



ecoCasting

managed event coverage



ecoCasting

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what is ecoCasting?

An affordable solution for any event planner, OneWorld's ecoCasting services span from simple webcasts of your presentation to full multimedia coverage of your 5-day conference anywhere in the world. Because we cater to non-profits (and we are a non-profit ourselves), our rates are highly competitive →

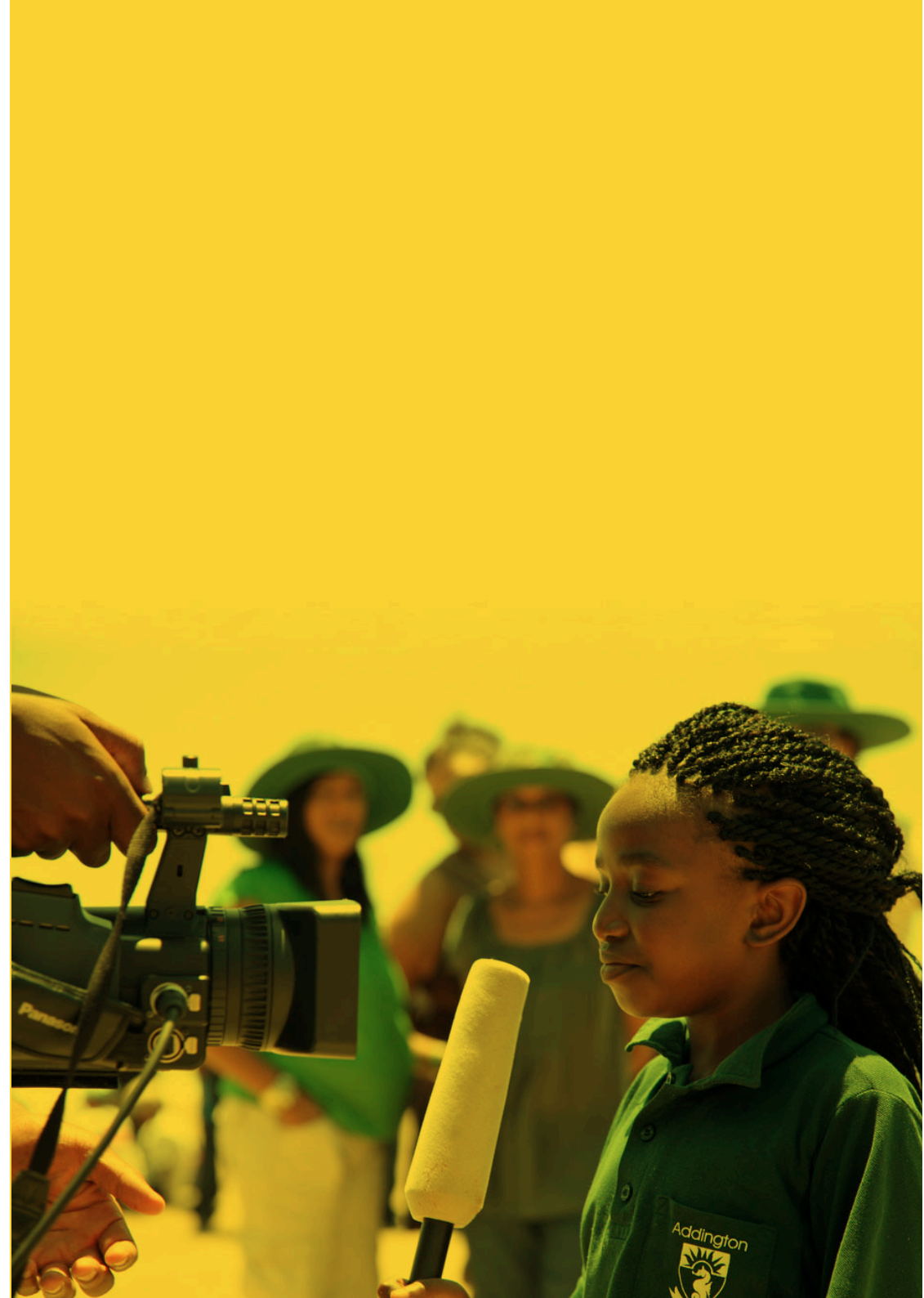
Include participants from around the world,
without the costs of flying them in.

Broadcast your event live to an invited audience,
or to the world at large.

Increase your impact through real-time participation
and conversations on social media

[Find out more →](#)

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what does OneWorld do?

We coordinate all of the multi-media logistics with your chosen venue and its tech team so you can just focus on planning your event. Our professional yet fun and friendly team is experienced in providing live coverage at events ranging from one-off lectures and meetings to global United Nations summits →




ecoCasting a lecture for the International Institute for Environment and Development in Stockholm, Sweden

OneWorld has been winning top digital media innovation awards for 17 years. We have successfully coordinated international new media projects on 5 continents - including the most challenging circumstances in the global south. Our experienced ecoCasting team is led by the UK's foremost digital media innovator, Peter Armstrong, winner of the BAFTA Interactive platinum award.

Along with straightforward webcasting services, we offer a selection of outreach tools that can be deployed on your website - and the websites of your partners. These draw on our experiences of the international conference scene since 2007, and are designed to increase participation and interaction with your event. Unlike most media companies, we also have editorial expertise in global justice issues, enabling our team to facilitate truly meaningful engagement.

Besides increased participation, what else do we deliver? Well, ecoCasting means:

- **Passionately protecting the environment and your budget.** You'll save money by letting your overseas speakers or staff connect from home instead of flying them to your event.
- **Friendly and flexible.** Other tech guys often roll their eyes and sigh when you ask for an additional feature. We get excited and try and figure out how we can make it work best for your event. We really do want to get your message out there!
- **Quality live streaming and recorded footage.** At the end of the day, you want a good quality webcast and recorded version of the event. We will give you both.



‘Using a professionally managed webcasting service has significant advantages over trying to ‘do-it-yourself’ in terms of the quality and freeing meeting organizers for other tasks... Airfare **staff savings alone was \$6,267.’**

.....
Jeff Smith, Asia Regional Technical Director
Jhpiego

three reasons to use OneWorld from an event coordinator

As an Event Coordinator in the international development sector, I know that event planning means tight deadlines, long checklists and small budgets. So I'll just cut to the chase and tell you why you'll want to choose OneWorld to cover your next event →



Ashli Alberty,
Freelance Event Coordinator

First of all – it's the most affordable option out there.

You won't find anything more cost-effective, especially given the number of services OneWorld provides as standard - like access to YouTube Live (see p19) and interactive chat options for online viewers.

Second – they know all about the latest tech - and development topics too.

You won't find another film crew so skilled on the tech side that also has sustainable development in its DNA. This unique 'value-add' means they can identify and capture the key moments at your event.

Third – they offer better coverage and bonus features.

For example, an experienced OneWorld researcher/writer can produce a live blog to run alongside your webcast,

complete with a selection of the best tweets, web-links, audio and images from your event. And their award-winning international journalists are also available to interview your speakers, allowing you to capture and share their insights with a wider online audience.

Simply put, OneWorld knows how to get you better quality coverage – without it being reflected in your final bill. Their services will help to enhance engagement with your event, and are rarely offered elsewhere at an affordable price (or at all).

It's a no-brainer.

Ashli Alberty
July 2012



COP15
COPENHAGEN

INTERNATIONAL
CLIMATE
CHANGE
CONFERENCE
2009

TckTckTck commissioned OneWorld to provide live coverage of the 2009 'COP15' UN Climate Talks. Our outreach tools enabled websites like French newspaper Le Monde to easily promote the coverage on their home page, with the result that more than **2 million people** tuned in.

.....
COP15 United Nation Climate Talks, 2009, Copenhagen, Denmark

basic services

The following services are offered as standard in all OneWorld ecoCasts. Rates begin at £950 for 1 day →

Webcasting

- Single camera filming of your speakers and Q&A sessions
- Live video to embed on your website
- Live video on YouTube Live (uninterrupted by adverts)
- Ability to add speakers' presentation slides and videos directly to the live footage for optimal viewing by online audiences
- Nameplates and graphics inserted into the video where necessary, with information enabling the audience to engage via Twitter

Online Audience

- Viewing dashboard for online audiences including the live video, presentation slides and chat box
- Real-time chat functionality enabling online audiences to submit questions during Q&As
- Analytics provided following the event showing audience numbers

Recorded Video

- Full recorded version of the event on your website
- Edited sequences from the event uploaded to a YouTube channel of your choice

'I have worked with OneWorld as an interviewee on numerous occasions as well as a client. I have always found them to be highly professional and they get to a wide-ranging audience from all over the world.'

.....
**Saleemul Huq, Executive Director,
Bangladesh Centre for Advanced Studies**

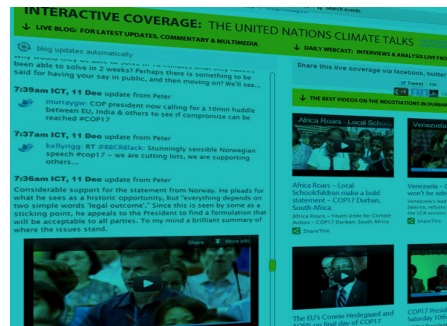
add-on options

Extra cameras →
Don't miss a key moment



If your event includes multiple speakers or a Q&A section in a larger venue, we recommend multi-camera coverage to ensure that you capture all the most important moments.

Live blog →
Collate all your best content



A live blog on your website will allow people to gain an instant overview of what's happening at your event. OneWorld's experienced team of development journalists can help you to curate the best quotes, tweets, audio, videos, commentary and photos for your audience.

Remote speakers →
Host a truly global event



If you have identified potential speakers who can't travel to your venue, then we can provide a live video link-up. Audience members always enjoy being able to interact with remote speakers 'face to face' - and you save on travel and accommodation costs. Your speaker(s) will simply need access to a computer with a webcam and a strong broadband connection.

Live shows →
Full multimedia production



If you are running a major event over several days, such as a conference with numerous sessions and participants, then a daily 'live show' is a great way to offer a regular round-up. Presented by a OneWorld journalist, it can include live and recorded interviews with key participants, background videos to create more robust coverage of key topics and key excerpts from talks and discussions. If you want to reach beyond the 'usual suspects' we can also arrange for it to be promoted on Justin TV.

‘The OneWorld team did a wonderful job for us in Durban and they were a real pleasure to work with. We’re very pleased with the **rich content** we’ve managed to amass as a result of their efforts.’

.....
 Geoff Barnard, Head of Knowledge Management
 Climate Development Knowledge Network

YouTube Live

YouTube Live enables YouTube partners to stream live from their channels at any time and schedule events ahead of time to notify their subscribers. This premium service has only been offered to a select group of partners, making this a highly sought-after resource that OneWorld is excited to be able to provide to its clients →

With over 2 billion views a day, YouTube rolled out their live-streaming service in 2011 to meet user-demand. Events covered by OneWorld will be added to the main YouTube Live event calendar at www.youtube.com/live and made accessible to any viewer.

What else does it mean?

1. No time lag. Usually it takes days for a live recording of an event to be processed and uploaded to YouTube. But as OneWorld streams its coverage via YouTube Live, your recording will automatically be available on YouTube - instantly.

2. Less competition. Usually YouTube videos have to fight for attention among the torrent of other videos. But YouTube Live is an exclusive channel available only to a few handpicked partners, so your coverage has the chance to stand out. Especially as OneWorld was the first provider of development event coverage.

3. Rubbing shoulders with global influencers. YouTube Live is the world’s premier online video channel. Its users include the world’s top influencers - like the White House.

testimonials

If you would like to speak directly with someone who has used OneWorld's ecoCasting services, get in touch and we will be happy to connect you →

'Working with OneWorld in live-streaming a number of our international events has really helped us think through the value and opportunity this kind of broadcast and production brings to our overall communications strategy.'

.....
**Liz Carlisle,
Director of Communications, IIED**

'Everyone at TckTckTck really appreciates all the work that the OneWorld team does. I just want to thank you... it's a real joy and a privilege to work alongside you.'

.....
**Manish Joshi,
Partnership Director, TckTckTck**

'...an extremely capable team able to pull off miracles... they thought through the plan carefully, made sure our expectations were in line and then delivered far more than we could have hoped for... I've worked with broadcast units of hundreds of people and trucks the size of houses who were nowhere near as good as OneWorld.'

.....
**Lizzie Gillett,
Producer, Age of Stupid**

contact us

If you're interested in ecoCasting for your next event in the UK or abroad, our helpful team is available Monday to Friday (UK Time) to answer your enquiries or to put together a quote →

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Image Credits

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oneworld.org
empathy in action

