A **vimeo** Resource

Strategies and stories to help you succeed with live video

The Ultimate Guide to Live Streaming Events

What's in this guide

Why we created this guide

Let's start with the facts: live streaming is no longer an option – it's a **must**. Live streaming opens up once-limited events to an inexhaustible list of participants from around the globe – allowing you to reach more people than ever before.

Want more proof? The latest data shows that live streamed content accounts for nearly a quarter of all global viewing time, and has been shown to **drive 27% more minutes** of watch time per viewing than on-demand video.

We created this guide because we know that while events and live streaming may be essential to your organization's communications strategy, that doesn't mean they're easy. We'll get you up to speed with all things live video, from the gear you need to get started, to real life stories from all kinds of businesses, organizations, and industries. Whether it's for events or sharing information internally, we've always believed in the power of live video.

• The live streaming industry **continued to grow 13% in 2021**

• Live videos hold users' attention

10-20x longer than pre-recorded, on-demand content

• The global live streaming market is estimated to reach over **$247 billion by 2027**

• **91 million subscribers** will utilize live streaming video by 2024

Live events as "trust content"

Clever advertising is no longer enough to catch the attention (and dollars) of consumers. In fact, **75% of executives say** that since the pandemic started, they have had a harder time building and maintaining trust with their consumers.

Add to that the growing importance of digital experiences – most Gen Z and Millennial consumers say digital customer experiences are now **even more important than in-person ones** – and the answer is clear. Live events are critical to win over your audience and turn potential buyers into loyal customers.

For Anthony Rudolf, Partner at Co.create NYC and co-founder of the Welcome Conference, branding and trust go hand in hand.

"The trust component comes from living up to the brand promise. For the Welcome Conference, our promise is 'Share. Inspire. Connect.' Building trust looks like doing those three things in live video."


Abigail Sawyer

Manager of Social Media and Influencer Marketing at Blinds.com

Live video is a great way to humanize your brand. As an eCommerce company, a lot of people think that we're either robots or overseas, but we're real humans, right here in Houston. Whenever we're able to put human faces on the screen, customers are able to see who we are and that we know our stuff.

How to get started with
live video production
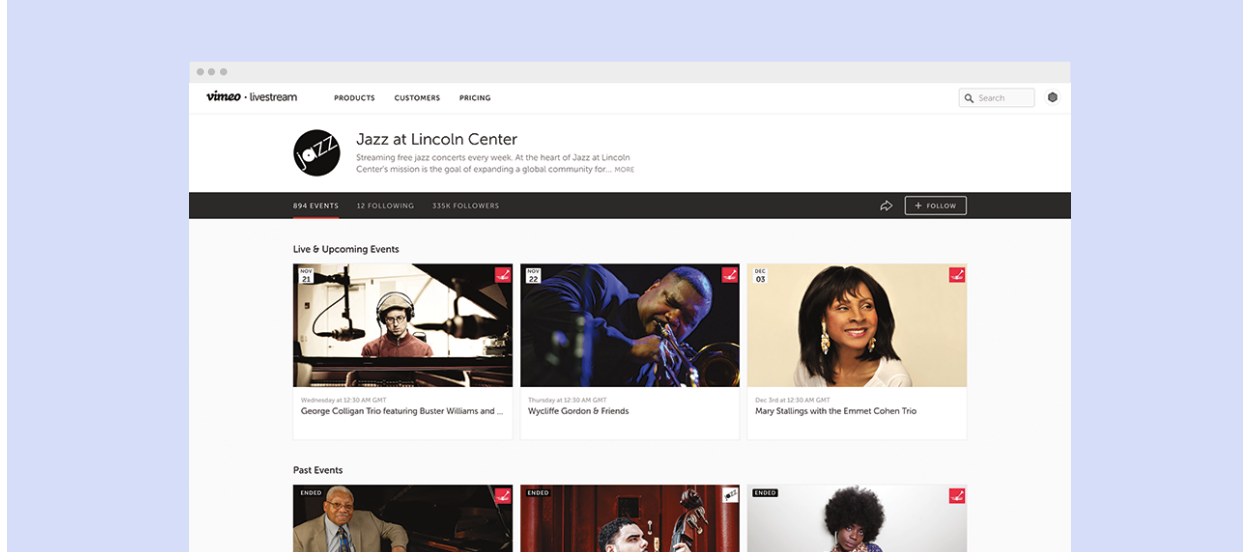
Set your strategy: 5 questions to ask

Regardless of your working knowledge of live streaming, you'll need to ensure your content strategy is built for live. While on-demand video has the luxury of post-production edits to polish the final product, live streaming video is of-the-moment, and requires ample preparation and testing. At Vimeo, we have a team of professionals working every day to produce live broadcasts for a variety of clients. They travel around the world, making sure every production is flawlessly executed. We asked Vimeo's Live Production Lead, Tom Gott, to give us the top five questions you should ask yourself before embarking on a live production.

1. What is my content strategy?

Content dictates everything when producing your live event. What are you going to stream? What will your audience be watching? The type of event dictates how you shoot it, what type of cameras you're using, how to light it, and it also drives some of your encoding and technical choices.

Here are the four key components to keep in mind when planning your content:

Interest: Make sure the content you will be live streaming aligns with the interests of your intended audience, and your content matches your brand voice and targeted prospects and customers.

Action: Have you ever watched an event with lulls in action? It's a drag. Keep it interesting, and your audience will keep their eyes on your content! Your number one job as a live video producer is to make sure that the screen never goes to black.

Consistency: If possible, turn your live event into a series. "Keeping your events consistent is a guaranteed way to increase brand awareness and brand equity, while engaging meaningfully with your audience," says Gott.

Actionability: What is the call to action at

the end of your stream? If you want to turn your event audience into conversions, you will need to facilitate viewer interaction after the stream is over.

2. Where do I want my content to be seen?

"Choosing a destination for your live stream depends on how your audience watches video online and who you want to be able to see your stream," says Gott. "Your live stream can be embedded on your website, shared via social media, and/or viewed on a live streaming platform."

If you're streaming a private event, it is best practice to embed the stream on your website or create a password-protected event. If you are streaming a public event, the more eyes, the better. Your content should live on multiple platforms and websites.

3. If live streaming a physical event, will the quality of the online experience match the in-house experience?

As a live video producer, it is your job to make sure the streaming setup doesn't interfere with the in-house experience. In essence, make the viewing audience feel like they're at the event, without harming the experience of the in-house audience (if there is one!).

To make sure the in-house audience is happy, plan ahead and test everything. If there is an in-house team, make sure to coordinate with them so everyone is aware of what equipment will be where — the relationship with the in-house team, if it is not your team, is crucial to the success of a live stream and an event. Your job is to be as invisible as possible to your in-house guests, while creating an incredible online experience for your viewers.

4. Have I scheduled time to test my stream?

When it comes to live streaming: Test. Everything.

The best thing you can do to prevent mishaps during the production is test everything, but most importantly, your stream. Test primary equipment workflows, backup equipment workflows, audio quality, video quality, internet connection, and any and all redundancies. Perhaps most importantly, confirm your upload speed by testing your connection at a website like Speedtest. net. You should schedule time to test all of your video production equipment both off-site and on-site.

5. Murphy's law definitely applies to live video production

"Anything that can go wrong, will go wrong," Gott says. You need to be prepared for the worst in the world of live video and events. If you identify the things that might go wrong, you won't be as flustered when they actually do go wrong.
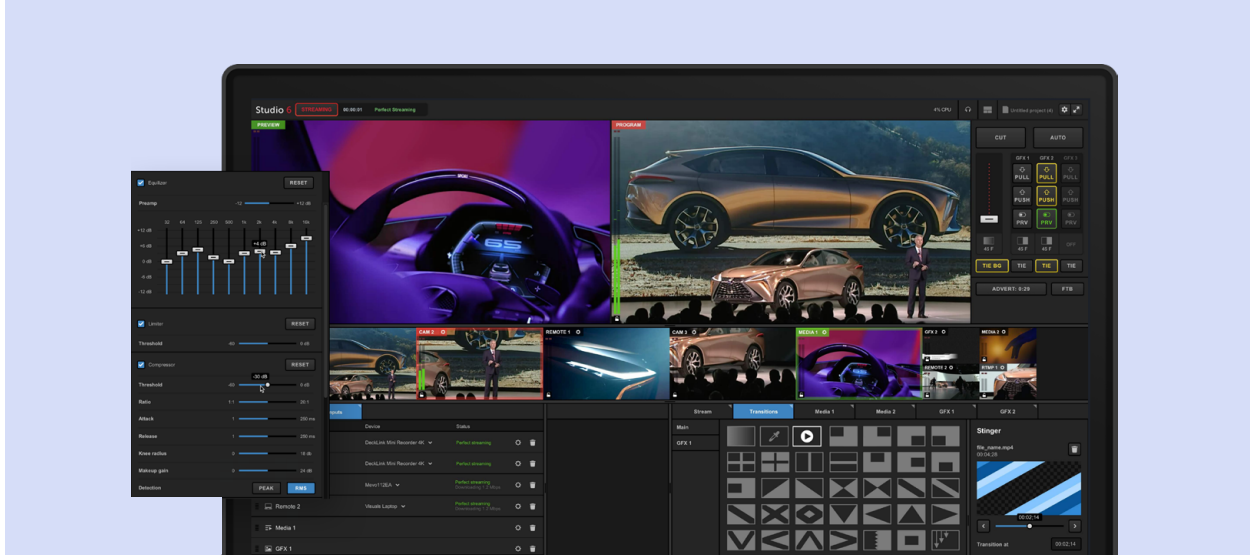
Preparing to go live: 5 non-negotiables

After you've examined these questions, it's time to get down to streaming business. According to the Vimeo live production experts, the five live production essentials are: internet connectivity, power, a space for your video village/master control, and total access to your venue.

1. Internet connectivity

It is a best practice to use a dedicated, reliable internet connection. A good benchmark is to have twice as much upload speed available as the bitrate you want to stream at. To establish a reliable connection, the Vimeo team suggests streaming directly via Ethernet to a dedicated network, which means that no other computers or devices have access to that network. This connection type is less likely to experience bandwidth fluctuation than shared networks or wireless connections.

The experts at Vimeo recommend a dedicated, hard-wired ethernet, 10Mbp+

upload speed, and open ports. Open ports 1935, 80, and 443 allow for maximum inbound and outbound traffic.

2. Power

Power might not make your initial list of concerns when preparing for a live production, but it should. Without power, your stream will fail. "The larger the production, the more power it can draw," says Tom Gott, Live Production Lead at Vimeo. "If you have everything on the same circuit, everything fails, the stream fails, and you are embarrassed." Lights are on their own circuit, audio is on its own circuit, and encoders are each on their own circuit.

The Vimeo's live production team will put encoders on multiple circuits to create redundancy, and also use UPS power (an uninterruptible power supply) as a backup in case the power goes down. (This ensures that the stream will never completely fail if one of the circuits fails.)

3. Switcher and encoder

Encoding is the difference between a video recording and a live stream. An encoder is a piece of hardware or software used to convert a live feed or pre-recorded video so that it is viewable over the Internet via computers and mobile devices.

"When you have more than one camera, you need a live production switcher," said Gott. "A live production switcher allows you to mix between multiple camera angles during the live broadcast." This is necessary in the event of a multi-camera production. Live production switchers can vary based on the amount of camera inputs.

4. Space for your video village /master control

This is a crucial requirement of a live video production that is often neglected. "Switchers and encoders are useless on the ground," says Gott. "A table is necessary to create the best live streaming setup." There needs to be a footprint dedicated to your master control so the live production team can coordinate and cut the live show, uninterrupted. It may seem simple, but adequate space and seating for your team is a core component of an ultimately successful stream.

5. Access to the venue

"Make sure you have access to the venue and the ability to load in your equipment," says Gott. "Confirm with your venue beforehand about all-access rules and loading regulations. Be prepared to purchase insurance; some venues require insurance to allow you to load your equipment in properly." Access means at all hours of the day (load ins and load outs tend to happen at very early or very late hours in the day).

If you have these five items checked off, you're on your way to producing a successful live stream. That said, there are important technical aspects of a live video production that need to be addressed. Space helps, but a stream can't exist without equipment and personnel! Whether you're streaming on the red carpet or from a conference room, the same technical tips apply. No matter your budget or organization size, you can create a professional quality live video experience.

Final thoughts

There are a number of logistics that you need to think about before planning your stream. "The most difficult live streams are the ones that work from the live stream backwards," said Gott. "The most important thing to remember is that you need to produce an in-person event to be able to live stream it." Remember that venue, type of event, budget, insurance, and event management all need to be in place before you embark on your live video production. For events that are only seen by an online audience, ensure that you've conducted a dry run of your live stream, so that your tech — and your on-screen talent — are ready to go the day of.

Takeaways

- Always think content-first: what content are you streaming at your event, who is the audience, how will it be distributed, and how will it be used post-event?

- Try to plan your live stream alongside your entire event. Planning a live stream at the last moment will make logistics more difficult.

- Designated internet and power sources are best for live streaming events. Build in time to test your infrastructure pre-event.

- You don't have to go it alone — Vimeo's Live Production team are true professionals who can help ensure your event is a success with on-the-ground, hands-on support.

Branding your live video experience

Your event's branding should reflect your company. Make sure that you are using the colors, language, logos, and other signifiers that adhere to your brand identity.

Keep in mind, if your event doesn't look good, people won't tune in to watch when you broadcast live. Vimeo's customizable player makes it easy to add your brand's own colors, logos, and embed your video wherever you want.

Live streaming toolkits:
What you'll need

Beginner

Who it's for: You're a one-person operation or on a small team that's new to live streaming. Your budget is pretty small (or non-existent!), requiring using free or low-cost tools and tech.

How you'll live stream: External use cases are ideal for beginners, such as live streaming to major social media networks, or on Vimeo or YouTube. If you're streaming sensitive or confidential content (such as town hall meetings), you'll want to have more a polished look, on a platform with added security measures.

What's in the toolkit:

Camera: No high-end hardware here, friends. For those dabbling with live streaming, using your computer's webcam, your phone's camera, or an entry-level live streaming cameras. "If you're just getting started, all you need is a single quality camera," says Tom Gott, Live Production Lead at Vimeo. "Even a webcam can work."

Audio: Suze Kaufman, Vimeo's Content Marketing Coordinator, relies on Shure's iPhone Microphone. "It's way easier than having to mic up your interviewee, and allows you to create quality-sounding content on the fly," she says.

Lighting: Office lighting tends to be less-than-ideal for on-camera work. Don't be afraid to use the sun, it's the best lightsource we have. Experiment with opening and closing the window shades to find the perfect balance of natural and manufactured light. You can even use white poster board to balance the lighting on your subject.

Streaming platform: Facebook, Instagram, YouTube, and Twitter all offer free, native live streaming solutions. If you're looking to kill two birds with one stone, third party offerings like Vimeo Premium include simulcasting to multiple destinations for an affordable monthly rate, as well as added privacy, embedding, and customization options.

Intermediate

Who it's for: In this instance, you'll likely work for an SMB, house of worship with a large congregation, or a mid-size nonprofit with dedicated resources to live streaming. Ideal if you're committed to regular streaming, and have access to some tech-savvy staff members who may already have A/V equipment (or the budget to rent or buy some).

How you'll live stream: You'll use live streaming for a number of projects, including for external marketing, internal communications, and conference event streams.

What's in the toolkit:

Camera: At this level of production, you likely want a more polished look than a built-in webcam or smartphone. A camera budget of up to $2,000 will help achieve a new level of professionalism with a live stream. Vimeo's live production team suggests the Canon XA15 or XF100 for this price range.

Audio: "You'd be surprised at how often people can overlook the importance of audio quality," says Gott. For this level of live streaming production, it's worth investing in a proper microphone. Lavalier mics are typically more comfortable for speakers, although handheld microphones

can work, too (the Vimeo team has used Shure SM58s).

Lighting: Whether purchasing or renting, a three-point light kit can bring new life to your setup. Prices for these kits can range from a few hundred to a few thousand dollars, depending on your needs. These kits have, well, three lights (a main light, a fill light, and a backlight) to bring warmth, depth, and a high quality to your stream.

Streaming platform: Investing in cameras, audio, and lighting means you'll want to use a professional, reliable streaming service to ensure your hard work creates a great viewing experience.

Advanced

Who it's for: You work for a larger business, brand, or organization that's ready to pull out all the stops. This kit is great if you plan to fully integrate live video into your corporate communications and marketing stack.

How you'll live stream: At this level, live streaming is a key strategic initiative across multiple departments, including internal communications, marketing, events, and product teams. The viewing audience will vary, ranging from employees to sales prospects, for both internal and external communications.

What's in the toolkit:

Camera: Professional-grade cameras matter here, either for rent or to own. In many instances, your live streams will require three or more cameras, so ensuring you have the right hardware — and the right team to operate them — is crucial. Our live production team suggests the following higher-end cameras:

- Sony PXW-Z90

- Sony PXW-FS5

- Sony PXW-FS7

- Sony PMW-300K1

- Sony PMW-X320

Audio: You'll want to go with external microphones (compared to built-in mics), such as handhelds or lavalier mics. Additionally, you may want to consider using an audio mixer plugged into your camera to truly tailor the listening experience for your viewers. When Vimeo has live streamed webinars with multiple guests, for instance, a mixer has been the best way to create a consistent listening experience to accommodate panelists' varying voice levels.

Lighting: Depending on the size of your event, you may need many more lights on-hand for your live streams at this scale. Our production team has used upwards of a dozen lights (or more) for certain events they've managed for Vimeo's clients.

Streaming platform: There are multiple factors to consider when evaluating streaming platforms at this level, including reliability, customization, privacy/security, and marketing and distribution tools. Seeking out providers who offer uptime SLAs is an added safeguard to ensure your investment in live streaming will create memorable experiences, no matter the viewer.

Best practices from the experts

If your organization is just getting started with live events, the planning process can be overwhelming. We talked to three experts who have all produced large-scale events, and asked them to share some of their tips and best practices for a successful event:

Melissa Blazejewski	**Jasmine Cortez-Vera**	**Maria Laureni**
Owner & Director of Events at Blaze Events	Senior Manager of Marketing & Events at Knotel	Owner & Director at Romela Events

1. What do you think is the biggest misconception when it comes to event planning? What is often overlooked?

Melissa: If you ask someone who doesn't work with event professionals regularly, the common misconception is that the profession is glamorous – parties all day, everyday! Event planners hardly get to experience their own events; they are too busy making sure everything behind-the-scenes is going according to plan. In addition to thinking about pre-event logistics, we're planning on-site execution and event follow-up!

Even for executives that are familiar with event planning, they commonly think that a change or adjustment is easy to accommodate regardless of the planning stage. There are a lot of little tasks that make big things happen. One small change

could really disrupt planning especially when you're in the final stages.

Event planners spend a great deal planning for the execution but sometimes overlook planning for what comes after. There is a short amount of time to capitalize, so coming up with a follow-up plan after an event is over is not a good idea. You should spend just as much time planning for the live event as you should the post event follow-up if you really want to connect with those new leads or contacts.

Jasmine: While event production is one half of the job, there's a whole other function in aligning your events with the sales organization and having pre and post-event processes in place that will help deliver the ROI we need to justify the spend.

The biggest element that's overlooked is remembering to think of the event from your attendee's perspective. I always recommend that a planner walks through the entire event flow from an attendee perspective, from arrival (is there adequate signage so that I can easily identify the entrance), to registration, to ambiance, and interactive elements that enable your attendee to engage with the space and put their own footprint on the event. If your attendee isn't happy with the event, regardless of what your goals are, they will leave with a bad impression of the brand.

Marisa: I think experience is exceptionally important in event planning. I've been doing it for about 10 years and I still learn something new every time. Every event is unique and the variables are almost always changing. Therefore while you learn from each experience, you have to look out for the nuances that made a particular decision good in one instance, but know that it may not work again in the same way.

Another thing people forget is how expensive events can be overall — the two most expensive components are the Audio/Video components and the catering. For any conference, you definitely need A/V without question for your live audience, but, it's not 100% necessary to feed everyone. You should pay top dollar for any A/V equipment and labor you bring in unless you know the in-house system is good.

Keep in mind you're never just paying for the equipment or food. Bartenders, bussers, or technicians are all required to make everything work and they cost as much or more. These things are sometimes easy to cut out when you are in the planning phase. But believe me, when you are in the middle of a live event and the microphones are feeding back or if you pay lots of money for film that is unwatchable – you're going to regret those decisions or pay triple to fix them at the last minute.

2. What is the most difficult thing about planning an enterprise-level event?

Melissa: Planning for the unexpected. It never hurts to have a backup plan. It's extremely difficult to think of everything – there will be obstacles you didn't anticipate. Stay calm, be resourceful, and most importantly learn how to prevent similar problems from happening in the future.

Jasmine: Analyzing the ROI on an event is often the most difficult challenge. In my circumstance, I'm heavily reliant on my sales teams to properly enter and identify their event leads in our CRM system. My success depends on the sales team's success in closing deals.

Marisa: Getting the right kind and right number of people in the room at the same time. Audience development is probably the number one element of the planning process that is often overlooked. The higher the level of executive you are targeting, the harder it is to get them to agree to come and actually show up.

3. What is your budget for video and how do you use video content around your event?

Melissa: We only use video for our largest hosted event, which happens to be a single, annual conference. Our budget is approximately $20K. We use video a number of ways. To keep our attendees engaged throughout the day we incorporate video interstitials in the programming. We encourage speakers to use video in their presentations and we live stream our content for remote attendees who can't join. The video produced from the live stream plays a key part in our content marketing strategy and post event follow-up. These videos are resources that our team continuously leverages for educational and promotional purposes.

Jasmine: Video budgets roll into an overall event budget and will only be accounted for with hosted events that have a good amount of programming or speakers. I use video content for post event follow up and to share with people who weren't able to attend. We'll record speaker sessions and

Melissa Blazejewski
Owner & Director
of Events at
Blaze Events

The video produced from the live stream plays a key part in our content marketing strategy and post event follow-up.

B-roll and loop this into a sizzle reel that can be used to entice attendees to register for the organization's next event. The video content will be repurposed in blog posts, post event emails, social, etc.

Marisa: If you decide to film something make sure not to skimp on it. You only have one chance to capture a live event and if you miss it because of bad equipment or untrained staff or worse, trying to make one technician do too many things, then something will go wrong and your chance is gone. Video for a conference can serve to promote the event next year. There's an argument that live streaming will cannibalize your attendance, but I don't believe that. I think people go to a conference, yes to hear good speakers, but just as important are the people they meet – a new lead or business partner is a good reason for going.

Before you decide to film, you have to understand what final end product you want. For example, a one-camera shoot rarely looks good, but it depends on how many people are on stage at once or for how long. A two or three camera shoot is better if you want a lot of people to view the end product. Which begs the question, what will be done with the footage once the event is over? Editing is almost never thought about before an event is filmed, but it's arguably the most difficult and crucial part of the entire process. These factors have to be discussed before embarking on an A/V setup for your venue and your budget.

4. How do you measure success?

Melissa: In terms of video content, the view time has drastically increased (nearly doubled) over the last two years, which expands our audience and reach all driving back ROI.

Jasmine: Events was the highest performing channel in terms of net new lead generation and pipeline acceleration for our sales team.

Marisa: This differs from client to client.

Marisa Laureni
Owner & Director at
Romela Events

There's an argument that live streaming will cannibalize your attendance, but I don't believe that.

Some want to sell tickets to next year's event, market their company or product to the world, gain new leads, or just wine and dine their clients and keep them coming back.

5. What advice would you give to a marketing team planning their first big event?

Marisa: I would say start early. Work backwards from your event date, set milestones, and benchmark a timeline. Once you determine the "start planning date" add even more time! You can never have enough of it! Determine the location, format, number of attendees, etc. and work from there. Changing some of these key elements can really impact your event and your planning so making these decisions upfront can save you a lot of headache and unnecessary stress down the road.

Jasmine: In a B2B role, be sure that you are extremely aligned with your sales team and involve them in the process from start to finish. Be very transparent about what

goals you need to hit and arm them with the tools they need to help you build the right type of attendees. Make sure that you have a solid pre- and post-event engagement plan, way before the event occurs.

Marisa: For the love of all that is holy, make sure you hire someone that has a lot of experience planning a big event. If you have A/V and visuals at your event, you need someone who has the ability to communicate to the tech team so they know what to do and when. This usually comes in the form of a production schedule or run of show which breaks an event down minute-by-minute and lists everything that has to go on screen (like graphics), or has to be played back (like video or music), and when and how many microphones are needed. If you don't know what this is or how to write one, hire someone who does.

Jasmine Cortez-Vera
Senior Manager, Marketing & Events, Knotel

Be sure that you are extremely aligned with your sales team and involve them in the process from start to finish.
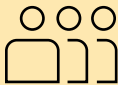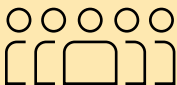
Event Planning Timeline

200-400 attendees

- 6-8 weeks

400-800 attendees

- 3-4 months

800+ attendees

- 6 months-1 year

Takeaways

- Think about the use and purpose of your video content early on in the planning process.

- Don't just budget for video but plan for both live and recorded video and use the recorded content as an ongoing marketing asset past the date of the event. You can even collect leads with your live stream.

- Give yourself enough time to plan based on your attendee size.

- Account for event staff – from food to tech support – when creating your budget.

- Think of the event from your attendee's perspective.

- Plan your follow-up strategy before the day of the event.

How others are
going live
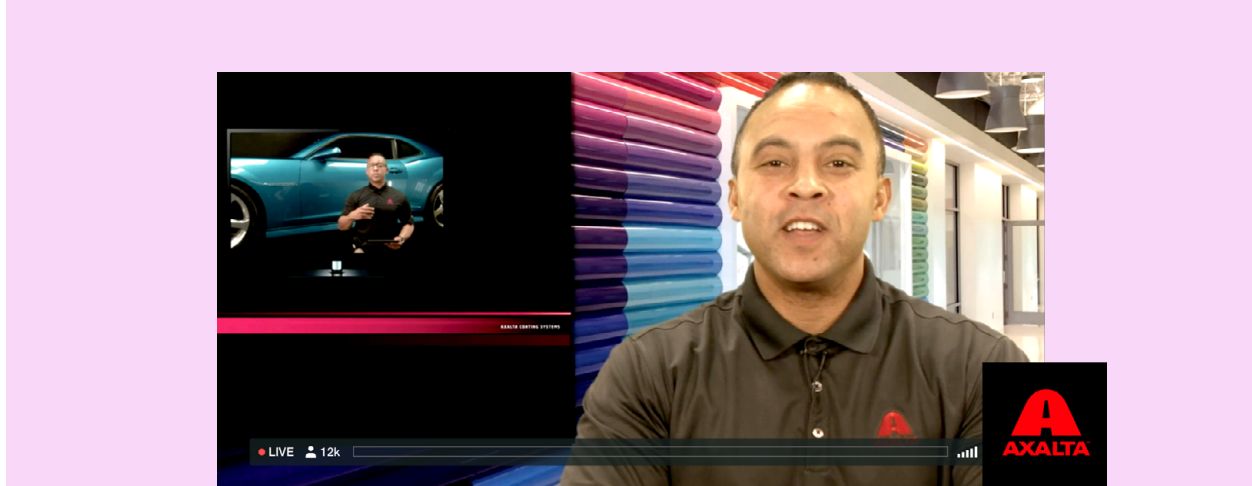
CORPORATE TRAININGS

Axalta Coating Systems trains a mobile workforce, virtually

A leader in industrial coatings since 1866, Axalta Coating Systems serves painters in 130 countries. With the corporate value "We innovate with purpose" leading its long-term success, the Axalta team needed new technology to make their trainings even more accessible to their global workforce.

"Our company had been training people the same way for more than 10 years," says Steve Hamaday, Virtual Training Manager at Axalta Coating Systems. "We wanted to expand out of the classroom." Enter Axalta Learning Campus, a comprehensive virtual training system that certifies thousands of painters and employees every year. Using Vimeo, Axalta conducts live trainings to educate and engage viewers at a time and place that's convenient for them.

"Instead of traveling to our training centers, we now have an option for them that allows them to get trained at their own location," says Hamaday.

Axalta's live videos make for engaging learning material. "Our audience is painters out in a body shop, so they may not be used to more corporate webinars," Hamaday says. As such, Axalta implemented a "TV approach" to their instructional live streams, where they blend traditional presentation materials and videos from an anchor desk. The Axalta team also built in polling, live Q&A, and real-time feedback to their live streams to encourage active participation.

> Live virtual trainings made sense for us as a company, and it made sense for our users, as well. We want to deliver the right kind of training to them, and deliver it in the right way.

Steve Hamaday
Virtual Training Manager at Axalta Coating Systems

International Food Policy Research Institute raises awareness for world hunger

The nonprofit International Food Policy Research Institute (IFPRI) has a big mission: a world free of hunger and malnutrition. As a global organization tackling such a large-scale problem, IFPRI understood the potential power in broadcasting their findings to reach a wider audience, which prompted their search for a high-quality, reliable live streaming platform.

"It's very important that the experience we're broadcasting is of the highest professional caliber possible," says Jamed Falik, the Visual Design Team Lead at IFPRI. "There's a lot on the line with an institution like ours, where we are so reliant on our ability to connect with the broader research community as well as our partners and donors." Since partnering with Vimeo, IFPRI has seen a rise in overall audience engagement online, with viewers watching their streams longer and joining in the discussions through live chat.

Falik attributes this boost to the reliability of IFPRI's stream. "Our ability to deliver on a higher quality product has increased," he says. "That's allowing our virtual audiences to feel like they're a part of the conversation." What's more, because of their success, they now broadcast more and more events, too.

> We started off thinking big-picture with our live streaming strategy. Now, with the technology we have, it's allowing us to be nimbler and more flexible in our approach. Our eyes opened to the possibility of what more we can do beyond just these larger events. I think we're just scratching the surface.

Jamed Falik
Visual Design Team Lead at IFPRI

TRADE SHOWS

Nikon Inc. expands its conference reach globally

Nikon Inc., a global leader in photography and imaging products, was looking for ways to expand its reach to customers during their trade shows and in-person events. After using Vimeo for internal trainings, their marketing team saw great potential in leveraging live broadcasts to achieve their goal.

"We realized we needed to use live streaming to reach and engage our customers," said Mark Soares, Senior Marketing Manager at Nikon Inc. "[Live streaming] is not just an add-on to our events strategy, it's a key part of the strategy."

Leveraging the technology they were already using internally, Nikon Inc.'s marketing team streamed their booth sessions at the WPPI Conference in Las Vegas to their entire user base using Vimeo. "People go to trade shows for education, and a lot of brands bring education to the trade show floor," Soares says. "If you're already bringing that talent in, then it's really not that much of a stretch to put a camera in front of them and broadcast it."

By making live streaming part of their event marketing strategy, Nikon Inc. was able to expand their global reach so much that it exceeded the physical capacity of the conference itself. While 10,000 people from around the world attended WPPI in person, Nikon Inc.'s live streams reached over 38,500 live viewers — exceeding their goal by 670%.

> With a fairly modest increase in budget, you can reach a considerably higher audience [with live streaming].

Mark Soares
Senior Marketing Manager, Nikon Inc.

ENTERTAINMENT

Carolina Herrera brings the runway to you

In fashion, trends may shift with each season, but innovation is a constant. "It's really important as a designer to always be on the cutting edge of technology," says Elizabeth Fuller, Digital Manager at Carolina Herrera. "Live video is a really important part of our marketing strategy."

After a poor experience with another live streaming provider, the Herrera team opted not to live stream their fashion show one year, and they quickly saw the unintended consequences. "We saw a significant decrease on our social platforms, and there was a lot less talk around the event because people couldn't see it as it was happening," says Fuller. They also lost international press compared to previous

seasons. "We knew after that season it was a mistake to not live stream."

When the team evaluated new solutions, they opted to partner with Vimeo in part because of its exclusive live production services. Soon, the Herrera team produced a stunning show in a remarkable venue: The Frick Collection in New York.

With this streaming success, Fuller lost her previous fears: "We felt such a sense of confidence with Vimeo. From a tech standpoint, we could really rely on it. The best part of working with Vimeo, beyond the professionalism, was the quality of the product. The stream was crystal clear and the end result was fantastic."

> Our experience couldn't be better. From the very beginning with the sales process, all the way through the more custom work the development team did, and then our producer who was hands-on and wasn't afraid of a challenge — it was a truly incredible and professional experience.

Elizabeth Fuller
Digital Manager at Carolina Herrera

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> As an enterprise customer, having someone at the ready who knows my account, knows our capabilities and is there to answer questions or help me problem-solve — within that hour window before the event sometimes! — that's the value factor [for us].

Brad Parler
Digital Communications Administrator at Blinds.com

About Vimeo

Vimeo is the world's leading professional video platform and community. With over 150 million members across more than 150 countries, we help anyone grow their business by making it easy to create and market high-quality, impactful videos. Vimeo is headquartered in New York City with offices around the world, and is an operating business of IAC. Learn more at www.vimeo.com.