

# New Webcasting Customers

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# Welcome to Lumen Webcasting

Lumen Webcasting makes delivering professional, polished, and dynamic webcasts easy. You have access to all of the following features and more:

- Audience engagement - keep viewers engaged with Q&A, chat, surveys with real-time results, exit surveys, and certification exams.
- Reports - access post-event reports with detailed event analytics and audience details. [more »](#)
- For a full list of webcast features and add-ons, check the [Lumen Webcasting Feature Summary](#).

## Endless ways to broadcast

- Live - present your event live at a scheduled date and time.
- On-Demand - create a pre-recorded event and allow viewers to watch the replay anytime.
- Simulated Live - create a pre-recorded event and allow viewers to watch it at a scheduled date and time.
- Telephone or video - broadcast over the phone or share your video feed. [more »](#)

## Easy and customizable event creation and communications

- Schedule your event - pick a date and time you want to broadcast your Live event. [more »](#)
- Branding - customize your registration page and webcast player to showcase your brand. [more »](#)
- Event emails – send registration confirmation, event reminder, follow-up emails to viewers who register for the event.

- Event security - secure your event by whitelisting or blacklisting specific domains and email addresses.

## Share content during your event

- Slides - share one or more slide decks and allow viewers to download them. [more »](#)
- Headshots (for audio events) - display speaker headshots while they are presenting.
- Overlay videos - upload videos and share them any time as an overlay. [more »](#)
- Screen share - share programs, websites, or your entire desktop with viewers.
- Downloadable resources - allow viewers to download event-related files from the webcast player.

## Event replay management

- Event replay - every live event is automatically archived and made available for replay for up to a year.
- Editing studio - assemble and edit your replay with our web-based editing studio. [more »](#)
- Portals - host multiple Live events and replays from a single site. [more »](#)
- Downloadable archives - download your event as an MP4 file or download the audio only as an MP3 file. [more »](#)

## Event management services and additional features

Let our team of webcasting experts provide professional event management and transcription services and guide you in every step of your webcast, from booking to running the event. You must request Standard or Premium Assist to request additional features for your event. You can request:

- Standard Assist - have an event production manager run the event and manage Q&A.

- Premium Assist - have an event production manager book the event, provide an orientation session, run the event, and manage Q&A.
- Additional viewers - increase the capacity for your event to accommodate up to 10,000 viewers. Requires Standard or Premium Assist.
- Video stream switching - have an event production manager manage the video streams that display during the event. Requires Premium Assist.
- Live captioning - have a captioner provide real-time captions during the Live event. Requires Premium Assist.
- Professional transcription services - receive a transcript of the event audio as a downloadable file. Requires Premium Assist.
- Automated transcription and captioning - make your On-Demand event or replay accessible for all viewers with automated captions and a searchable transcript. Requires Premium Assist.
- Extended archive - extend the time your event archive and replay are available.
- Professional services - request additional services that are not included in your plan. Requires Premium Assist.

Schedule your event first and then request additional features and assistance with the [Additional Features Request site](#).

## Get started

Here are some resources to help you get ready:

- Check the [system requirements article for your broadcast type](#) and run the system test.
- [Quick Start Training](#)
- [Presenter Best Practices](#)
- [Request additional features and assistance for an event](#)
- Browse the Lumen Webcasting [training videos](#) for tutorials and how-to's.

# Webcasting Feature Summary

## Webcasting Plan Features

These features are included or can be added to your plan by request. You must upgrade to the next plan level to request a feature that is not available for your plan.

Feature	Description	Pro	Broadcast	UC Edition
Administrator Logins	Webcast administrators with access to the account. The number of administrator logins varies by plan.	2 logins	3 logins	5 logins (UC Edition 1000) 6 logins (UC Edition 3000)
Additional Logins	Increase the number of administrator logins for your webcast account.	Add-on	Add-on	Add-on
Event Capacity	The maximum number of viewers who can attend an event. Capacity varies by plan.	300, 500	1000, 3000	1000, 3000
Included Packages	Every Lumen Webcasting plan includes add-on packages (feature sets) you can select at no additional cost. The number included varies by plan.	1 package	2 packages	3 packages (UC Edition 1000) 4 packages (UC Edition 3000)
Live Events	Broadcast an event from a live telephone audio or video source at a scheduled date and time. Live events are automatically recorded.	✓	✓	✓
On-Demand Events	Create a pre-recorded event that viewers can access any time for up to a year.	✓	✓	✓

Feature	Description	Pro	Broadcast	UC Edition
Simulated Live Events	Simulated Live allows for previously recorded or uploaded content to be broadcast to viewers at a selected date and time, appearing as if the content is live.	✓	✓	✓
Broadcasting Options	The ways you can record and broadcast the Live event. Broadcasting options vary by plan.	Telephone audio only	Telephone audio, single webcam	Telephone audio, single webcam, Encoder, VCU
Telephone	Presenters broadcast the event audio with a telephone or VoIP connection. Up to 20 presenters can stream their audio simultaneously.	✓	✓	✓
Single Webcam	Presenters broadcast from one connected webcam. To broadcast from multiple webcams or other media sources, consider selecting the Video Bridge package.		✓	✓
Encoder & VCU	Use your own RTMP-compatible encoder or video conferencing system to send your video stream.			✓
Registration Confirmation Email	Automatically send viewers a confirmation email with the event details after they register for the event.	✓	✓	✓
Event Reminder Email	Automatically send registered viewers a reminder email with the event details 24 hours before the event.	✓	✓	✓

Feature	Description	Pro	Broadcast	UC Edition
Calendar Reminders	Include a calendar file attachment on the registration page and in event reminder emails. Viewers can download the calendar file and save the event to their calendars.	✓	✓	✓
Presenter Chat	Chat with other presenters in the Live Studio during the Live event.	✓	✓	✓
Audience Chat	Allow up to 1000 audience members to chat with each other and with presenters in real time during the Live event.	✓	✓	✓
Viewer Layout Switching	Allow presenters to change the layout of the event window that viewers see in real time.	✓	✓	✓
Headshots	For telephone events. Display a headshot photo or other image to the audience when a presenter is speaking.	✓	✓	✓
Slides	Upload one or more slide decks and present slides during the event.	✓	✓	✓
Pre-recorded Video Overlay	Play a pre-recorded video during the event. The video plays over the event window as an overlay, instead of playing through the event window.	✓	✓	✓
Live Screen Share	Share your screen, browser, or browser tab during a Live event.	✓	✓	✓
Audience Questions	Allow viewers to submit questions during the event and optionally view answers in real time.	✓	✓	✓

Feature	Description	Pro	Broadcast	UC Edition
Downloadable Event Resources	Allow viewers to download additional files from the event window during the event. You can include slide decks, PDF files, Word documents, Excel spreadsheets, and more.	✓	✓	✓
In-event Surveys	Share surveys with viewers any time during the event to keep them engaged.	✓	✓	✓
Post-event Survey	When viewers exit the event, automatically prompt them to complete a survey.	✓	✓	✓
Certification Exam	Automatically send PDF certificates to viewers who attend the live event for a specified duration, complete a specified number of surveys, or pass one or more exams (graded surveys).	✓	✓	✓
Follow-up Email	Automatically send custom follow-up emails to registered viewers after the event.	✓	✓	✓
Event Archive	Events are automatically archived and available to replay for 12 months after the event date.	✓	✓	✓
Web Replay Link	After the Live event, the event recording is available for replay at the same link.	✓	✓	✓
MP3 Recording	Download a copy of the event audio recording as an MP3 file.	✓	✓	✓
MP4 Recording	Download a copy of the event recording as an MP4 file. The recording captures the event audio, video, overlay videos, slides, and shared screens.	✓	✓	✓



Feature	Description	Pro	Broadcast	UC Edition
Automated Transcription, Captioning, and Keyword List	Make all your events more accessible to viewers with disabilities and enhance navigation. Add automated captions, a searchable transcript, and a list of key phrases discussed during the event to navigate to exact points in the presentation and transcript.	Add-on	Add-on	Add-on
Reporting and Analytics	Get detailed reports about your event and viewers that you can filter and download.	✓	✓	✓

## À la carte packages

Every Lumen Webcasting plan includes a number of additional packages (feature sets) you can add at no extra cost. The number included varies by plan. You can purchase additional packages beyond your plan maximum for a monthly fee.

Package	Description
Video Bridge	<p>Have up to 10 presenters broadcast their video from different media sources or locations. Presenters can connect to the event using a webcam, video conferencing system, Skype for Business, or telephone audio.</p> <p>Pro and Broadcast licenses can connect to the Video Bridge with a webcam only.</p>
Optimization & Adaptive Bit Rate	Video stream optimization and multicasting with Lumen Enterprise to deliver high-quality live and on-demand video that scales to accommodate network resources.

Package	Description
Advanced Security	Add an additional layer of security to your event by limiting viewers by IP address, email address, or domain. You can also limit the number of logins using the same email address and add a customizable security message for unauthorized users.
Advanced Marketing and Portal	Customize your event and add sponsor logos, social media links, and redirect viewers to a website you specify when they exit.  You can also create a customizable web portal that acts as a central repository for managing multiple events or an ongoing series. Registration is collected centrally for all linked events, so viewers only register one time.
Continuing Education & Hybrid Meeting	Send viewers to third-party learning management systems and let people attending the event in-person join the event with their mobile device to add them to event reports. You can also disable fast-forwarding and add captions to event replays.

## Per event services

These features can be added to an event by request and incur an additional charge per event. Some features require you to purchase a Standard or Premium Assist package.

Feature	Description
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Standard Assist	A Production Manager joins the event 30 minutes before the start time to perform audio checks, review presenter controls, and provide best practices. They also connect the audio to the webcast, answer audience technical questions, and provide assistance for the duration of the event. 90 minutes included; additional time billed in 30-minute increments.
Premium Assist	Standard Assist services, plus the Production Manager schedules a kick-off call and milestone meetings with presenters, creates and customizes all aspects of the event, and provides a 60-minute orientation session for presenters to become familiar with the Live Studio. They also push slides and manage polls, Q&A, and registration during the event. 90 minutes included; additional time billed in 30-minute increments.
Additional Viewers	Requires Standard or Premium Assist. Increase capacity for the event beyond the maximum capacity included with your plan. Purchase additional capacity in blocks of 250 (250, 500, 750, etc.). You can request up to a total of 10,000 viewers.
Video Stream Switching	Requires Premium Assist. For events with multiple webcam or video presenters. Have a producer manage which video streams are on stage, up to 4 presenters at a time. 90 minutes included; additional time billed in 30-minute increments.
Live Captioning	Requires Premium Assist. Captions provided in real time by a professional. First hour included; additional time billed in 30-minute increments.
Automated Transcription and Captioning	Requires Premium Assist. Make your event more accessible to viewers with disabilities and enhance navigation. Add automated captions and a searchable transcript.

Professional Transcription Services	Requires Premium Assist. After the event, receive a professionally written transcript of the event as a Word file. Transcripts are captured in the original event language.
Extended Archive	After the event ends, it is automatically archived and available for replay for 12 months. Purchase extra time and make the replay available for an additional 6 or 12 months.
Professional Services	Requires Premium Assist. You can request additional professional services and features that are not included in your plan or packages. Requests are reviewed and approved on a case-by-case basis.

# Your Webcasting account credentials

When your Lumen Webcasting account was provisioned, a welcome email was sent to the Team Manager (the account holder). The welcome email contains a username, a temporary password, and a Client ID.

- The username and password are your login credentials for accessing the Lumen Webcasting Admin portal.
- The Client ID is a unique number that identifies your Lumen Webcasting license. Provide this Client ID when requesting additional features, event management services, and transcription services for an event.

If your welcome email **does not contain** a Client ID, your Team Manager has added you to your company's webcast account as an administrator (licensed user). Sign in to the Webcasting Admin portal to schedule events, run Live events, and access reporting.

## Make sure to set your password

The temporary password can only be used one time to sign in. When you receive the welcome email, click the admin portal link and sign in with your username and temporary password. You'll be prompted to create a new password for your account.

# Getting Started for Presenters and Guest Admins

Want to skip reading? Watch the [video](#).

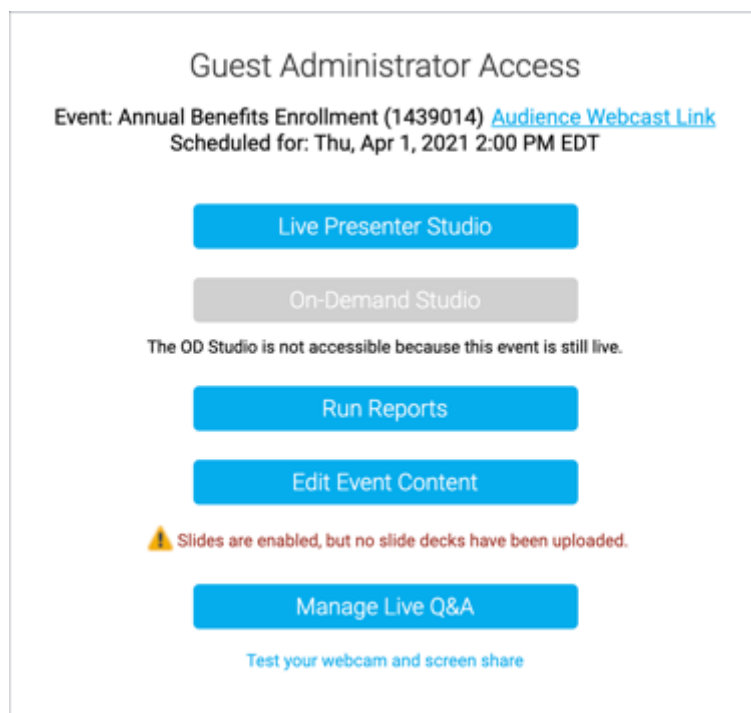
Guest Administrators are people who are presenting or otherwise assisting with a specific event. When creating an event, the host sets up Guest Administrator accounts for people who will be helping. If you have a managed event account, we will set up a Guest Administrator account for you for each event.

Depending on the permissions you are granted, you can upload event content, edit the On-Demand event or replay, deliver the event, manage Q&A, and generate event reports.

## To sign in to the Guest Admin site:

After the event is created, you receive a Guest Admin Link email that includes a link to the Guest Admin site. Click the link and enter your information or credentials to sign in.

The Guest Admin Access site displays buttons for the event activities you are assigned.



## Before the event, click:

- **Edit Event Content** to upload content such as slides, media clips, event-related files for viewers to download, and headshots (for audio-only events).

- **On-Demand Studio** to upload media clips and headshots to the On-Demand event or replay, edit the event timeline, and remove dead air from the beginning and end of the event.
- **Test your webcam and screen share** to test your system and bandwidth to make sure you meet the minimum system requirements for your event.

**During the event, click:**

- **Live Presenter Studio** to join the Live event as a presenter, connect your audio and video stream, push slides, play overlay videos, launch surveys, and answer viewer questions.
- **Manage Live Q&** to answer and manage questions submitted by viewers during a Live or Simulated Live event.

**After the event, click:**

- **Run Reports** to generate detailed and customizable event reports about your audience and event analytics.

# Book a managed webcast with operator-assisted audio

We offer a variety of event types to accommodate your presentation and how you would like viewers to access the event. Each event type includes a 30-minute pre-conference and 90 minutes of presentation time. If you need additional training, you can request a 60-minute Dry Run before the event. An event production manager provides event delivery and feature training in the Live Studio.

You can also include a Lumen operator-assisted audio conference in conjunction with your webcast. Operator-assisted audio allows viewers to dial in to the event with their phones to listen and participate in live audio Q&A.

For detailed information about each option, click the info button on the Managed Webcast Request site or check the [Managed Webcasting Feature Summary](#).

## Before you begin

Make sure you have everything you need to book your event.

- [Plan your managed event before booking](#) contains a helpful review of event options and information required to complete the request form.
- Make a note of the Client ID associated with the account. If you do not know the Client ID, contact the account holder.

## To book a managed webcast with Lumen operator-assisted audio:

1. Go to the [Managed Webcast Request site](#).
2. On the Event Information page, enter the name of the Account Holder - the person who manages the logins for the account - and the Client ID for the account.
3. Then, enter the name, email, phone number, and company of the person organizing the event.
4. For Speaker, enter the names of the presenters and their titles. Click **+ Add Another Speaker** to add more presenters.



<b>Speaker Name</b> <input style="width: 90%;" type="text" value="Jenna Cohen"/>	<b>Speaker Title</b> <input style="width: 90%;" type="text" value="Director of HR"/>
<a href="#" style="color: #0070C0; text-decoration: none;">+ Add Another Speaker</a>	

5. Enter the event title, date, start and end time, and time zone. Click **Continue**.

**Event Title \***

**Event Date \***

**Event Start Time \***

**Event End Time \***

**Time Zone \***

6. On the Web Event Details page, enter the name, email, phone number, and region of the person you'd like the event production manager to contact about the event.
7. Select the web event type, telephone or video broadcast type, player size (if you're broadcasting a video event), the estimated number of viewers you expect, and the date you'll need the event link to start promoting the event.

**Web Event Type**

**How will presenters join and broadcast the event?**  
☐ Telephone  
☒ Video Streaming

**Video Streaming Options**

**Player Size**

**Estimated Web Participants**

**When do you need the link to start promoting the webcast?**

Broadcast video from one webcam source. Before the event, the presenter must install a driver that lets the webcast event connect to their webcam. Recommended if the event has only one presenter or one webcam source. For multiple cameras, select Video Bridge or On-Site Encoder.

High resolution 16:9 widescreen (854 x 480 pixels). Bit rates:

- Webcam - 896 kbps (High) / 296 kbps (Low)
- Encoder - 896 kbps
- VCU - 896 kbps
- Video Bridge - 896 kbps / 296 kbps (Adaptive Bit Rate)

8. Select the included features and add-on features you'd like to add to the event. The included features on the left have been pre-selected and are available at no additional charge. The add-on features on the right incur an additional charge.

9. For additional live event delivery training, select **Dry Run** and enter the date and time, time zone, the name of the person requesting training, and their contact info. Click **Continue**.
10. On the Audio Event Details page, under Do you need an audio (phone) conference?, select **Yes**. For the Audio type, select **Event Express** or **Event**. Then, select the audio conference features you need.

**Select Your Audio Event Services**

**Do you need an audio (phone) conference in conjunction with your Webcast?\***  
*Note: Audio conferences are conducted by a live operator.*

☒ Yes  
☐ No

**Select an Audio Type**

☒ **Event Express** - Participant lines are automatically placed on music hold until the conference begins.  
☐ **Event** - Participant lines are answered by a live operator. The operator collects the required fields of information and places the participant on music hold until the conference begins.

☒ Recording  
☐ Audio Replay  
☒ WAV

**Turnaround Time**  
3-5 Days (Standard) ▼

☐ CD  
☐ Transcription  
☐ Clearance Line  
☐ PIN Entry - *Only available with Event Express audio. Must provide in required template at least 24 hours prior to Event Date.*  
☐ Total Line Count

11. In the Details of Your Event section, enter the number of speakers and attendees you expect to dial in with US & Canada Toll and Toll-Free numbers, and International Toll-Free numbers.

**Details of Your Event**

Expected Number of Dial-In Audio Speakers & Participants

U.S. & Canada Toll-Free	
Number of Speakers	Number of Participants
1	499

U.S. & Canada Toll**	
Number of Speakers	Number of Participants
0	0

*International Toll-Free**	
Number of Speakers	Number of Participants
0	0

\*\* Please note the countries & number of lines needed in the comments section below

12. In the Additional Details section, select the type of introduction you'd like the operator to give, whether you'd like to take questions over the phone, and whether you want to schedule a dress rehearsal.

**Additional Details**

**Introduction Type\***

☒ Standard  
☐ Countdown  
☐ Custom

**Audio Q&A\***

☐ Yes  
☒ No

**Would you like to schedule an event Dress Rehearsal?**  
*A dress rehearsal is a formal, mock live event, which includes operator assisted audio (if selected) and replicates the full experience of the live event. We recommend dress rehearsals for new clients and/or high-profile events, allowing for full testing of all event components. Dress rehearsals should be conducted at least 24 hours before the live event.*  
☐ Yes  
☒ No

13. In the Additional Comments box, enter the number of lines you need for US & Canada toll-free and International toll-free numbers and the countries your viewers will be dialing in from. You can also enter any special instructions or questions you have.

14. When finished, accept the terms and conditions and click **Submit**.

After you submit your request, an event production manager will contact you within 48 hours to confirm the event details.

# Request additional features and assistance for an event

If you purchased a Lumen Webcasting plan, you can request additional features, event management services, and transcription services for your event. You can request:

- An event production manager to book and set up the event and provide training and best practices before the event. They also start and manage the event and provide in-event assistance (Premium Assist).
- An event production manager to start the event and provide in-event assistance (Standard Assist)

Depending on the level of assistance you select, you can also request the following features:

- Increased audience capacity
- Real-time captions and event transcripts in multiple languages
- Video stream switching
- Extended event archive and replay availability
- Additional professional services that are not included with your plan

For detailed information about each option, click the info button on the Additional Features Request site form or check the [Lumen Webcasting Feature Summary](#).

## Before you begin

Make a note of the Client ID found in your welcome email.

For Standard Assist, you must create and schedule your event before making your request. After scheduling your event, note the Event ID found in your new webcast confirmation email. You will also need to know the event type, the telephone or video broadcast type, and the video streaming option you scheduled for the event to complete your request.

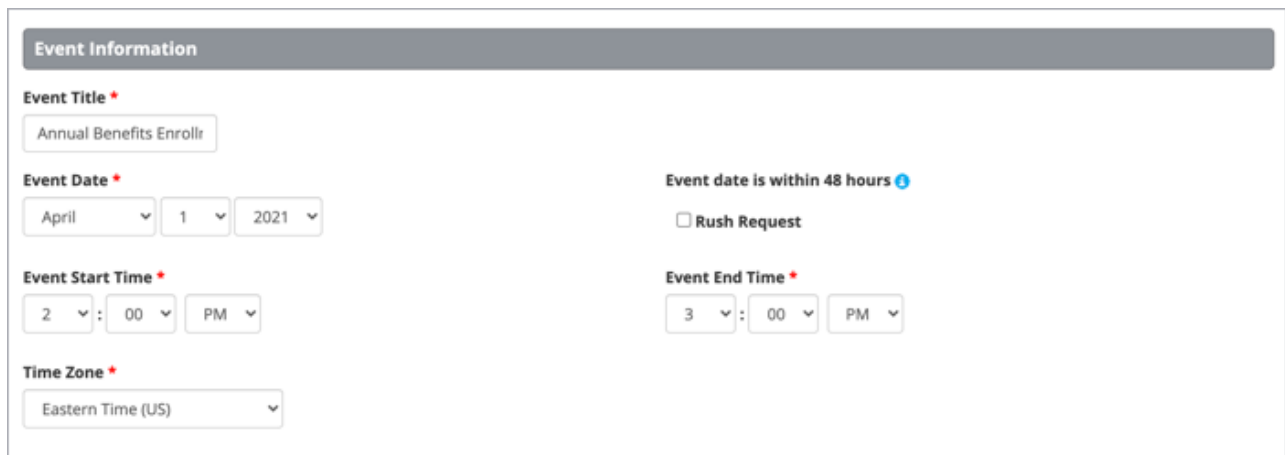
For Premium Assist, you can create and schedule the event before making your request, but it is not necessary.

## To request additional features and assistance:

1. Go to the [Additional Features Request site](#).
2. In the Contact Information section, enter your company name, the name of the person who manages the logins for the account, and the Client ID for the account.

Optionally, enter the name and email address of your sales representative.

3. Enter the name, email, phone number, and region of the person organizing the event. If desired, enter the email addresses of other people who should receive the event confirmation email.
4. In the Event Information section, enter the event title, date, start and end time, and time zone. Select **Rush Request** if the event is within 48 hours.



The screenshot shows a form titled "Event Information" with the following fields and options:

- Event Title \***: A text input field containing "Annual Benefits Enrollr".
- Event Date \***: Three dropdown menus for month, day, and year, showing "April", "1", and "2021".
- Event Start Time \***: Three dropdown menus for hour, minute, and period, showing "2", "00", and "PM".
- Event End Time \***: Three dropdown menus for hour, minute, and period, showing "3", "00", and "PM".
- Time Zone \***: A dropdown menu showing "Eastern Time (US)".
- Event date is within 48 hours**: A blue information icon.
- Rush Request**: An unchecked checkbox.

5. In the Web Event Details section, select the type of assistance you need: Standard or Premium.
  - For Standard Assist, enter the Event ID.
  - For Premium Assist, under Do you have an event ID? select **No** to have an event production manager create the event for you. If you have already scheduled the event, select **Yes** and enter the Event ID.

Web Event Details

Standard Assist or Premium Assist ? \* ⓘ

Premium Assist

Web Event Type \* ⓘ

Live

Do you have an event ID ? \* ⓘ

☐ Yes
☒ No

How will presenters join and broadcast the event? \* ⓘ

Video Streaming

Video Streaming Options \* ⓘ

Single Webcam

Broadcast from up to 10 different media sources or locations. Presenters can connect to the event using a webcam, video conferencing system, Skype for Business, or telephone. Recommended for multiple presenter video streams.

6. Select the web event type, telephone or video broadcast type, and the video streaming option.

7. In the Additional Features section, select the features you'd like to add to the event.

Increased capacity and extended archive are available with Standard and Premium Assist. Other features require Premium Assist.

Additional Features (additional fees apply)

☒ Increased Event Capacity (request 72+ hours before event)

Number of Additional Scheduled Viewers (increments of 250) \* ⓘ

250

☒ Live Captioning (request 5+ days before event)

☐ Video Stream Switching

☒ Extended Archive (per event)

Archive Duration \*

☒ 6 months
☐ 12 months (additional fees apply)

☐ Automated Transcription, Captioning, and Keyword List

☐ Professional Transcription Services (request 3+ days before event)

☐ Additional Professional Services

8. In the Additional Comments box, enter any special instructions or questions you have.

9. When finished, accept the terms and conditions and click **Submit**.

After you submit your request, an event production manager will contact you within 48 hours to confirm the event details.