

Be Your Brand's Broadcaster with Facebook Live and Periscope

PR News Media Relations Conference
Dec. 6, 2016, Washington, D.C.

#prnews

Welcome

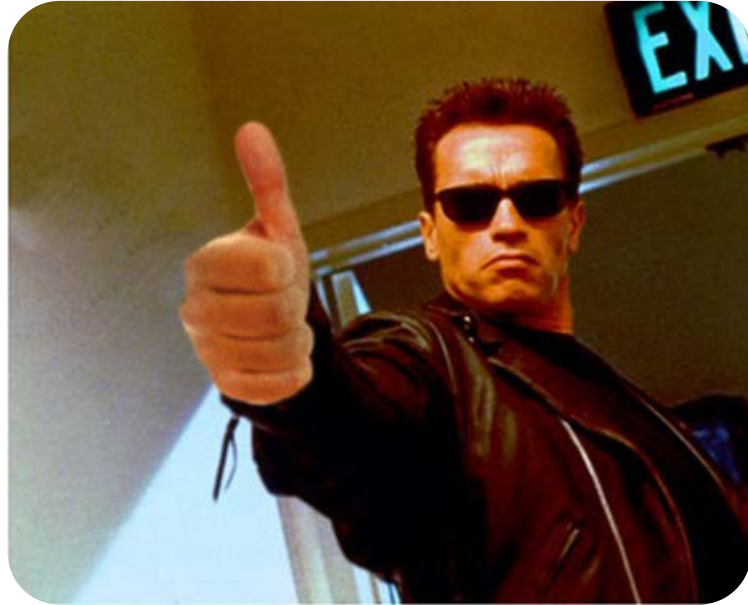


Johna Burke
Chief Marketing Officer
BurrellesLuce
AMEC North America Co-Chair
@gojohnab

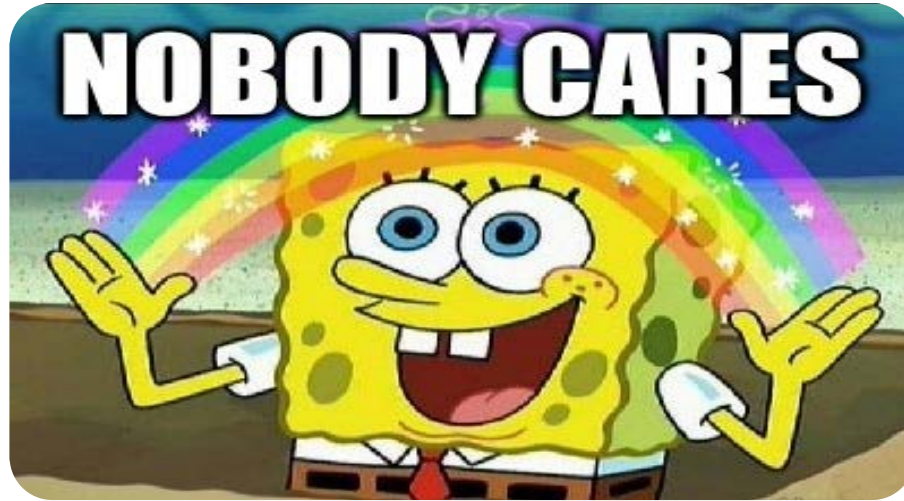


Erin Flior
Senior Director of Digital
Communications
Cystic Fibrosis Foundation
@ErinFlior

Live Guide



Assess the Opportunity



Don't Use It Just Because It's There



Event Plan

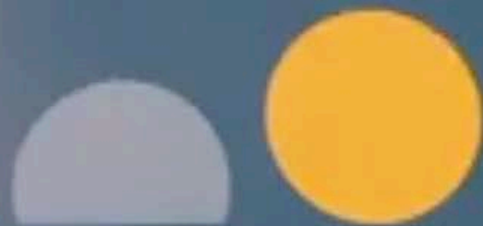
- Timing
- Content
- Participants
- Post-event promotion

@Experian_US

- Periscope Daily #CreditChat 2:30pm ET
- <https://www.periscope.tv/w/1eaJblgYopqKX>

Goals

- Reach new audience
- Positive engagement
- Community response
- Influencer participation
- Drive traffic
- Take an action
- Improvement
- Return on paid



**CYSTIC FIBROSIS
FOUNDATION®**

VW & @TechCrunch

- Periscope Live via TechCrunch Announcement
- <https://www.periscope.tv/TechCrunch/1kvJpqyQAPoxE?t=12>

Cross Promote



Pre-Event Schedule

- 2 weeks: Event announcement, shareable
- 1 week: Shareables & influencer promotion
- 3 days: Begin daily countdown
- Day-of: Begin day-of countdown

A/V Best Practices



Have A Clear Purpose





go
viral

Live Is Not Stand Alone



Right Arrow





Like A Great Party

VS



Interaction



Hang Over or Hang On



Staging



Experiment



Be Prepared



Avoid.... Me Me Me Me Me



Stay Positive



Harness Your Live
Get Better Results
Through Alignment, Not
Greater Effort!

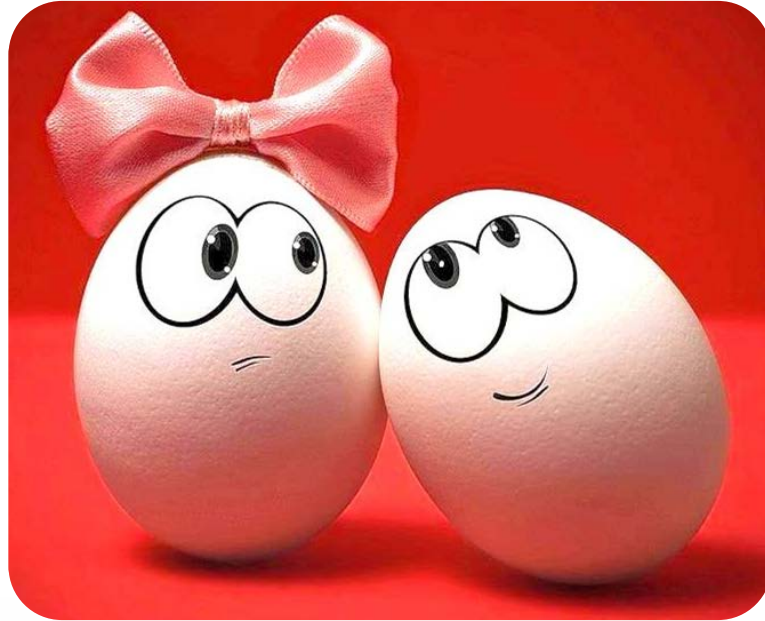


Know Your Audience

Timing...Consistency...Expectation



In & Out Audience



Evolving



Be Platform Agnostic

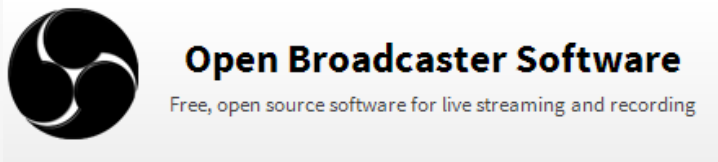


BLAB.IM

LIVE VIDEO STREAMING

LIVE VIDEO STREAMING

Resources



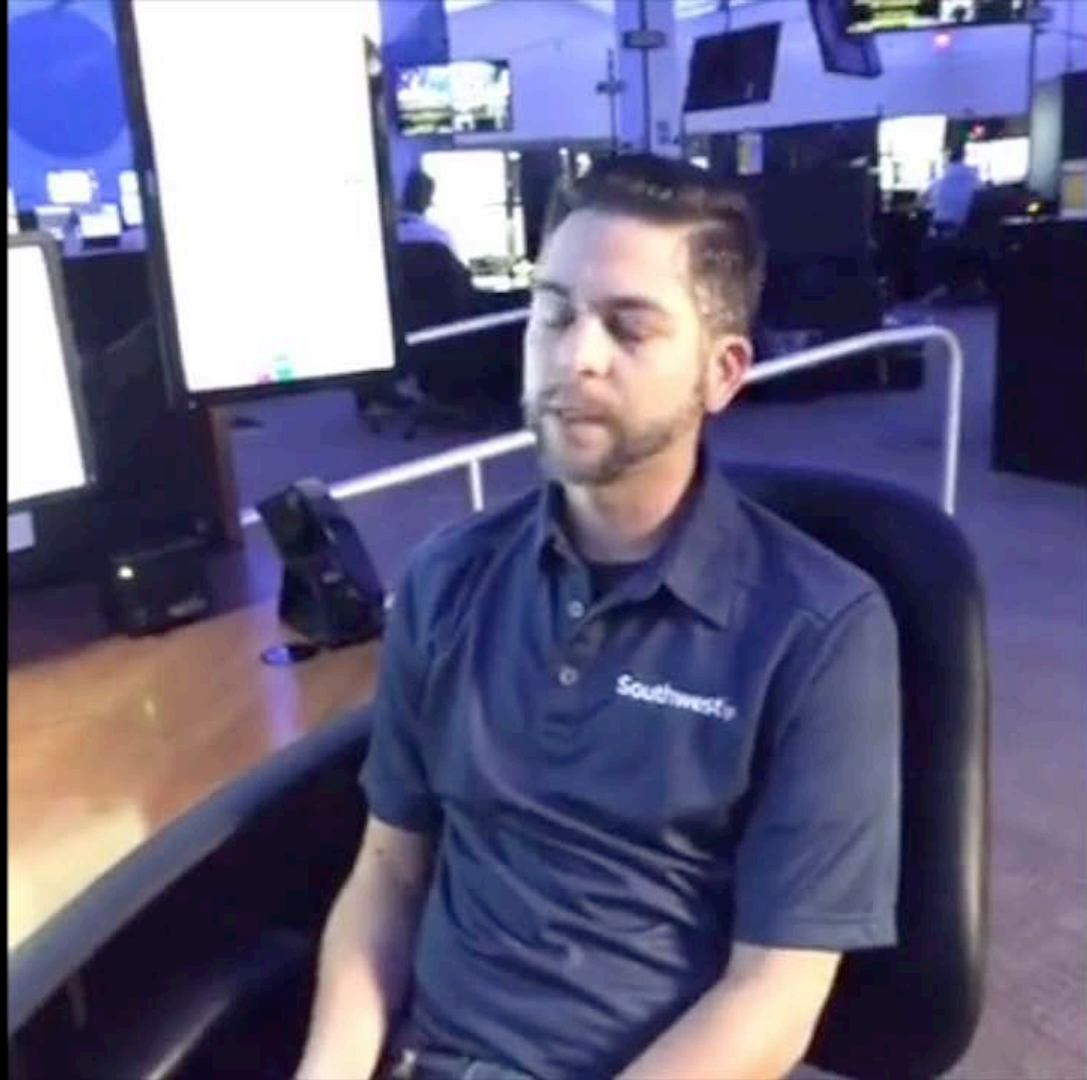
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Red Bull





Body Language



1. The Definitive Book of Body Language
2. Silent Persuasion: Powerful Influence Techniques of Body Language and Non-Verbal Communication
3. The Body Language Project (free eBook download)

Key to All Video:



Any Questions?

Thank you!