



Mediumship Matters Podcast Transcripts

Season 3 Episode 27 - Going Live!

Hello and welcome to Mediumship Matters with me, Hannah Macintyre! Today's Mediumship Mini is all about creating a live mediumship event, thanks to a great question from Anneta. She asks how to go about setting up a live event—whether online or in person—so let's break it all down.

Hosting an In-Person Mediumship Event

A large part of my business is live, in-person events, and I've learned a lot over the years. If you're thinking about doing this, here are my top tips:

1. Start Small & Keep It Simple

Don't overcomplicate things in the beginning. My events today are shaped by everything I've learned over the past few years, and trust me—it takes time to find what works for you.

If possible, start with a co-host. When I first started demonstrating, I worked with a friend—she did evidential spirit connections, and I did card readings and spirit guide messages. Having another person on stage takes the pressure off, helps manage energy, and makes it easier to maintain a flow.

2. Ticketed Events vs. Free Events

I highly recommend charging for your events. Free events tend to have a 35% no-show rate because people aren't as committed. When they pay for a ticket, they're more likely to turn up and be engaged.

3. Venue Considerations

Here's what you need to think about:

- **Seating & Comfort** – If your audience is sitting for two hours, make sure the chairs are comfortable.
- **Atmosphere & Lighting** – Avoid bright overhead lights that make the space feel clinical. Soft, warm lighting creates a better experience.
- **Parking & Accessibility** – Is the venue easy to find? Do attendees have clear instructions?
- **Church Halls & Restrictions** – Be mindful that some church-owned venues won't allow spiritual events.

4. Setting the Stage

Your staging doesn't have to be elaborate, but presentation matters. Think about your setup and create a visually welcoming environment.

Personally, I no longer book venues where I have to set up all the chairs myself—because I used to start my nights sweating and out of breath before I even got on stage! Learn what works for you and make adjustments over time.

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Hosting a Live Online Mediumship Event

I don't go live online as often as I could, but when I do, I make sure I'm in a good energy space. Here's what I've learned about going live on social media:

1. Choose a Platform You're Comfortable With

I use StreamYard for Facebook—it's user-friendly, allows for branding, and lets me see comments easily. Instagram Live, on the other hand, always feels a bit chaotic for me, so I tend to avoid it.

2. Managing Audience Interaction

Online events can be tricky because of comment delays and volume. If you have a large following, expect a flood of comments. Some mediums bring people onto the live with them, but that can be clunky and disrupt the flow.

3. Equipment Recommendations

If you're planning to go live regularly, invest in:

- A ring light (£30 on Amazon) for good lighting
- A quality microphone (I use a Yeti, but there are cheaper options)
- An HD webcam for clearer video (laptop cameras can be terrible!)

If you're just starting, your phone camera and good natural lighting will do the job. Keep the camera high (helps with flattering angles—no one wants to stare up your nose!).

4. Just Start!

Don't overthink it. Your first live won't be perfect, and that's okay. Just get on camera and do something simple, like a card reading or a short talk. When I first went live, I was terrified, but it became easier with practice.

Final Thoughts—Just Go for It!

Whether in-person or online, the key is to start somewhere. It won't be perfect the first time, but every event you do will help you improve.

And remember: People will show up because they want to hear from you. So don't let fear hold you back!

Have a question? Drop me an email at: [✉️ podcast@hannahmedium.co.uk](mailto:podcast@hannahmedium.co.uk)

Thanks for listening