

Course : Create your Twitch channel

The keys to launching and developing your Twitch channel

Practical course - 2d - 14h00 - Ref. TWT

Price : 1370 € E.T.

NEW

This training course will enable you to understand the fundamentals of the Twitch platform, master the technical tools required for streaming, and develop an effective editorial strategy to create an engaging channel. You'll also learn how to interact live with your community, exploit Twitch's native tools, and consider collaborations with brands.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Define Twitch and its ecosystem
- ✓ Set up a streaming control room (OBS software, hardware, set-up)
- ✓ Structuring a live show and developing a community
- ✓ Use Twitch's native tools (chat, alerts, bots...)
- ✓ Identify opportunities for collaboration with brands

Intended audience

Anyone wanting to get started on Twitch or optimize an existing presence.

Prerequisites

No

Practical details

Apports théoriques, exercices pratiques, échanges et retours d'expérience.

Course schedule

PARTICIPANTS

Anyone wanting to get started on Twitch or optimize an existing presence.

PREREQUISITES

No

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

1 Twitch: a unique medium

- Twitch history, positioning in the media ecosystem
- The type of content broadcast: gaming, talk shows, music, IRL, etc.
- The legal aspects of streaming
- Platform values and culture: interaction, authenticity, community
- Current trends and major streamers
- Twitch and marketing: the challenges for brands

Hands-on work

Analysis of existing channels to understand codes and identify engagement levers.

2 The streamer's control room

- Presentation of OBS Studio software: interface, scenes, sources
- Setting up the necessary equipment: webcam, microphone, lighting, green screen
- Introduction to graphics: overlays, transitions, panels
- Image and sound basics: lighting, framing, microphones

Hands-on work

Set-up of a complete streaming set-up with real-life testing.

3 Creating and structuring a live show

- Different live structures: solo, duo, interactive, event
- Hosting a live show: types of chat interaction
- Setting up regular meetings and building customer loyalty
- The first steps towards creating a committed community

Hands-on work

Creation of a live show log with objectives and interactive sequences. Live simulation.

4 Native tools and associated bots

- Twitch's key features: chat, emotes, alerts, subscriptions, bits
- Presentation and configuration of bots (e.g. StreamElements, Nightbot)
- Useful automations: moderation, personalized messages, rewards

Hands-on work

Implementation of a bot to automate interaction with the public.

5 Complementary content creation

- Recycling content into short formats: transforming replays and highlights into vertical videos (TikTok, etc.).
- Using clips: identifying key moments and adapting them for social networks
- Techniques for fast, eye-catching editing: dynamic subtitles, short formats, visual rhythm
- Collaboration with other streamers: co-streams, guests, cross-events
- Develop your multiplatform presence: image consistency and content strategy on Twitch, YouTube, TikTok, etc.

Hands-on work

Creation of a vertical clip from a live excerpt, development of a cross-platform communication mini-plan.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

Dates and locations

REMOTE CLASS

2026 : 17 Mar., 9 June, 22 Sep., 1 Dec.

PARIS LA DÉFENSE

2026 : 17 Mar., 9 June, 22 Sep., 1 Dec.