

Live Show Checklist

- 1 Identified show USP (launch, tutorial, deal etc)
- 2 Trailer is live in OOOOO app (2+ days ahead of show)
- 3 Trailer shared on influencer / creator social channels
- 4 Trailer shared on own channels
- 5 Trailer shared on OOOOO channels
- 6 Presenter has a unique referral link to promote
- 7 Stock levels / imagery checked
- 8 IG live pre show / at start of show to drain users
- 9 Broadcast on YouTube
- 10 Light, wifi, sound, aspect ration check complete
- 11 live show assistant is identified
- 12 live show assistant is on HQ comments
- 13 Check which live feature will be used at what time in show
- 14 FAQ are pre agreed
- 15 Giveaway / winner instructions are prepared
- 16 Show is being recorded, ready for edit post show
- 17 Share clips of show with influencer / social media