenters

- Not as interactive - Better for presentations rather than meetings

- Accommodates larger # of attendees

**Platforms (examples)**

Zoho

GoToWebinar

Zoom Webinar
Choosing a Format & Platform

Webinar - Tips

- Have a moderator to monitor Q&A via chat box or “hand-raise”

- Run presentations with limited video and microphones muted. Presenter(s) and presentation material should be visible, not attendees.

- Try before you buy. Most programs offer a free trial which allows users to find the program that best fits their needs.

- Practice!!!
Choosing a Format & Platform

**Online Trade Show**

- Multiple interaction formats in a single platform: Electronic product showcase, webinars, appointment reservations for virtual “booth visit”

- More planning and coordination

- May be advisable to dedicate a project manager to organize/coordinate

**Platforms (examples)**

- INXPO

- vFairs

- Hexafair
Video - Devices

From mobile phones to GoPros to professional camcorders, there are a range of devices available for capturing video and livestreaming.
Video - Accessories

**Tripod**
portable three-legged stand used for support and stability

**Gimbal**
Pivoted support that allows rotation on a single axis

**Lenses**
wide angle, fisheye, macro, telephoto, and anamorphic, etc
Lighting - Basics

- Key Light
- Fill Light
- Back Light
Lighting - Background

● Avoid harsh light
● Keep it interesting
● Be intentional
● Angles
Lighting - Things To Consider

- These are guidelines
- Camera settings/ type
- Light in the space
- Experiment
Hey man, can you help me change this light bulb?

Are you sure there's enough of us?

Cyanide and Happiness © Explosm.net
Improving Sound Quality

Areas to focus on:

1. Your microphone equipment
2. The position of your microphone(s)
3. The space that you’re recording in
Choosing your microphone

Types of microphones: Wired/Wireless, Lavalier, Handheld mic, built-in/attached mic for various devices.
Positioning the microphone

Examples of various positions for optimum quality in both quiet and loud background scenarios
Understanding the space

Being conscious of the space / mitigating any difficulties by preparing the room or using accessories like windscreens
Friendly audio tip #34

Don’t touch the mic while recording.. ever!
Additional Resources

- How to create a high-quality livestream on your phone: [https://www.boxcast.com/blog/how-to-create-a-high-quality-live-stream-on-your-iphone](https://www.boxcast.com/blog/how-to-create-a-high-quality-live-stream-on-your-iphone)
- 6 tips for proper workspace lighting: [https://blog.flock.com/6-tips-for-proper-workspace-lighting](https://blog.flock.com/6-tips-for-proper-workspace-lighting)
- 11 best microphones for iPhone in 2020: [https://microphonebasics.com/microphone-for-iphone/](https://microphonebasics.com/microphone-for-iphone/)
Upcoming Webinars

IWF Connect - October 26-30, 2020 - Education, Connect with Exhibitors, Virtual Demos
https://iwfconnect.com/

Productivity Software

- Slack, Trello, etc.

Travel Tech

- Gadgets to help when you’re on the road

Survey

- What would you like to see (https://www.surveymonkey.com/r/JTC27Aug13)
Questions/Comments?
Jeff and Jason would like to thank:

David Biggs, Woodworking Network
Steven McNeilly, CEFLA
Brendan Linehan, Woodworking Network
Samantha Devine, Stringfellow Group
Larry Hoffer, WMIA President and CEO

Please fill out the survey so we can take this committee the direction you need us to.