



# live webcast & interactive feedback

## case study #5

For **BectaX 2010**, we set up a live webcast, with webcam video links to simultaneously stream in 15 schools across the UK - plus interactive feedback from the delegates and online audience.



As part of its "Fit for the Future" programme, Becta asked our client, *Just-b. Productions*, to bring together thinkers and doers from the worlds of education and digital media.

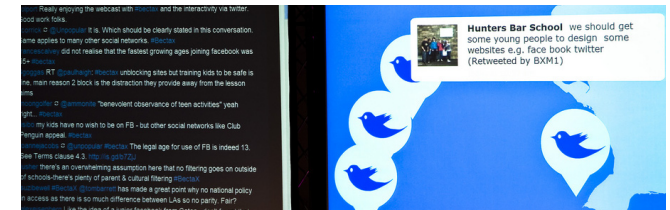
A large-scale 3 screen set up was installed at the venue, allowing all the interactive elements to be shown in the room - web cam feeds, webcast mix, chat rooms, and tweets.



### The Challenge

The big challenge (on a small-ish budget) was to get 15 schools across the UK participating remotely, with an event in London via live video links, at the same time as streaming and capturing high quality footage from the conference. All of this whilst providing both virtual and local audiences with facilities to tweet and chat throughout, thus building a community who would continue the conversation, and help to identify how education might evolve in a connected world.

- » Adobe Connect software and Skype were used to allow students to be streamed into the auditorium
- » Kinura provided a 3 cam live vision mix for the webcast, and to feed to the screens. All the sessions were edited with fast turnaround and uploaded for on-demand viewing via Blip.tv



- » Just-b commissioned a dynamic twitter map, that updated as tweets were sent in *View this at:* <http://www.becta-x.co.uk/event/learners-map>
- » The webcast page featured *EventChat*, developed by Kinura's partner *muchosmedia*, which allowed users to log-in using their social networking profiles (Twitter, Facebook, LinkedIn and Yahoo).

### Benefits

Feedback from delegates was extremely positive and the goal of creating an ongoing conversation was achieved very successfully.

- » The live webcast reached around 1600 viewers
- » The schools alone generated over 1000 tweets
- » BectaX trended 5th worldwide, 1st UK on twitter
- » There were around 50 users chatting in the chat room
- » The event generated numerous blogposts
- » The on-demand webcasts archived on blip.tv proved very popular

### Links

- <http://www.flickr.com/photos/tags/bectax/>
- <http://www.muchoimedia.com/demos/eventchat/>
- <http://nicolamcnee.edublogs.org/2010/04/06/curiouser-and-curiouser-my-day-at-bectax/>
- <http://www.theald.com/blog/?p=156>