

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



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?



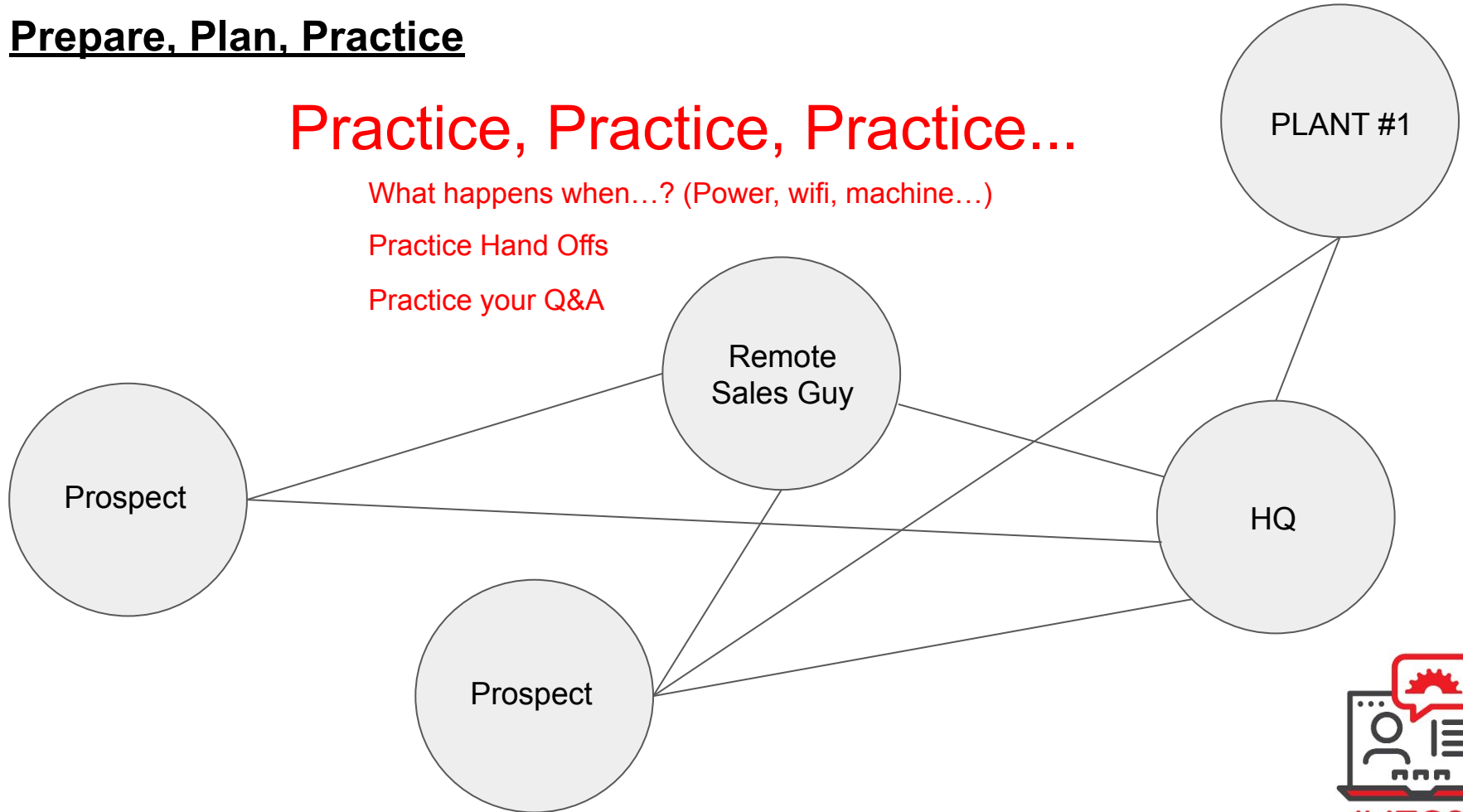
Prepare, Plan, Practice

Practice, Practice, Practice...

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

Practice Hand Offs

Practice your Q&A



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Possible Formats

- Virtual Meeting
- Virtual Webinar
- Virtual TradeShow



Virtual Meeting

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

Platforms (examples)

Zoom

Skype for Business

Google Meet



Virtual Meeting-Tips

-Better for smaller groups. While many platforms accommodate a large number of participants.



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.



Webinar

- Limited # of speakers/presenters
- Not as interactive - Better for presentations rather than meetings
- Accommodates larger # of attendees

Platforms (examples)

Zoho

GoToWebinar

Zoom Webinar



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!!!



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.



iPhone / Android



GoPro



Camcorder



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Video - Accessories



Tripod

portable three-legged stand used for support and stability



Gimbal

Pivoted support that allows rotation on a single axis



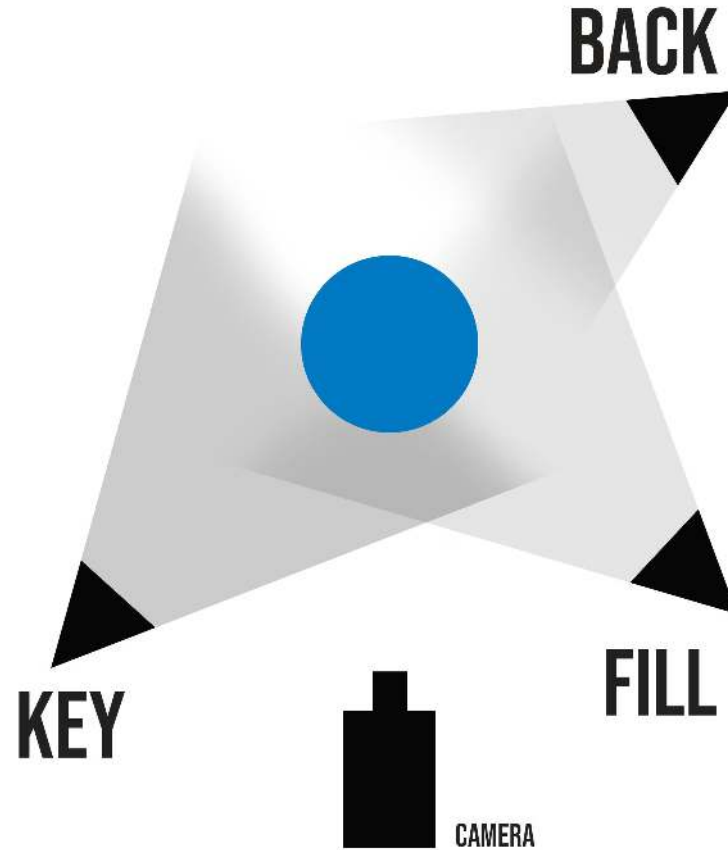
Lenses

wide angle, fisheye, macro, telephoto, and anamorphic, etc



Lighting - Basics

- Key Light
- Fill Light
- Back Light



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Lighting - Background

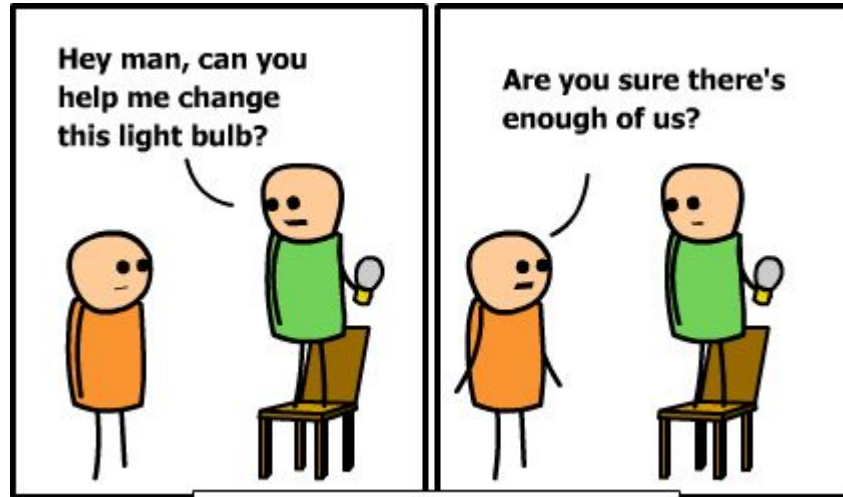
- Avoid harsh light
- Keep it interesting
- Be intentional
- Angles



Lighting - Things To Consider

- These are guidelines
- Camera settings/ type
- Light in the space
- Experiment





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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>
- How to livestream from your GoPro:
<https://community.gopro.com/t5/en/How-to-live-stream-from-your-GoPro/ta-p/395877>
- How to livestream with a camcorder and PC:
<https://community.gopro.com/t5/en/How-to-live-stream-from-your-GoPro/ta-p/395877>
- Best iPhone filmmaking gear:
<https://www.hollagully.com/best-iphone-filmmaking-gear-and-accessories/>
- 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/>



Upcoming Webinars

IWF CONNECTSM

- 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 your on the road

Survey

- What would you like to see (<https://www.surveymonkey.com/r/JTC27Aug13>)



Questions/Comments?



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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.

