Hosting a Zoom Webinar

PURPOSE:

Steps to successfully run a webinar in Zoom with separate host and panelist. If you are running the call by yourself, please run through both sets of instructions.

Note: do not forget to RECORD (directions in step 5).

PROCEDURE FOR HOST/SUPPORT STAFF:

1. Launch webinar in practice mode (set up to launch in this mode by default) 15 to 20 minutes prior to session start time.

    a. Close all nonessential applications.

    b. Open the Zoom application.

    c. Log in with Zoom hosting account.

    d. Go to "Meetings" in Zoom application and click start on the name of the webinar you would like to launch.

    e. Join Audio by computer.

2. Open chat window by hovering over application window and selecting from black toolbar at bottom or top of screen (location dependent upon screenshare). Keep open and visible through entire duration of webinar.

3. Open Q&A window by selecting in same black toolbar. Keep open and visible through entire duration of webinar.

4. Share your screen (if panelist does not wish to share their own screen).

    a. Zoom will only allow sharing an entire application, so keep in mind that if you share your internet browser application, viewers will be able to see all tabs/windows you have open.

    b. Open the website or document you wish to display to your viewers.

    c. Click "Share Screen" in black toolbar and select the application you wish to share.

    d. Make sure that there is a green glow on the desired window.

    e. Ask panelist if they can see your screen. If they cannot, repeat step 4.

5. Start Broadcast and RECORD.

    a. Wait until exact start time and the panelist gives you the go ahead.

    b. Mute your Mic (VERY IMPORTANT).

    c. Click the large "Broadcast" button on Zoom screen.

    d. Click the "... More" button and select "RECORD TO THE CLOUD" immediately after starting broadcast (if cloud recording selection is not available, record locally). Note: if you start recording before clicking "Broadcast," you will have to edit out anything recorded in the practice room.

6. Monitor and offer support during session.

    a. Answer questions privately if they aren't directly related to Q&A. This includes "I can hear you" messages placed in that window by mistake.

    b. If someone asks a question in the chat window, politely (and privately) ask them to submit their question in the Q&A window so the panelist can answer it.

    c. Pay attention and navigate to any website that the panelist might bring up during the Q&A.

    d. If speaking to the panelist in the chat window, always be sure to select their name and speak privately. It is best practice to not say anything the the chat window that you would not want any attendees to accidently see. It is very easy to send messages out to everyone.

7. End the live support session.

    a. Once panelist says goodbye and is finished talking, click "End Recording" in toolbar.

    b. Click "End meeting for all."

PROCEDURE FOR PANELIST/PRESENTER:

1. Prepare to connect to webinar.

    a. Close all nonessential applications.

    b. Prepare audio equipment (this step is unique to your setup).

    c. Prepare webcam (if applicable).

2. Connect to webinar 15 minutes prior to session start time.

    a. Close all nonessential applications.

    b. Use panelist link that was sent to you from host (do not use the attendees link).

    c. Join Audio by computer.

3. Test audio equipment with host.

4. If sharing your screen instead of the host, do the following (If not skip to next step).

    a. Zoom will only allow sharing an entire application, so keep in mind that if you share your internet browser application, viewers will be able to see all tabs/windows you have open.

    b. Open the website or document you wish to display to your viewers.

    c. Click "Share Screen" in black toolbar and select appropriate application.

    d. Make sure that there is a green glow on the desired window.

    e. Ask host if they can see your screen. If they cannot, repeat step 4.

5. If you are not sharing your screen, ask host to do so and confirm that it is working.

6. Open chat window by hovering over application window and selecting from black toolbar at bottom or top of screen (location dependent upon screenshare). Keep open and visible through entire duration of webinar.

7. Open Q&A window by selecting in same black toolbar. Keep open and visible through entire duration of webinar.

8. Start broadcast.

    a. Ask host to mute their mic.

    b. Ask host to start webinar at exact session start time.

9. Introduce yourself

    a. Wait 10 seconds after broadcast to start speaking. It typically takes a few moments for the room to fully populate with attendees.

    b. Introduce yourself to the group.

    c. Explain to attendees that they can ask questions in the Q&A box.

    d. Ask attendees to say if they can hear you in the Q&A box. Host/support staff will clear out these answers.

10. Start answering questions.

    a. Remind people to submit questions as they come to mind.

11. End webinar.

    a. If you reach the hour before all questions are answered, ask them to pre-submit anything that was not answered to the next session.

    b. If you run out of questions before scheduled end time, it is okay to end webinar early.

    c. Thank everyone for their time and say goodbye.

    d. Wait for host to end broadcast before disconnecting.