

Uplevel your tech

NOTES

choreography
togo
Education

- **OVERVIEW OF LIVE STREAMING BASICS:** DETAILED EXPLANATION OF THE EQUIPMENT AND PLATFORMS AVAILABLE FOR LIVE STREAMING, INCLUDING COMPARISONS OF COST, FEATURES, AND SUITABILITY FOR DIFFERENT NEEDS.
- **DEMONSTRATION OF AUDIO EQUIPMENT:** PRACTICAL DEMONSTRATIONS OF VARIOUS MICROPHONES, MIXERS, AND SETUPS TO IMPROVE AUDIO QUALITY FOR WORKSHOPS AND CLASSES.
- **PLATFORM CHOICES:** IN-DEPTH DISCUSSION OF PLATFORMS LIKE VIMEO AND STREAMYARD, HIGHLIGHTING THEIR UNIQUE FEATURES, COSTS, AND USE CASES FOR LIVE STREAMING AND RECORDED CONTENT.
- **HOW TO INTEGRATE TECH FOR COURSES:** STRATEGIES TO USE LIVE AND PRE-RECORDED VIDEOS EFFECTIVELY IN BUILDING STRUCTURED COURSES, INCLUDING TOOLS FOR EDITING AND CREATING COMPANION DOCUMENTS.



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- **MONETISATION TECHNIQUES:** SUGGESTIONS FOR MONETISING LIVE AND PRE-RECORDED CONTENT USING MEMBERSHIPS, SCHEDULED EVENTS, AND CREATING VALUE-ADDED DIGITAL PRODUCTS.
- **IMPORTANCE OF HIGH-QUALITY ACCESSORIES:** EXPLANATION OF HOW QUALITY LEADS, ADAPTERS, AND CONNECTORS CAN GREATLY IMPACT SOUND AND VIDEO QUALITY.
- **USING OLD EQUIPMENT EFFECTIVELY:** TIPS FOR REPURPOSING OLDER DEVICES, LIKE IPHONES, FOR SPECIFIC TASKS SUCH AS PLAYING MUSIC OR OTHER SECONDARY FUNCTIONS.
- **DIFFERENT MIXER OPTIONS:** COMPARISON BETWEEN BASIC AND ADVANCED MIXERS, LIKE THE UPAD AND IMG MIXERS, INCLUDING THEIR FEATURES AND USE CASES.
- **WIRELESS MICROPHONE SETUPS:** ADVANTAGES OF USING WIRELESS MICROPHONES LIKE RODE AND DJI, INCLUDING THEIR INTEGRATION WITH LIVE STREAMING SETUPS.

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- **STREAMLINING WORKFLOW:** TECHNIQUES TO REDUCE WORKLOAD BY USING PLATFORMS LIKE VIMEO FOR PRE-RECORDED LIVE STREAMS THAT DON'T REQUIRE ADDITIONAL UPLOADING AFTER EVENTS.
- **INTEGRATING CHAT FEATURES:** HOW TO ENHANCE AUDIENCE ENGAGEMENT WITH CHAT FEATURES DURING LIVE STREAMS ON PLATFORMS LIKE VIMEO.
- **COURSE STRUCTURING:** EXAMPLE OF A 7-DAY STRUCTURED COURSE, INCLUDING INTRODUCTION, WORKOUT VIDEOS, AND AN OUTRO WITH NEXT STEPS AND FEEDBACK REQUESTS.
- **VIDEO EDITING TOOLS:** OVERVIEW OF DESKTOP TOOLS LIKE CAPCUT FOR EDITING VIDEOS, INCLUDING ADDING CAPTIONS, TRANSITIONS, AND EFFECTS.
- **CREATING COMPANION DOCUMENTS:** USING CHATGPT TOOLS LIKE VIDEO SUMMARISERS TO GENERATE TRANSCRIPTS AND BULLET POINTS FOR CREATING MANUALS OR GUIDES.

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- **OPTIONS FOR VIDEO HOSTING:** ADVANTAGES OF HOSTING VIDEOS ON BOTH YOUTUBE AND VIMEO FOR ACCESSIBILITY AND PROFESSIONAL PRESENTATION.
- **PRACTICAL EQUIPMENT TIPS:** RECOMMENDATIONS ON SELECTING THE RIGHT TRIPODS, EXTERNAL SPEAKERS, AND RECORDING DEVICES FOR DIFFERENT FILMING ENVIRONMENTS.
- **BRIDGING ONLINE AND OFFLINE CONTENT:** HOW TO BLEND LIVE WORKSHOPS WITH RECORDED SESSIONS TO CREATE COMPREHENSIVE OFFERINGS FOR CLIENTS.

INSIGHTS BASED ON NUMBERS

- **AFFORDABLE MIXERS:** UPAD MIXER AT £50-£60 PROVIDES A PROFESSIONAL-QUALITY SETUP FOR BEGINNERS.
- **COST OF PROFESSIONAL PLATFORMS:** VIMEO PRO MEMBERSHIP AT \$75 MONTHLY IS POSITIONED AS A TOOL FOR HIGH-QUALITY VIDEO HOSTING AND LIVE EVENTS.
- **WIRELESS MICROPHONE COSTS:** DJI MICROPHONES AVAILABLE FOR AROUND £150 OFFER HIGH-QUALITY SOUND AT AN ACCESSIBLE PRICE POINT.
- **MULTIPLE EQUIPMENT OPTIONS:** CHEAPER MIXERS LIKE IMG, COSTING AROUND £60-£70, SERVE AS ALTERNATIVES FOR BASIC SETUPS.