

# Virtual Wine Tastings

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## About



Virtual tastings are your chance to talk about your wines without meeting in person

## What to talk about

This is your expertise. You do not need to over plan or over think your topics.

Talk about your new vintage or ranges.

Be able to answer questions about availability.

**What about  
tasting the  
wines?**

Depending on conditions in your country, you can ship samples beforehand or, if possible, provide a link to buy the wine locally.

Likely you will be talking to those who already love your wines. If they don't have the new vintage, they will still want to hear you talk about it.

Ensure that you provide some bullet points and a link to the video after for their reference later.

## Technology

Tastings can be done from your phone or laptop. It does not take high level of technical knowledge to do so.

In the following slides there are a list of technologies to use with a guide to get you started.

If the tasting is and open invitation use the social community you use most whether it be Facebook, Twitter, Instagram, or YouTube. For invitation only, Skype or Zoom might be better options.



## How to Start:

Go to <https://www.facebook.com/live/create>.

Click **Create Live Stream**.

Choose where you want to post your live broadcast.


Select **Use a persistent stream key** if you want your stream key to be permanent. If this isn't selected, you won't be able to use this stream key again after the stream ends.

Copy and paste the server URL and stream key or persistent stream key into the settings of your streaming software and start the video stream from your encoder. A preview screen will appear.

Write a description and title for your live stream.


Click **Go Live**. If you want to schedule your broadcast for later, click Schedule.


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 If you're live streaming to your timeline, you'll be able to [choose your audience](#). When you end your live stream, it will stay where you shared it as a video post.






## How to Start:

Tap  in the top left of the screen or swipe right from anywhere in Feed.


Tap **Live** at the bottom of the screen, then tap .

The number of viewers appears at the top of the screen and comments appear at the bottom. Tap Comment to add a comment, and tap a comment and tap Pin Comment to pin it so that viewers can see it more easily.

If you're on an iOS device, you can tap  in the bottom right to add photos and videos from your camera roll to your live video. To stop displaying your photo or video, swipe right on your camera roll below and tap . Keep in mind that only you can see the photos and videos in your camera roll while you're sharing a live video.

When you're done, tap **End** in the top right then tap to confirm. From there, you can tap  in the top left to save it to your camera roll, or share it to your story.

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 Keep in mind that when you save your live video to your camera roll, only the video is saved, and not things like comments, likes and viewers.

## Youtube

### How to Start:




Create a YouTube account if you haven't already

Head to the [YouTube Studio dashboard](#). Next, click the **camera icon** located in the top right corner. After that, click **Go Live** in the small drop-down menu.

Select **Stream** on the toolbar. A form appears to enter the stream's name, set its privacy mode, its description, and category. Be sure to select an age limit (if any) and then click **Create Stream** to continue.

Click the **Start Streaming** button.

When you're done streaming, click **End Stream** at the bottom.

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-  You can't stream live on YouTube until you verify the account with a linked mobile number.
-  All streams under 12 hours will be automatically archived. You can access previous, current, and upcoming streams in the Live Tab.





## How to Start:

**Swipe left** from the home timeline or tap from the composer.

Tap the **live mode** at the bottom selector.


To go live with audio but not video, tap the microphone at the top right. This will turn off the camera, and you'll be heard by viewers, but not seen.

Fill in an optional description that will appear as a Tweet, and a location if desired. Then press **Go live**.

Your live broadcast, with description and location (if added), will appear in a Tweet in your follower's timeline and on your profile.

You can end a live video at any time by pressing the **Stop button** on the top left and confirming your action in the menu that comes up.

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 You can share or replay a live video





## How to Start:

Generate a call link in one simple [click](#).

Share the link and Invite anyone even if they're not on Skype.

Join call through your unique link.

To finish the call, click the red button.

-  Record you call and save it for later review
-  You can share your screen and files



## Zoom

### How to Start:

In the Zoom client, click Meetings.

Under the Upcoming tab, select the meeting you want to start. Additional options will appear.

Click **Start**.



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Record you call and save it for later review



## Hangouts Meet

### How to Start:

Open [hangouts.google.com](https://hangouts.google.com) or on the sidebar in [Gmail](#).

Select a person from the Hangouts list or search for their name or email address. When you find the person you want, click their name. You can also check multiple people to start a group video call.

Click **Video call**.

When you're done, click **End call**.



Click [here](#) to watch a 'how to' video

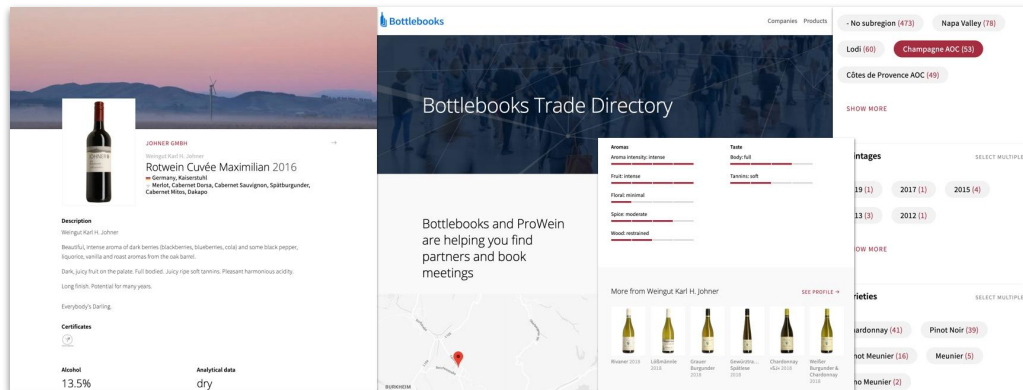


Video calls can include up to 25 people.

## Tips

- ❑ Choose a good location: it could be your winery or a room where you usually host wine tastings. Even a neutral room works well. Avoid noisy places.
- ❑ Do a test run. Ensure your connection is stable, your sound and image look good.
- ❑ Look at the camera – not the monitor
- ❑ Speak a bit slower than usual by adding some small pauses to your talking
- ❑ Make sure you are not too close to the camera, you should be able to show the glass and the table.
- ❑ Respond to comments live (if possible)
- ❑ Ensure you mention key information in the first 5 min, keep the main talk to 30 min and be prepared to answer questions for 1 hour or more.
- ❑ Have someone monitor your stream (if possible) to provide support and inform you of any problems you can't see, such as audio sync issues and choppy frame rates.
- ❑ Hold regular tastings, consistency is important.
- ❑ Save and repost the videos for others to see at a different time.
- ❑ Have fun and be passionate! More than anything this is what everyone will be watching for.

## Promotion



- ❑ List your tasting on the [Bottlebooks Trade Directory](#)
  - ❑ [Click here](#) to enter your tastings.
- ❑ Share on all your social channels: Twitter, YouTube, Facebook, Instagram, LinkedIn
- ❑ Send out a newsletter
- ❑ Send a personal email to those you were going to meet in person.

# Thanks!