



# GAMUT LIVESTREAM



Bite-sized Conversations with Business  
Leaders and Technical Experts.

## QuickStart Guide for Guest Experts

*Preparing for Your Livestream Conversation*

### Part 1: Plan Your Story [~7-minutes]

#### **Introduce Yourself** [1-minute]

Quick introduction including name, title, company, role and involvement with Idealliance.

#### **Big Idea** [1-minute]

Attention-capturing statement about embracing change and profiting from it.

#### **Challenge** [1-minute]

What challenge in the marketplace is your organization addressing? Why does this problem exist? Who contributes to it?

#### **Opportunity** [1-minute]

What is the opportunity for the print and packaging supply chain? Why should people pay attention?

#### **Approach** [2-minutes]

What key elements of your work are driving change? What should organizations be doing?

#### **Payoff/Conclusion** [1-minute]

How is action going to benefit an organization? Tie back to big idea.

### Part 2: Prepare for Questions [~3-minutes]

#### **Prepared Questions** [1-minute]

What is one watch-out that people should be aware of? What is the best way to get started?

#### **Live Questions** [1 to 2-minutes]

Address audience questions submitted during session.

### Part 3: Logistics [~40-minutes]

#### **Schedule Prep Call** [30-minutes]

Discuss story and test audio and video connection.

 [Email Mike Grady to Schedule a Prep Call](#)

#### **Schedule Livestream Event** [10-minutes]

Determine date/time for livestream.

#### **Best Practices for Audio & Video**

For more support in prepping for event, please see this helpful technical reference.

 [Download Technical Reference](#)

**Password:** vD4HhcEi

### Part 4: Livestreaming & Beyond

#### **Livestream Event** [~35-minutes]

Plan to join 15-minutes prior to event, about 15-minutes for Livestream, and for a brief 5-minute post-event recap call.

#### **Post-Event**

A recording will be made available on the [Idealliance website](#). Additional notes and links may be added to the landing page. Idealliance will share the Gamut Livestream with existing and potential members.

### Part 5: Promote Your Participation

Let the industry know about your participation.

 [Download Social Media Graphics](#)

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#### Partnership Opportunities

Mike Grady, Vice President of Global Partnerships  
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#### Sponsorship Opportunities

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