LESSONS LEARNED WHILE USING

FOR MEETINGS/EVENTS

Registration

- Set up the start time to reflect eastern and central time zones (2 p.m. EDT / 1 p.m. CDT).
- Provide rules of engagement to participants ahead of time.

Security

- Go through your settings for each webinar carefully to make sure that your security settings are set to provide security and optimal control by the host. See Zoom Webinar Best Practices
- Do not publish your Zoom link or meeting code information on a public forum (website, social media, etc.). This will help prevent Zoom bombings, which are becoming more frequent.
- Ask that people register and join Zoom meetings/seminars with their full names. We had many rosters that only provided initials as the registered name and then others when they joined, it was with a phone name (i.e. samsung7).

General

- Don’t Be Late
- Turn on the Camera
- Sit Still
- No Eating
- When you come off “mute” means you are about to say something
- Close the office door
- Don’t Multitask

Host

- A Zoom Host can only host one meeting and/or webinar at a time. Pay close attention to the start and end times of the meetings that a host is scheduled to moderate. This includes meetings that you have set up as “start without
host”. Making another person “host” for a call does not mean you can schedule or hold calls at the same time.

- Have speakers/panelists silence their cell phones.
- Another way to increase engagement through a live webinar is to have canned questions and answers ready to go. This will encourage people to ask more questions.
- Explore Zoom’s “breakout room” option – this allows you to break audience members into smaller discussion groups.
- If your webinar consists of multiple panels, build in a 10 – 15 break between each panel. This gives you time to get each panel set up and ready.
- Always record your meetings/webinars.
- Have a website landing page or portal ready for posting the recorded webinars.

**Presenters/Panelists**

- Do a test run with your presenters before every webinar. Make sure presenters have a strong Wifi connection – and have back-up plans ready in case their audio or video goes out. Explain that they can dial into the meeting using the phone line option that Zoom provides as a backup for audio issues.
- At least one test run should be scheduled with presenters.
- During your test run, coach your presenters through setting up flattering shots – help them adjust lighting, camera angle, etc.
- Have your presenters use their computers, not iPads or iPhones. There is sometimes a lag with Zoom audio on iPads or iPhones, so the video and audio don’t match up.
- For webinars, remind your panelists that their link is unique and only for them. Panelists should not share their links with registrants.
- Make sure the PowerPoint presentations are tested to be sure the text is centered and will be able to be seen by all attendees – no matter their viewing screen size.
- When sharing your screen to play a video with audio, and Zoom asks you to make a selection of the window or application you want to share - make sure to click the “Share Computer Sound” box at the bottom left corner.
- Have speakers silence their cell phones.
- For webinars, ask speakers to arrive at least 15 minutes early to do one final audio/video test. Make sure you enable practice session which will let you choose when to “broadcast” your program. This will allow you to give the panelists of any last-minute instructions that the attendees will not be able to see.

**Virtual Speech Tips**

- Especially over Zoom, try to make direct eye contact at the camera; any eye breaks (e.g., looking up, away, etc.) are very apparent
- Use Speaker View on Zoom instead of the Gallery View because it helps with maintaining eye contact
- Posture: Lean forward on video/Zoom rather than sitting back in your chair
Chat Feature

- The chat feature in Zoom is very useful during webinars. To increase engagement, you should repeatedly remind people to use the chat feature throughout the presentation. You may want to have your presenter pause multiple times throughout their presentation to open it up for Q&A. Make sure your presenters know where the chat box is located and that they should monitor it throughout their presentation.
- If you are using chat or Q&A features, try to have another staff person monitoring those so that questions are answered accurately and quickly.
- Trying to manage chat, Q/A, and hand raising is overwhelming. We would advise against using the hand raise feature and instead instruct the attendees to post any questions in the Q&A.

Sponsors/Marketing

- Take advantage of the Branding feature for each webinar. This enables you to put logos and special messages in the reminder emails and post-event emails that are sent to attendees.
- For sponsor recognition, consider using a sponsor’s name as the passcode for the meeting. This will give your sponsors some additional exposure.

Other Zoom Features

- Advanced features of Zoom, which permit a lot of interactivity, virtual breakout sessions, online white boards, etc. are encouraged.
- If you are hoping for an interactive event where participants share video and can speak to interact with one another, then you would want to use Zoom meetings.
- If the event is meant to be a seminar with one or more, presenters, but you do not want to have audience participation outside of Q&A where they type their questions into a chat style box - you should use Zoom Webinars.
- One note, the webinar is an add-on to the meeting plan. A Zoom Pro account is required to have a Zoom Webinar.
- If you enable follow-up emails, Zoom has an issue where if someone registers for a webinar and then dials in to the webinar to listen without joining the video portion from their computer, Zoom counts them as not attending. They then receive the “Sorry you missed” email which causes some angst and confusion. Especially when the webinar was for CLE credit.

Crash course in Zoom webinars

Best Practices for Hosting a Digital Event

Host & Panelist Online Event and Live Streaming Tech Setup