



**Live Streaming
Video Production
Audio Visual**

www.livecast.ca
info@livecast.ca
(647) 598-8848

A creative approach to streaming, video production and A/V

We offer high-quality live streaming, corporate video production and A/V solutions at competitive prices that are customized and comprehensive.

Our dedicated and accomplished team works to connect you to your audiences and deliver your message. We are also committed to delivering each project on budget and on time with flawless delivery.

In a nutshell



Vincent Van Cooten established Livecast in 2019 in Brampton, Ontario



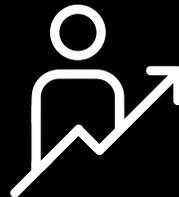
Vince has 23+ years of experience in commercial video production, live streaming, producing events and A/V



Production hubs in Toronto, Vancouver, Calgary, and Montreal



Livecast is fully bilingual in English and French



Boasts over 100 years of combined core team experience



Roster of premium trusted Canadian contractors

We are dedicated to bringing value combined with a creative cinematic approach to video production and streaming.

Our Services

▶ Live Streaming

We provide everything for a successful and professional-looking virtual, hybrid or in-person event.

▶ Video Production

Live event coverage, social media, motion graphics, corporate videos, multi-camera 4k shoots, instructional videos, and more.

▶ Audio Visual

Over 20 years of technical expertise and knowledge in A/V production.



Clients & Industries

MARKETING

Events &
Advertising

LEGAL

Educational

MEDICAL

Pharmaceutical

FINANCIAL

Insurance

AUTOMOTIVE

Transportation

We are proud
of our long-standing relationships
with our clients.

Public Sector

- Supply Arrangement with Government of Canada
- Vendor of Record for Government of Ontario
- Municipalities including City of Mississauga and City of Vaughan
- LCBO and Canada Post

Private Sector

- University of Ottawa, TEDxToronto
- McKesson, Alimentiv
- Honda & Acura, Metrolinx
- BMO, Interac, goeasy, Aviva
- Entertainment Software Association of Canada (ESAC)
- Sysco, Nestle, Metro
- Blake, Cassel & Graydon LLP, Bernardi Human Resource Law LLP
- Fenix Event, B2B2GO, Proof Experiences
- Brampton Board of Trade
- Alectra Utilities, Enbridge, Independent Electricity System Operator (IESO)

Charity / Nonprofit

- Canadian Hard of Hearing Association
- Canadian Cancer Society
- Heart & Stroke
- Interactive Ontario



Types of Events

- ▶ Meetings (AGM, town halls, sales)
- ▶ Announcements
- ▶ Seminars/webinars
- ▶ Conferences and tradeshows
- ▶ Training
- ▶ Product/service launch
- ▶ Awards shows



Type of Event	Presenters	Audience	Livestream
Virtual	Online	Online	Yes
In-Person	In-Person	In-Person	No
Hybrid	In-Person and Online	In-Person and Online	Yes

Virtual Events

Virtual Audience Engagement

Keep the remote audience interested and involved with fun and interactive features

- Live chat
- Live Q & A
- Polling (with Slido)
- Breakout Rooms for networking with virtual and in-person attendees



Types of Hybrid Events



1. One Event, Two Audiences
Example

2. Hub & Spoke Style Event (one location/hub live streamed to multiple locations)
Example

3. Live Event, Virtual Only Audience

4. Live Event, On-Demand

Livestream Value Offering

Pre-Event

Custom interface
and webinar platform

Registration information.
Password protection

Event Production

Multi-camera
live streams

Fully remote events with
television style graphics and
control

Integrate our professional
equipment into your own
call for better quality
audio and video

Content presented
by video playback or
PowerPoint

Broadcast platform

Private secure end-to-end encrypted streams

Social media streaming
on Facebook Live, YouTube Live and Twitter

Greater audience experience

Polling and questions
can be sent privately
or via live chat feature

Accessibility-Friendly with Live or Voice Recognition
Stream English & French with live ASL/LSQ
and live English & French captions.

Post-Event

Google Analytics

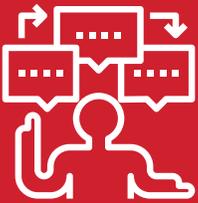
Post-production editing
(same-day available)

Fully redundant backup
stream on LTE internet

One year archive
ready within 24hrs

Video Production Gurus

Our video solutions are fully customizable, comprehensive and competitively priced. We offer high-quality full-service videography production which includes:



Pre-Production Planning

- Concept development, storyboarding, copywriting and scripting (including interviewing questions)
- Casting and location scouting across the Greater Toronto Area and surrounding areas as well as Calgary, Vancouver and Montreal.
- Subject matter research and content management such as sourcing b-roll, stock footage and images, etc.



Production

- Filming, photography and field production with cameras in HD and 4K raw quality, with multiple camera shots or drones/UAV. We are licensed drone operators.
- Staging of lighting and framing of various shots



Post-Production

- Pre- & post production and design for live action videos, motion graphics, graphic animation and animated videos
- Editing for all types of videos from long form to commercial length to short social media videos that can be used on websites, intranets, social media channels and in-person presentations. This can include 6K video workflow, music selection and b-roll review



The Final Product

- Various digital formats including .MOV, .MP4, MPEG4, or .AVI
- Bilingual (English and French) video editing and translation services
- Accessibility tools such as captioning, transcription, ASL/LSQ and described video
- Software, program and coding expertise for the Full Adobe Suite including: Premiere, After Effects, Photoshop, Audition
- Website production and management using HTML, Java and WordPress

Resources

Livecast invests in professional grade equipment, software and resources to support our video production projects and events. Some of the tools in our arsenal of video equipment include:

- Cameras: Sony FX9, Sony A7iii, Sony FS7, Sony FS5, birddog p100 and GoPros.
- Full assortment of zoom and prime lenses
- DJI Mavic Pro Drones
- Steady-cam rigs, Dana Slider, 3-Axis gimbals, Sachtler tripod, slider, mini jib

- Shure, Sennheiser and Rode wireless and hardwire lavs, boom microphones

- Teleprompters
- Assortment of various lighting equipment and cloth backdrops for staging

- Full fleet of computers with Adobe suite of editing software
- All footage is backed up on a Drobo, 8 hard drive RAID and secure Cloud



Audio Visual Solutions

Whether the event is big or small, high profile or an internal audience, A/V production impacts the quality of any event

Livecast has over 25 years of experience in providing technical expertise and knowledge in A/V production for corporate and government events.



- Large screens and LCD monitors
- Professional PA systems for large ballrooms or intimate venues
- Microphones including Shure wireless mics
- Podiums, risers, accessibility ramps and draping
- Stage lighting and decorative lights
- Simultaneous Interpretation and assistive listening devices
- Laptops and other presentation equipment

Event Venue and In-House A/V Equipment Integration

For 99% of regular meetings, in-house equipment alone is sufficient for simple presentations. But for the 1% of special events, basic in-house A/V equipment cannot be trusted with and Livecast's expertise, backed by years of experience would be beneficial. I.e. CEO is making a company-wide announcement, when the out-of-town investors or leadership team are visiting, or a Federal or Provincial Minister is making a funding announcement.

Livecast can integrate our professional streaming equipment and supplement your existing in-house AV equipment with our broadcast gear to make your events flawless. Any common areas or offices like lunchrooms, boardrooms, auditoriums, etc.) can be used. It's a great option to utilize your own space and reduce costs associated with renting a venue or additional unnecessary equipment.

The Livecast Studio

Studio Features

The facility is fully equipped with a filming area and streaming suite. We provide all of the cameras, lighting, green screen backdrop, teleprompters, microphones, monitors, speakers and more.

Video Production

Film presentations, corporate or instructional videos or events with multi-camera 4k cameras, a green screen, professional lighting and microphones.

Post-production editing including motion graphics is also available.

Live Streaming

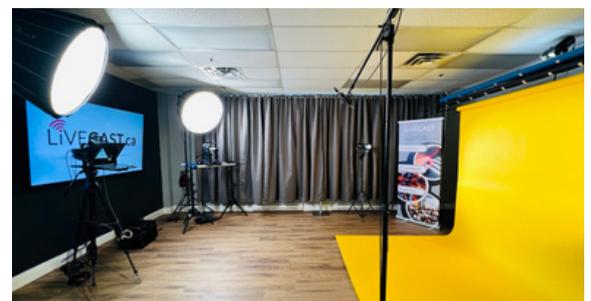
Live stream what you're filming through the Streaming Suite. Stream your virtual to hybrid events and webinars with our virtual sets and animated graphics.

The Latest Equipment

- Our professional 4k cameras capture the highest image quality.
- Presenters can preview on our 85" TV monitor
- Remote presenters and interviewers brought in via video conference
- Professional lighting creates dynamic and visually engaging images
- Lapel mics used for crystal clear audio
- Speakers for presenters to hear what the audience hears

Backdrops = Virtual Set

- Virtual sets make presenters appear like they are in front of a large background
- Presentation decks can be displayed in the background for the viewers
- Corporate branding can be added into virtual sets for a professional look and feel
- Videos and audio can also be integrated into your presentation to keep your audience engaged
- Various colour backdrops, aside from green, are available



Our production studio is ready for your filming and streaming needs

Portfolio



Portfolio | Event Videography

City of Mississauga | Year End Highlight

Livecast is on the Vendor of Record for the City of Mississauga. We supply video production and video editing services for a variety of projects including live events and social media videos. We also provide AV support for events, including press conferences, public meetings and consultations. Below are samples of various events over the years.



[View video here](#)

2022 United Nations Biodiversity Conference

Our Montreal videographers were on site for the 2022 United Nations Biodiversity Conference. On the final day of the Conference, almost every country in the world signed an agreement which included protecting 30% of land and oceans by 2030 (30 by 30).



[View video here](#)

Portfolio | AODA Compliance

Canadian Hard of Hearing Association

We created a series of webinars about promoting the inclusion of people with disabilities geared towards those who are hard of hearing and organizations becoming more accessible. Multiple formats were created including English, French, ASL and LSQ with captions in both languages. We worked with the client to set realistic timelines for obtaining translations for French voiceover and sign language.

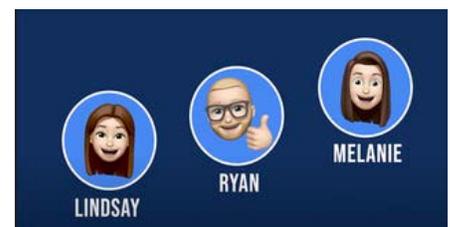


[View video here.](#)

Portfolio | Motion Graphics

Fika Financial

This video for Fika Financial was created to generate awareness and build brand identity for new and existing clients. The strategy was to create a short impactful video for greater brand recognition. It was posted on all social media platforms and sent out with email communications to their clients.



[View video here](#)

Portfolio | Storytelling

Gore Mutual Insurance

The objective was to increase the internal staff's awareness of the of the company's social impact. The strategy was to create a video for the company intranet. Journalistic style was used to educate employees on the kind of work that Gore does. This method also evokes compassion for the clients as well as pride for the featured employees.



[View video here](#)

Case Study | Virtual Events

Equal Voice, Daughters of the Vote

- Virtual event featuring Canadian political party leaders (i.e. Prime Minister Justin Trudeau) and constituents presenting across Canada.
- Streamed English and French, with live ASL and LSQ, and live English and French captions.
- Both pre-recorded and live content, with over 30 presenters over three days.



[Click for sample](#)

Aviva Sales Summit 2021

- Streamed in a large green screen studio in Oakville.
- Remote presenters were brought in via MS Teams, and were able to interact with the hosts in the studio.
- Filmed with RED cameras in front of a green screen and broadcast live with motion graphics.



[Click for sample](#)

Case Study | In-Person Presenters

McKesson Canada

- Quarterly town hall meetings in their newly renovated and updated conference space accommodates most internal and basic meetings, but falls short for hybrid and high profile events.
- Joined remote offices, remote presenters and provided a multi-camera livestream with their CEO and Executive team.
- Challenged to learn the functionality of in-house system and integrating both our video switching equipment and our audio mixing equipment.
- Streamed using Teams Meetings for remote presenters and offices, as well as Teams Live for the general audience.



Case Study | Hybrid Events

HXHOUSE Incubator and Accelerator Launch

- Streamed via Twitter.
- High audience volume with over 1.2 million views on the first day and over 1 million views on the second day.
- Boosted via Twitter Ads and streamed using 4K Sony FS7 cameras.
- [Click for link](#)



Acura

- In-studio broadcast with 3 Sony FX9 Film Cameras, in car GoPro camera for live console demo, and on Jib Arms and Dolly for dynamic shots
- Two Teleprompters
- Custom Microsite. Kahoot and Slido integration
- Remote presenters brought in via MS teams.
- [Click for link](#)



The Livecast Team

Livecast comprises a diverse array of professionals with video production experience. The profiles below include the core team as well as trusted contractors that would likely be assigned to the project. Additional resources are accessible to us across Canada and their profiles could be supplied upon request.

Vincent Van Cooten

Owner/Operator, Project Manager, Producer, Videographer, Editor

- Dedicated and accomplished executive videographer, producer and broadcaster.
- Over 23 years of experience in live streaming, event and video production and project management.
- Strong technical expertise with every type of production and AV equipment.
- Solid work ethic, diligence and attention to detail ensures that each project is delivered on budget and on time to meet brief objectives and reach the client's audiences.
- Clients are from various industries including not-for-profit, private and public sectors at the municipal, provincial and federal levels
- Notable portfolio he has worked on high profile projects including streaming the Canadian Screen Awards Red Carpet, Ontario Budget, RBC Canadian Open Media Centre, Alectra Utilities and Toronto Hydro.



The Livecast Team



Daniel Wood – Producer, Bilingual Videographer, Editor

- Based in Alberta, Dan brings over 12 years of experience and is fluent in English and French.
- Dan studied television and media production at Loyalist College where he graduated with honors.
- He has a deep understanding of media dynamics and is an expert lead producer.
- Dan is remarkably proficient in handling complex technical setups and ensuring seamless broadcasts.
- His expertise has been instrumental in delivering high-quality productions for esteemed clients such as the Ontario Government, TIFF, TEDx, LPGA, and Blakes Cassels and Graydon.



Nolan VanCooten - Webcast Producer & Editor

- Graduated from Sheridan College with a degree in Media Studies.
- Proficient with Adobe Creative Suite, Zoom, MS Teams and remote recording software like Riverside and VMix.
- Specializes in creating videos for social media including vertical videos for Instagram and Facebook.
- Proficient in all aspects of onsite production including setting up cinema cameras like the Sony Fx9, FS7 and FS5.



Sarabjeet Singh - Producer

- Sarabjeet's audio visual industry experience began in India and since has gained over 2.5 years including Canadian experience.
- He has proven himself as a dedicated and capable producer.
- His passion for technology knows no bounds and he is always eager to explore the latest innovations and trends.



Christian Allison - Producer

- Christian successfully completed the Audio Engineering program at Trebas Institute.
- Began his career freelancing as an AV technician during this school year at various events.
- He is a hard working dedicated individual who is quick to learn and always looking for ways to grow and succeed



Kelly Misiak – Operations Manager

- Kelly brings over 10 years of customer service experience, and always strives to create the best experience for clients.
- George Brown's Social Media Marketing program graduate with 3 years of social media marketing experience.
- Kelly played an integral role in the A/V industry where she managed and enhanced the flow of the operations processes and systems.
- She is an avid photographer and content creator.



Stephanie Vista - Marketing & Communications Manager

- 18 years of marketing communications experience.
- Bachelor of Commerce in Marketing from Ryerson University.
- Built her creative portfolio in various industries such as commercial, industrial, residential and professional services as well as technical and consumer products.
- Strong creative ability to conceptualize, design and write copy ensure that all marketing collateral clearly communicates the specific message intended for the targeted market.

The Livecast Team



Olivier Lemieux – Producer, Bilingual Videographer, Editor

- Bilingual (English and French) videographer, editor and producer based in Quebec.
- Bachelor of Arts in History, specializing in Asian history from Concordia University.
- During his travels to Asia and across the globe, he discovered his passion for production.
- 5 years of experience in freelance photography and videography



Dan Pujol - Producer, Videographer, Director of Photography

- Emmy Award winning camera operator with more than 35 years of professional broadcasting experience.
- Talented producer with a knack for guiding clients every step of the way to ensure their vision is attained.
- Extensive experience supporting projects from conceptualization through to execution and has worked on a variety of projects including promotional, educational, training, and corporate.
- Incredible eye for detail to make sure the highest quality pictures and videos are made available for every project he works on.



Roy Biafore - Videographer, Director of Photography

- Veteran of the video production community bringing 25 years of experience to the team.
- Graduate of the Humber College Film & TV Production program.
- Portfolio features productions such as corporate videos, documentaries, TV magazine shows, electronic press kits, commercials, news and sports, webcasts, stage productions, events, etc.
- Trusted crew leader and respected by peers and clients for his reliability, calm demeanor and consistent project delivery.



Richard Liani, Director of Photography & Camera Operator

- Studied Mixed Media (Art) and Photography at Humber College.
- Broadened his learning through continuing education to gain knowledge in DaVinci Resolve and Adobe online programs.
- Over 9 years in the photography and videography industry working on feature films, documentaries, music videos, commercials and branded content.



Liam Montgomery - Event Producer, Video Producer, Sound Engineer

- Liam is a multi-talented event producer, video producer, sound engineer and formerly a tour manager and concert mixing engineer for July Talk, Jann Arden, the Proclaimers and more.
- He rises to the challenges of producing hybrid and virtual events. He tells meaningful stories that evoke true empathy and emotion.
- He has produced events for organizations such as Aritzia, the International Design Awards, both the USA and Canada's YWCA Conferences, Clio and many more.



Marshall Brennan – Technical Producer

- Marshall is an expert with event technology with a decade of experience. He has worked with both corporate as well as entertainment and artistic clients.
- He has a well-rounded skill set working on various types of events, from small boardroom meetings to large concerts.
- Marshall is bilingual in English and French and is a Certified Technology Specialist (CTS®).
- His positive and professional demeanor allows him to stand out in the industry.

The Livecast Team



Kes Agnew - Video Editor & Motion Graphics Designer

- Uses professional video editing software to piece together footage to create meaningful and cohesive, with the addition of music, colour-grading and visual effects.
- 5 years in motion graphics and editing.
- Ryerson University in Media Production.
- Worked on a variety of videos and motion graphics including award shows, logo animation, animated character videos, sizzle reels and more.



Samross Thorg - Video Editor & Motion Graphics Designer

- Experienced videographer with a demonstrated history of working in the media production industry.
- Skilled in photography, image capture, film, Adobe Creative Suite, and editing.
- Strong media and communication professional, currently working towards a Bachelor of Arts focused in Radio Television Arts from Ryerson University.



Tony Del Rio - Creative Director

- Award-winning video content creator with over 22 years of film/TV industry experience whose directing work has taken him to Asia, Europe and the United States.
- Applies a hyper-focused approach to producing high quality, branded content for clients such as Aviva, Easy Financial and The Children's Aid Foundation.
- He has produced several feature films that have been sold and distributed to every major market in the world such as Control, Escalation, and Fight Another Day.



Jennifer Desroches - Writer

- Jennifer is a bilingual professional communicator and skilled technical writer with over 20 years of writing experience.
- Designed and wrote for multiple content types. Jennifer has written numerous types of content for a wide range of topics and for multiple modalities such as on-screen text as well as voice over scripts.
- Built storyboards to communicate direction to media producers.
- Her experience with accessibility features includes closed captioning. She has also scripted, produced and directed many videos.

Kudos



"It was an incredible day, we reached the students in a far more meaningful way than I ever expected and the success was in a large point due to you and your team. So we are very grateful and will happily recommend Livecast whenever we have the opportunity."

Wendy Hartley, MASC



"A huge, huge thank you for all the incredible work you put in to today's event with the Minister. It went so well and everyone, from the Minister to our CEO, is thrilled. Vince, I can't thank you enough for coming in at the 11th hour and saving the day. This was so excellent and we couldn't have done it without you."

Catherine Kong, Canadian Cancer Society



"Just wanted to send a quick note to say THANK YOU for all your support with yet another project - dare I say this one was perfect! (we had an issue on our side with the site people were viewing on, but that was resolved quickly at the start and had nothing to do with LiveCast). We received some great client feedback this morning and on Friday last week after the show, and wanted to send a note to say we obviously couldn't do it without you guys - special shout out to Daniel!"

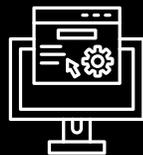
Nasreen Kamal, Fenix Event Management



2023 Wins



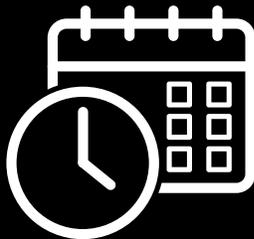
156,900 total views
(not including third party
services like YouTube,
Facebook, or sites like
Pheedloop and Vfairs).



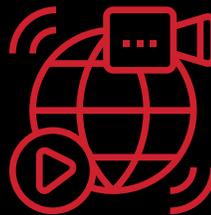
38,410 views on our Livecast.live
hosted platform, which is fully
customizable and branded for our
various clients from all sectors.



341 live streamed
events including fully
virtual and hybrid
events.



Total time watched:
11 years, 321 days,
12 hours, 35 minutes
and 29 seconds.



Our most streamed event –
Canadian Congress on Disability
Inclusion had the most streams with
12,707 total views on the English
channel.



Over 60 countries
– our streams were viewed
across the globe including:
Australia, Hong Kong,
Japan, United Kingdom,
India, Germany, Singapore,
Denmark and many more.



LIVECAST

www.livecast.ca
info@livecast.ca
(647) 598-8848