

# Live Streaming

At any type of event, there are always people who are unable to attend in person. Why not guarantee that they can still be part of the event? With live streaming it is easier than ever to bring people together, however it can be difficult to create a strategy for your stream and choose the right equipment. That's why Dax Entertainment is here to help!

Whether you're looking to create a hybrid experience or a fully virtual event, many details go into delivering the perfect online experience for your attendees. Virtual events aren't just fun, they help us feel connected especially in a time when so much isolation can lead to loneliness. The best part is there's no velvet rope, no dress code, and everyone gets a VIP booth!



**DAX ENTERTAINMENT**

## Types of events you can stream

- Birthdays
- Bar/Bat Mitzvahs
- Corporate events
- Anniversaries
- Gender Reveal Parties
- School Dances
- School Orientations
- Graduations
- Auctions
- Gym workout events
- Fundraisers
- Team-building sessions
- TED talk-inspired speaking events
- Sales meetings



## Stream To:

YouTube



facebook

twitch

USTREAM ZOOM  
an IBM Company

periscope

livestream Instagram

And many others!

## Services:

- HD Web Streaming
- Amazon Web Services
- LiveStream
- Available for mobile devices
- Recording and archival
- Embed anywhere

707-584-6386

[www.daxentertainment.com](http://www.daxentertainment.com)  
[info@daxentertainment.com](mailto:info@daxentertainment.com)

# Live Streaming Features

## Live Streaming Could Generate A Bigger Audience

Any event has geographical and physical restrictions no matter where it is. Streaming events and content live on the web makes it accessible to a worldwide audience. This means attendance to your content can surpass any capacity limitations a physical event would have.

## A Live Streamed Internet Video Gives Your Content Urgency

If you are streaming content live for a one-time only event your stream becomes a rare and urgent entity. Online users take passive action towards content they can access on a regular basis, but if your stream is only available at one moment in time its urgency can create quite a stir on the web.

## Live Streaming Internet Video Can Whip Up Online Interaction

Live streams are a great way of boosting interaction between you and your potential clients. If your content is interesting to individuals in your niche or just a curious topic to outsiders, you will be given the opportunity to engage with prospective clients who previously may not have thought about contacting you.

## A Live Streamed Internet Video Could Open Opportunities For New Revenue

A free live stream could allow you to interact with new clients and create new business opportunities, while you could also charge for access to your stream, which could bring in extra revenue. Don't forget if your stream is of a physical event you would be able to charge both an admission fee for the physical attendees and another for online attendees.

## Live Streaming Internet Video Could Make You Stand Out From The Crowd

Streaming live events and content could give your brand or business a fantastic point of differentiation. Live streamed events whether it's a Webinar, conference or just an informal tutorial chat are not something that is being used by many organizations. If you could take this innovative use of Internet video and steer it towards your organizations marketing aims, then you could really start to set yourself apart from the rest of the competition.

