



StreamYard

Guidelines

INTRODUCTION

Platforms used for the event:

- StreamYard: is the platform used only by chairs and speakers to carry out the live broadcast of the event. Speakers and Chairs will have to connect to Streamyard **only 15 minutes before the speech or the moderation** and leave the platform at the end of the speech to allow the other speakers to access
- ibrida.io: is the platform where everyone can follow the event and where they can interact with other participants, visit the booths, see the agenda etc...

To use StreamYard, no download is needed: you only have to click on the link you will receive by the organization and follow the following instructions.

Technical features



Before the Live

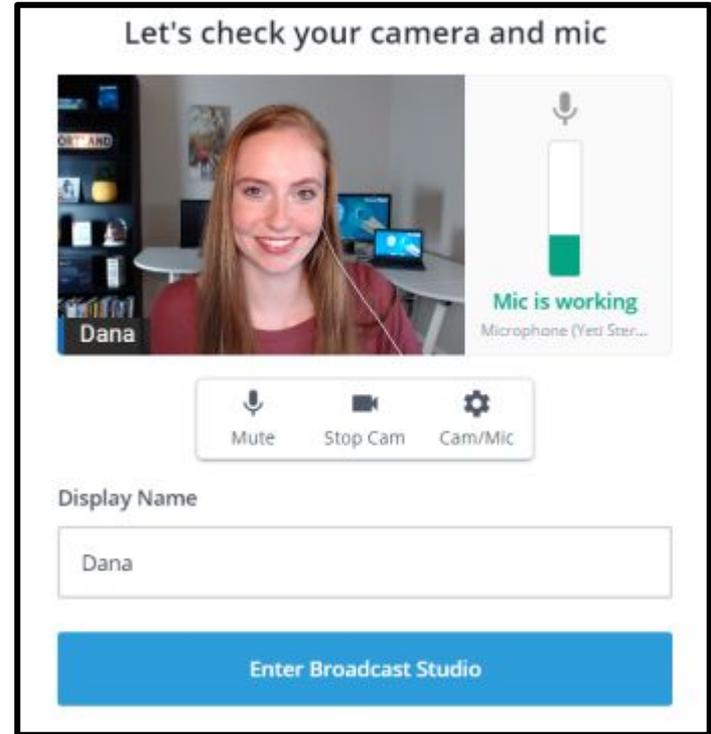
Make sure you have the following:

1. A laptop or desktop with a webcam and mic
2. A recent version of Chrome or Firefox
3. A strong internet connection. Just like Skype, you must have a strong internet connection for it to work well. If possible, connect to your router with an ethernet cable instead of using WiFi
4. We recommend wearing earbuds or headphones to prevent audio echoes

Joining the broadcast

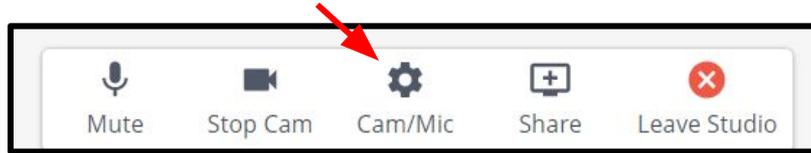
When the time comes, follow these steps to enter the broadcast studio:

1. The organization will provide you with a link before the event. Click the link and you'll be taken to the broadcast studio
2. Allow StreamYard to access your camera and mic
3. Make sure you have the correct camera and mic selected
4. Enter your name and surname which will then be shown on the display. At that point, enter the virtual classroom by clicking on Enter Broadcast Studio

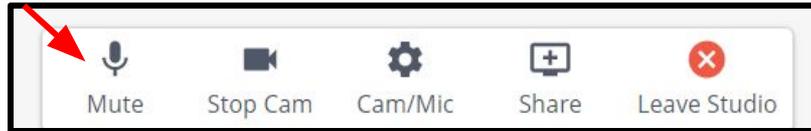


My mic doesn't work

1. Are you using the correct mic? Click the settings button to check



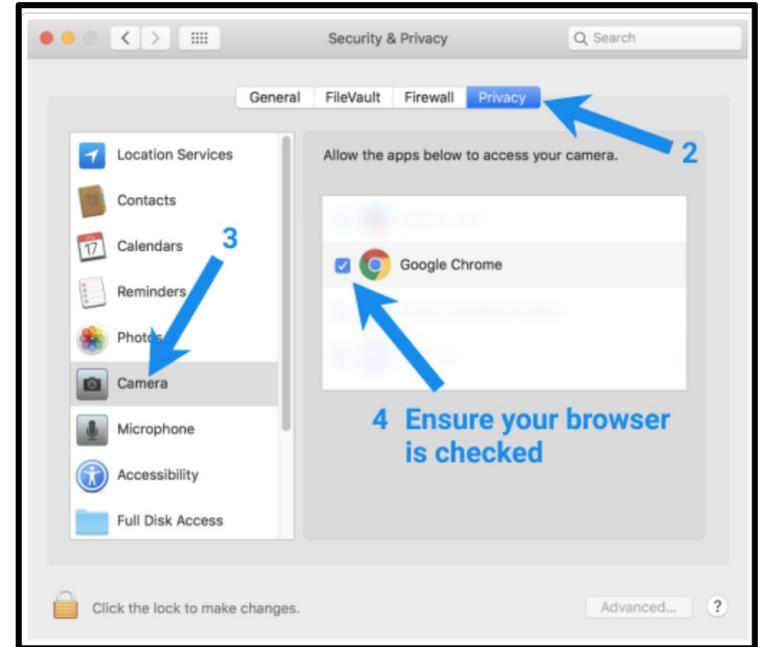
2. Are you using a headset or mic with a mute button? Make sure it's not muted



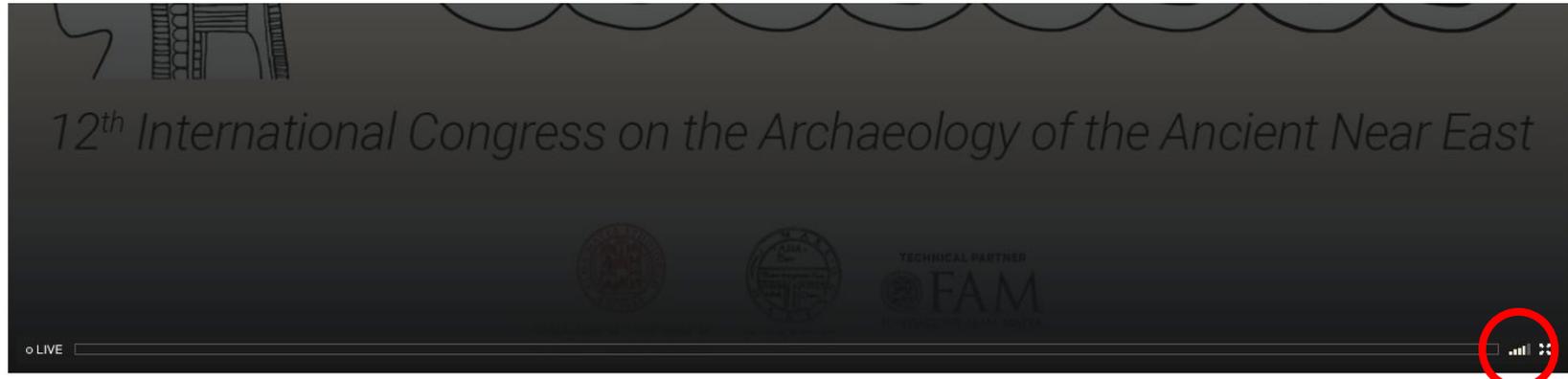
Mac camera access

On Macs, your browser may lose access to your camera and mic.

1. On your Mac, click the Apple logo in the top left > *System Preferences* > *Security & Privacy*.
2. Click *Privacy*
3. Click *Camera*
4. Check the box next to your browser



Note: when the time has come to connect to StreamYard, you will need to close or mute ibrida.io (by bringing the audio of the video to zero) to avoid echoes and audio overlaps.



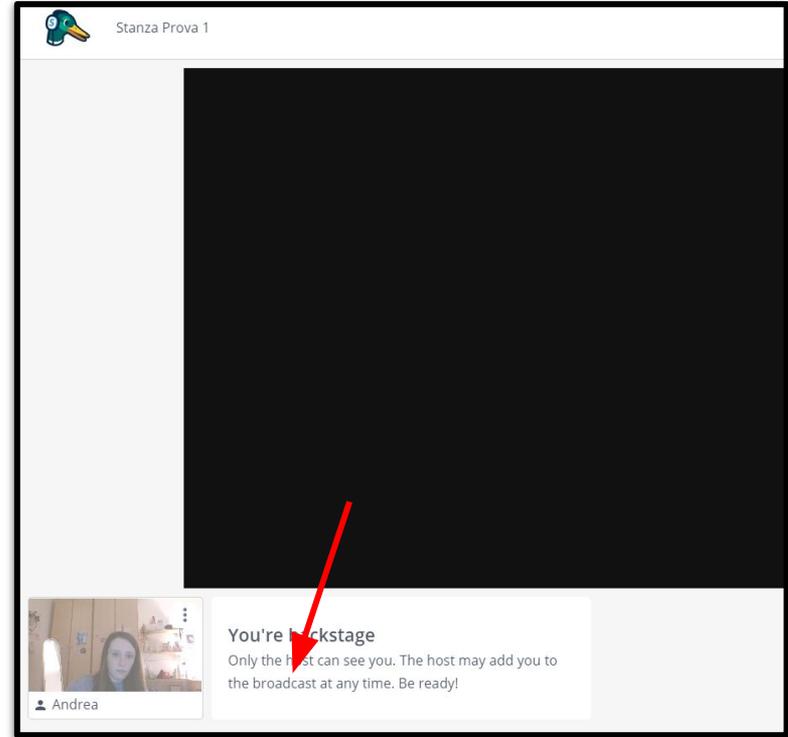
Guidelines once entered in the studio



The backstage

Once you have logged into the virtual classroom, the technical moderators will see you arrive.

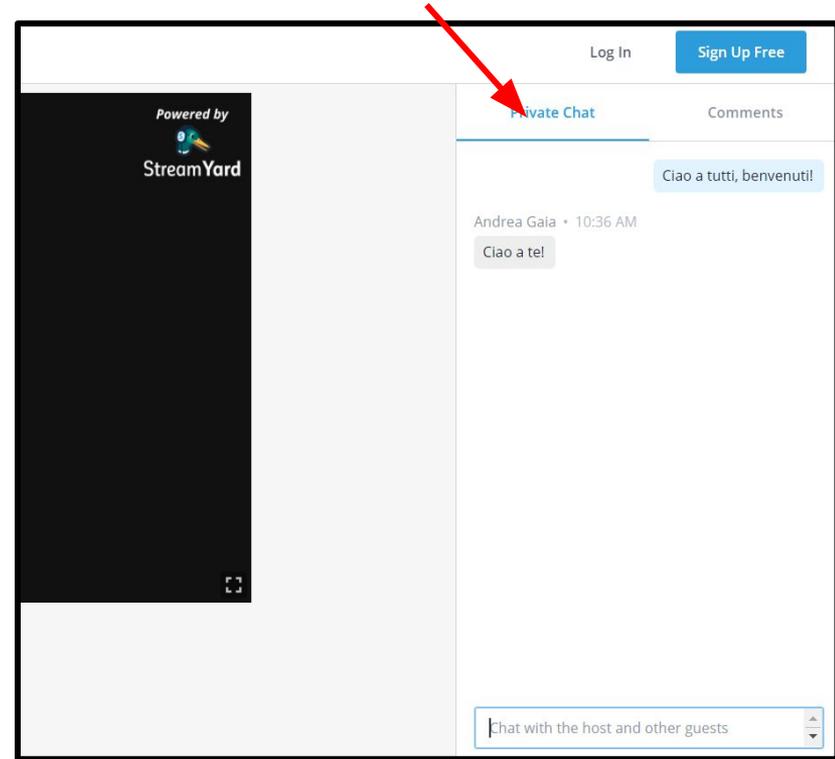
You will not go live immediately but will wait your turn in the backstage (as shown in the picture) until the technical moderator adds you to the live.



The private chat

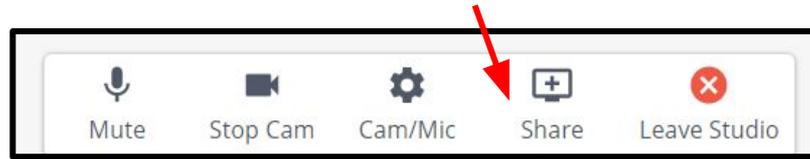
While waiting, you can communicate with the technicians through the Private Chat that you will find on your right. This is an internal chat, which users following the event will not see.

In this chat, you will be notified when to share your screen and when you will be added to live. Then everyone will see and hear you.



How to share the slides

When you are still inside the backstage, you will have to open your slide presentation and only then click on the "Share" button that you will find in the bar at the bottom center to share your presentation.

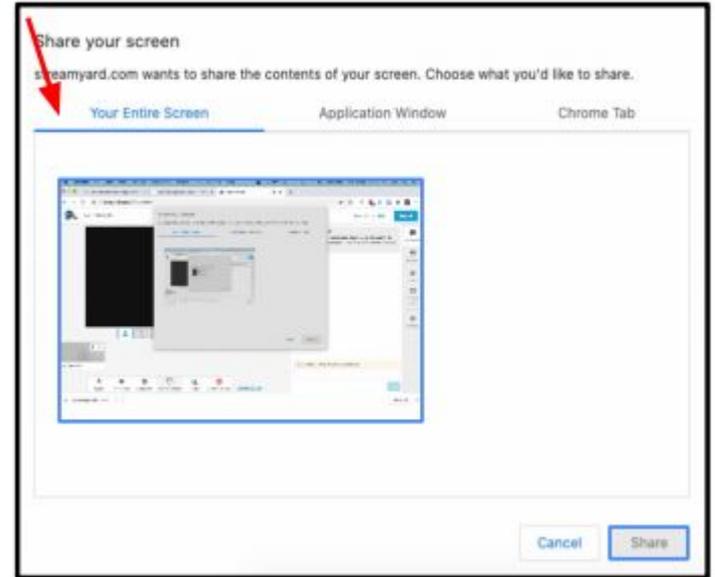


Share your screen

Just click on the image of your desktop and then on the blue "Share" button. Your screen sharing will not go live directly: this way you can continue to follow the live stream on Streamyard.

Before your speech, you can go back to the window of your slides, put them in full screen and start with the speech (remember: close the screen sharing bar at the bottom center by clicking on "close"). With full-screen slides you will no longer be able to follow the live stream but people will see both you and the slides.

At the end of the intervention, you can stop sharing and return to StreamYard for greetings.



Slide presentation: our advices

Here are some of our tips for making your presentation:

- *Make the slides in 16:9 (avoid the 4:3 format for a better final output). There are no restrictions on the format instead (pptx, pdf, google drive presentation, etc.);*
- *Avoid writing small and long text in the slides as it may be difficult to read for users. The online output is in fact different from the offline one;*

The screenshot shows a video player interface. At the top left, it says 'GUARDA L'INTERVENTO'. The main content is a slide with a dark red background. The slide has a header with '2020 WE MAKE FUTURE' and 'Le Novità Google Ads per gli E-Con'. Below the header is the title 'Il Metodo Hagakure'. The slide contains a bulleted list of advice. In the bottom right corner of the slide, there is a social media handle '@ale_earth #WMF2020'. A small video inset in the bottom left of the player shows a man speaking, with the name 'Alessandro Terra' below it.

GUARDA L'INTERVENTO

2020 WE MAKE FUTURE

Le Novità Google Ads per gli E-Con

Il Metodo Hagakure

- è necessario avere come modello di attribuzione "basato sui dati"
- è necessario **organizzare le campagne in base alle categorie** e/o sviluppare diversi ad group sempre in base alle categorie (focus sulle landing di riferimento)
- è consigliato l'uso delle **best practice** in merito agli **annunci** (2 ETA - 1 RSA)
- è consigliato utilizzare all'interno della stessa campagna un ad group **DSA targetizzato in base alla landing di categoria**

@ale_earth #WMF2020

Alessandro Terra